



**HASSELFORS**  
GARDEN

## Reed for soil production

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# We are a part of KEKKILÄ-BVB



RETAIL



LANDSCAPING & RECYCLING



PROFESSIONAL GROWING

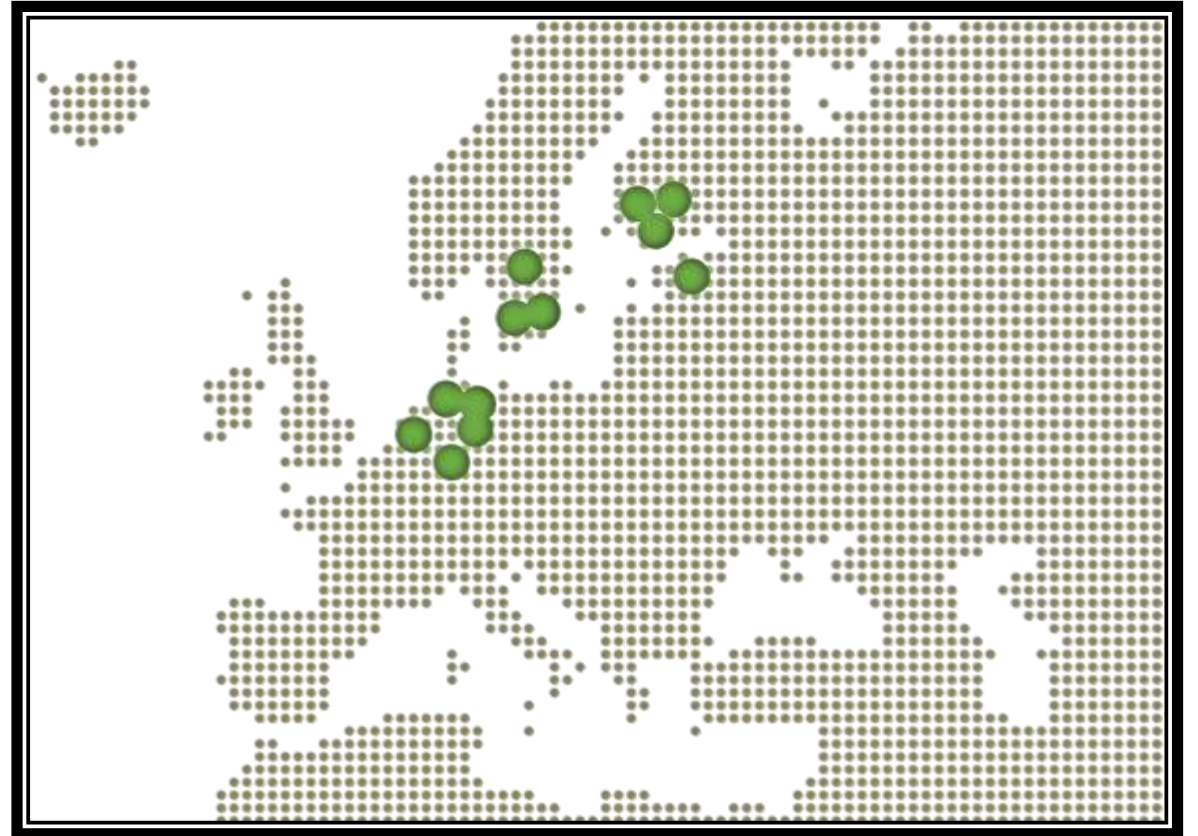


MATERIALS



# Kekkilä-BVB

- Turnover 360 million euro
- We have over 500 employees in Finland, Sweden, the Netherlands, Germany, Estonia and Spain
- Main markets are in the Nordics and the Netherlands, and our products are available globally in more than 100 countries
- We focus on creating a sustainable everyday life around the world through our products for horticulture



# We are soil producers with two business areas

- Retail

- Potting soil
- Garden soil
- Soil improvers
- Mulches & cover material
- Fertilizers



- Landscaping

- Landscaping soil
- City soil - growing media
- Soil improvers
- Mulches & cover material





# Retail market

**GRANNGÅRDEN**  
ETABL.1880



**PLANTAGEN**®



Private owned  
Garden centers




# Landscaping



**SKANSKA**



Svenska kyrkan 



**SVEVIA**

# Landscaping soil

## Mineral materials

- Clay
- Silt
- Sand
- Gravel
- Macadam

## Organic materials

- Green waste compost
- Peat
- Biochar
- Bark









# Organic growing media

## Organic materials

- Peat
- Bark
- Green waste compost
- Bio compost
- Biochar
- Wood fibers
- New materials

