

New propagation system is proven to prevent root girdling

Evidence-based RootSmart™ innovation delivers better roots, better trees and better profits

Toronto, January 9, 2018 – A proven and innovative tree propagation system is helping growers increase their profitability by producing healthier, more beautiful trees. Launched today at the Landscape Ontario Congress, RootSmart™ is an evidence-based propagation system that promotes an ideal root structure by preventing root girdling at the propagation stage.

Root girdling is a well-known and costly problem in the horticulture industry. Research has shown that it starts during propagation and can't be reversed as a tree matures. Over time, roots circle each other and the trunk, choking and killing the tree.

[RootSmart™](#) prevents girdling in the first stages of root growth – when it counts. Developed in partnership between Vineland Research and Innovation Centre and A.M.A., RootSmart™ provides growers with a proven solution to improve propagation practices.

“Root girdling is a real problem, and growers are starting to see an increased focus on examining root structures in the buying process. We were determined to find a solution that would help growers become better stewards of their products,” said Rick Bradt, Co-owner and Managing Director of A.M.A. “RootSmart™ is the game-changer our industry has been waiting for, and we are proud to bring it to market in partnership with Vineland Research and Innovation Centre.”



As a wall-less, bottomless tray, RootSmart™ is uniquely designed to encourage lateral root growth without obstruction from growing media. As the roots come into contact with the air outside of the tray, they naturally prune themselves, allowing continued growth in a healthy, lateral direction. By ensuring better quality roots, RootSmart™ delivers significant benefits for fruit, nut, and ornamental tree growers that result in better products for end consumers:

- Reduced mortality rate
- Increased transplant success
- Improved crop uniformity
- Shorter crop cycles
- Reduced culls
- Reduced labour costs
- Healthier, more beautiful trees

“RootSmart™ was co-designed with growers, for growers,” said Dr. Darby McGrath, Research Scientist at Vineland Research and Innovation Centre. “After five years consulting with industry leaders and studying

the effects of existing propagation trays, we designed a product that solves the problem of root girdling using proven science. We are thrilled to see it come to life with support and leadership from the A.M.A. team.”

A.M.A. holds the exclusive production and marketing licence to RootSmart™, and is now available to growers across North America. Learn more at www.rootsmart.com.

About A.M.A.

A.M.A. has been serving the horticulture and nursery industries since 1982. We are dedicated to understanding the challenges facing our industry, to find forward-thinking solutions, and to help growers become better stewards of their products. Our specialities include RootSmart™, Urbanscape Green Roof System, Ellepots™ by A.M.A., Al's Flower Pouch™, as well as hydroponic supplies, growing containers, plug trays and propagation trays, seeding and greenhouse production equipment, and more! Visit www.amaplas.com to discover solutions for your success.

About Vineland Research and Innovation Centre

With a highly-skilled research team, oversight from an independent Board of Directors, engagement from an international Science Advisory Council and collaboration with more than 160 global partners including a Stakeholder Advisory Council, Vineland's goal is to enhance Canadian growers' commercial success through results-oriented innovation. We are an independent, not-for-profit organization funded in part by *Growing Forward 2*, a federal-provincial-territorial initiative. For the latest on our research and innovation, visit www.vinelandresearch.com.

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