



QUICK PLUG
THE EVOLUTION OF ROOTS

Case Study
Eden Green Technology
Cleburne, Texas

Providing Consistency to Controlled Environment Agriculture with Quick Plug®

When it comes to being successful in controlled environment agriculture, freshness is the name of the game. At Eden Green Technology in Cleburne, Texas, the company's goal is to "stop the 5,000-mile salads" and bring local hydroponic produce to shoppers that care about health, sustainability, and more ethical farming practices. The only way to meet that goal is if every step of the process is in line with that mission, including choosing the right media mix to give plants a healthy start in the first few weeks.

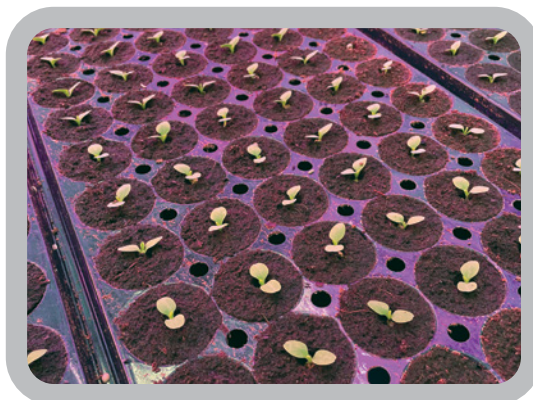
Aaron Fields, vice president of agriculture, started at Eden Green in 2018. In his first five years with the company, Eden Green tested 10 different media mixes with a variety of substrates. One of those products was Quick Plug's FlexiTrays®. Quick Plug® products use an emulsified growing media designed to help growers achieve greater densities while also providing the environment plants require for strong roots. Quick Plug provides the right water-holding capacity even during dry down times, which creates the optimal growing solution for plants to thrive.

While Eden Green had initial concerns that the plugs would fall apart or clog the systems, those fears were quickly dismissed during the trials. In fact, the trials went so well, the team implemented Quick Plug's solutions at its new commercial greenhouse that opened in 2022 and hasn't looked back.

"We're happy with Quick Plug. I like the capabilities of it. I like the affordability. I've done the math, it just makes sense."



Aaron Fields,
Vice President of Agriculture,
Eden Green Technology



Quick Plug FlexiTrays provide better moisture retention during crucial plant development.

INNOVATIONS THAT WORK

After more than a year in the greenhouse, Quick Plug continues to provide strong results for Eden Green. As with any media, the team did have to make a few adjustments to their watering, but they didn't have to change their fertilizer practices. In the end, the product performance made the slight learning curve worth it.

"When it comes to watering, it holds good moisture," Fields said. "It doesn't suffocate the plant. It gave us that buffering capacity if we didn't get to water, which helps out a lot. With fertilizers, we had no issues whatsoever. It did really well."

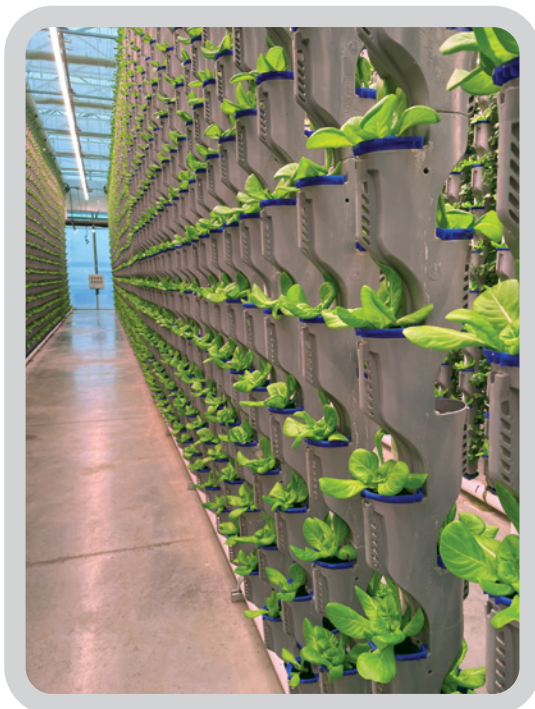
Even as new products have come in for trials, Quick Plug remains a constant.

"I feel no pressure to change when people come in and want me to try their media," Fields said. "To adopt something, it has to be better than what I currently have, and nothing has been able to add more value than Quick Plug. It's very affordable. It's a very consistent product that performs well in my systems, and I can't ask for much more than that."

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Impressive roots from a lettuce plant grown with Quick Plug.



Quick Plug used in vertical farming.

A TEAM BY YOUR SIDE

Trialing a new product or adding something new in the greenhouse can be a little worrisome since production can't stop or slow down. But the Quick Plug team has been with Eden Green every step of the process to ease worries, answer questions, and be a partner, not just a supplier.

"Quick Plug was one of the first companies that came to talk to us about what we were seeing and not just asking us for the trial data," Fields said. "They were the first ones that came in just to talk, and it was great."

As Eden Green looks to open additional greenhouses and continue to provide local hydroponic produce, the Quick Plug team is there to talk through custom solutions for all the company's needs.

AARON FIELD'S ADVICE TO GROWERS TRIALING WITH QUICK PLUG

"Listen to the media. There's a learning curve to any media, so take your time to watch it. Don't just plug and play with it. You can't go in and water everything the exact same way and expect it to be fine. If you handle it right, it will handle you right. And it really works with you."

"We opened our commercial greenhouse in September 2022, and we've never had a different plug in there. The material itself has been great."

— Aaron Fields

Our thanks to Aaron Fields for talking with us about Eden Green Technology. If you're a grower interested in learning more about Quick Plug products, visit [QuickPlug.com](https://www.quickplug.com) or reach out to us at horticulture@profileproducts.com or +1-800-496-0955. Quick Plug is part of Profile Growing Solutions. Visit [profilegrowing.com](https://www.profilegrowing.com) to learn more about all the proven solutions we offer to cultivate total performance.

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