## Mineral materials

- Clay
- Stone meal
- Leca







### Practical/economic characteristics:

- no weeds
- easy to handle
- price worthy

### Safety:

- no harmful substances
- no harmful elements
- no harmful organisms

### Physical characteristic:

- structure

### Chemical characteristics:

- pH-value
- plant nutrients

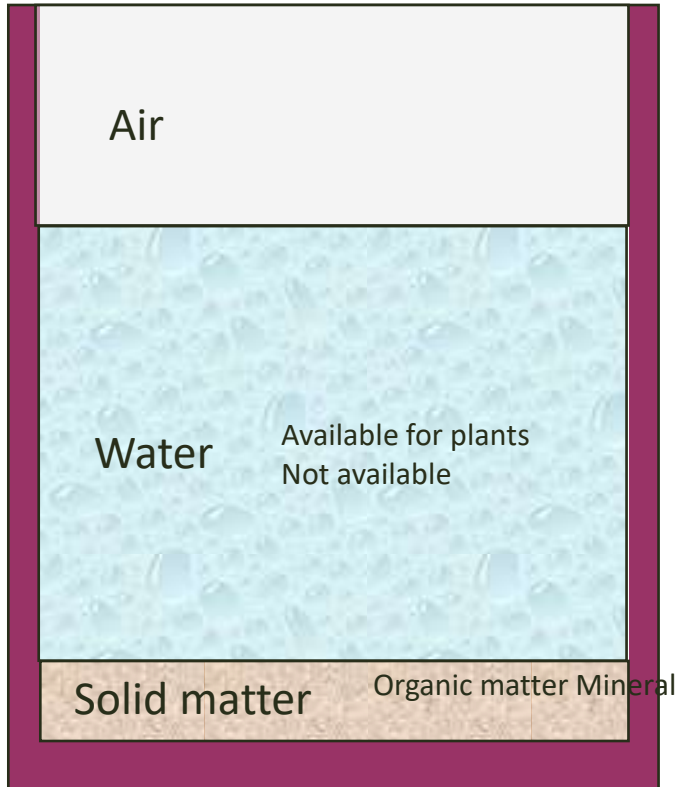
### Biological characteristic:

- microbiology

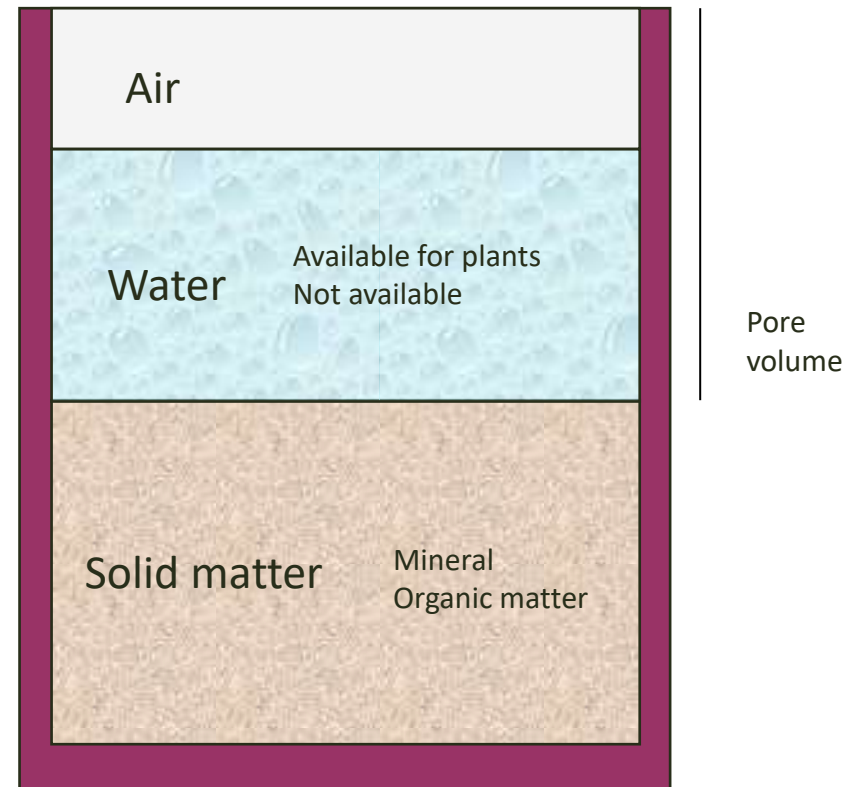


# What is soil ?

Retail soil = organic soil



Landscaping soil



drainage

# About volume, weight and water

## **Weight:**

Solid matter + water

## **Volume:**

Solid matter + pores

## **Volume weight:**

Is the material loose or compressed?

## **Moisture content:**

Organic materials:

Hydrophobic properties

Rewetting properties

Biological activity:

How mature/stable is the material?

Composting leads to volume loss!

How fast will the material compost?

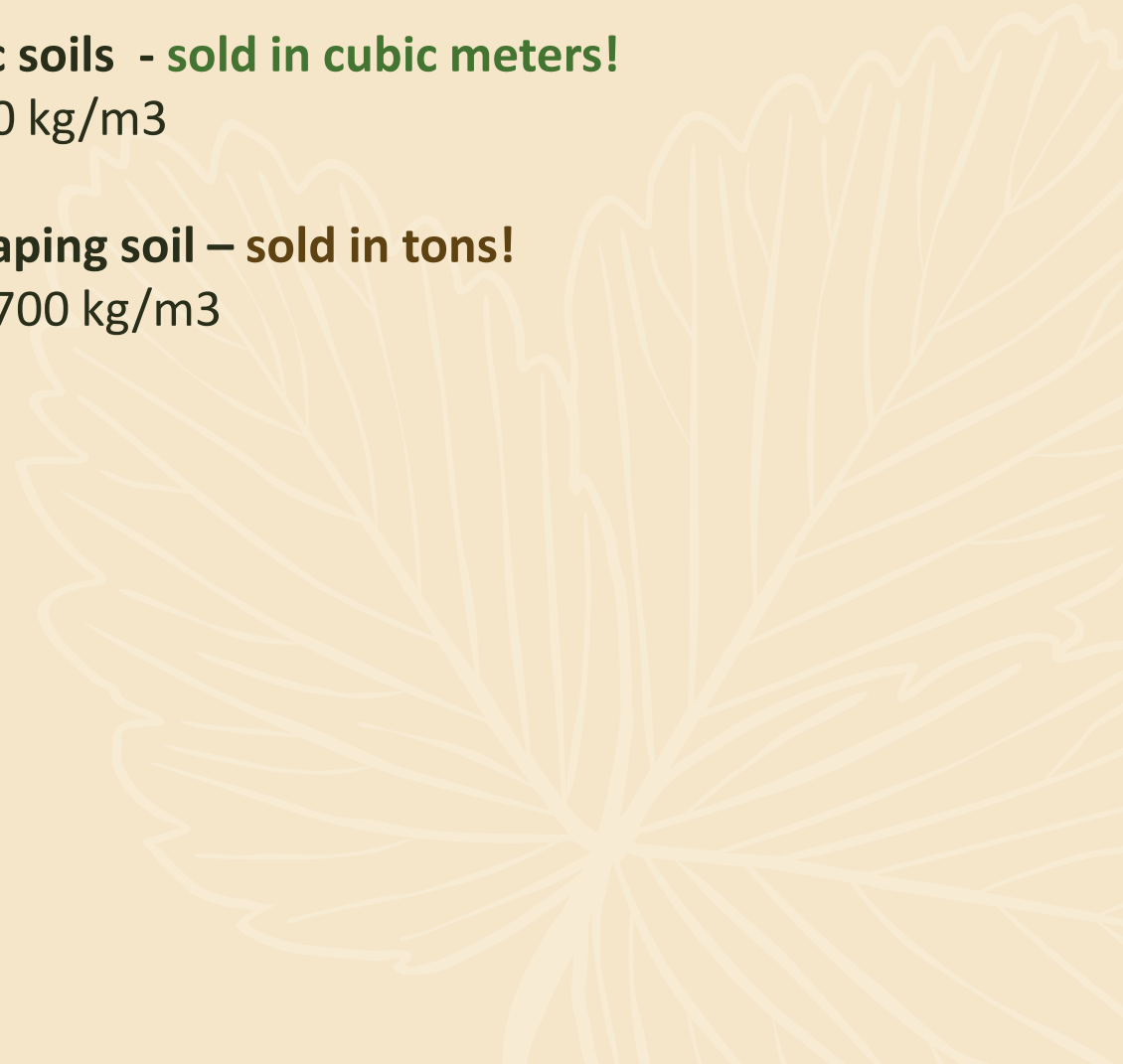
## **Volume weight:**

**Organic soils - sold in cubic meters!**

200-400 kg/m<sup>3</sup>

**Landscaping soil – sold in tons!**

1000-1700 kg/m<sup>3</sup>





Material



Storage and refining process



Raw material for production

- available volumes?
- seasonal material?
- chemical-, physical- and biological status?
- where is the material?
- etc

→ price

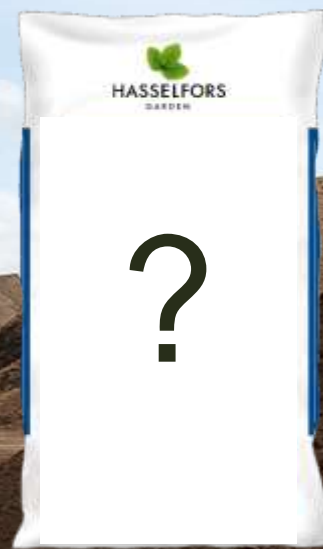
- storage time?
- storage area?
- transports?
- mechanical treatments?
- biological treatments?
- etc

→ adding costs

- premixing needed?
- Screening?
- performance in mixing line?
- can it be used all seasons?
- etc

→ cost price in product calculation

## Challenge – P-jord 2.0



65 % ljus torv  
30 % svarttorv  
5 % sand  
Kalk och gödsel  
Materialkostnad 20 kr = 0,40 kr/l

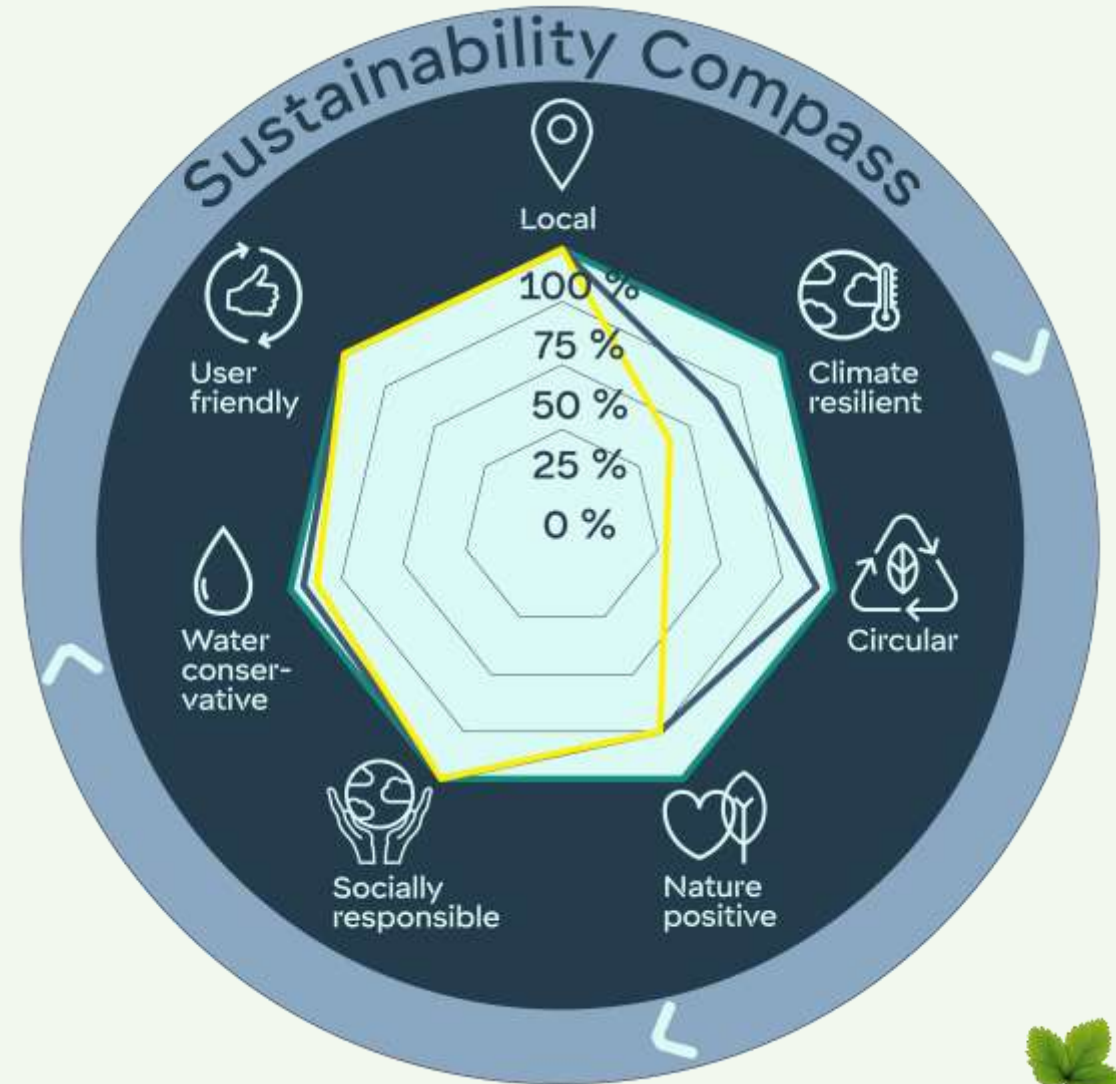
### Pricelist SEK/m3:

White peat	300
Brown peat	300
Black peat	300
Green compost	500
Bio compost	600
Hemp shavings	700
Sphagnum moss	800
Sand	300
Bark	400
Wood fiber	600
Perlite	1500
Biochar	2000
Pumice	1000
Reed	?
Fertilizer and lime	100



# Hasselfors Garden Sustainability Compass

- 7 aspects
- 100 % is best score
- Used to evaluate raw materials and products
- European standards och guidelines behind the calculations



# Thank you!

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