



Leader in  
Horticultural  
Containers

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## Fiber growing containers help the cannabis cultivator with their sustainability efforts

### [ Pros ]

*Ideal for propagation, saves time on transplanting, sustainable alternative, increased airflow*

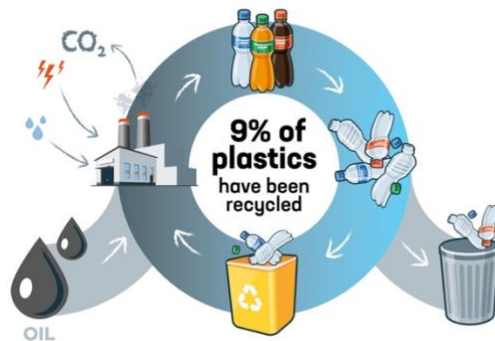
### [ Cons ]

*Concerns over mold growth, one-time use, often requires more watering, cost*

Recycling is the [logical solution](#) to an increasing problem.

It helps save energy, reduces landfill contributions, protects wildlife, is good for the economy and affords you the satisfaction of doing something good for the planet.

But despite all the education and scientific studies pointing to the solution, society remains reluctant to fully embrace the notion of recycling. Review the following statistics taken from the [Sustainability Management School \(SUMAS\)](#) in Switzerland, the first business school in the world to launch a BBA and MBA in Sustainability Management.



- Globally, only **9% of plastics** ever produced have been recycled.
- **79%** can now be found in landfills, dumps or the environment.
- **12%** have been incinerated.

Source: Sustainability Management School (SUMAS) in Switzerland

A few pieces of friction causing resistance towards recycling include:

- Municipal inconveniences and space limitations
- The (incorrect) belief that it doesn't make a difference
- Feeling that people should be rewarded by something other than the planet's increased longevity for their efforts.



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But there's hope. Based on the [EPA's most recent reporting](#) in 2017, paper products had a recycling rate of 65.9%, which was among the highest compared to other materials in MSW (municipal solid waste) – and that number is expected to climb dramatically for calendar year 2019. So maybe, just maybe, there's a turning of the tides.

Regardless of the industry, consumers increasingly share a [mindset towards sustainability](#). They're more sophisticated, educated and oftentimes armed with an arsenal of comparative information about sustainable products in the palm of their hands. Cannabis growers understand this reality and are now looking for sustainable fiber containers for use in their growing operations to help reduce their overall carbon footprint while satisfying consumer demands.

While patrons will rarely observe the type of [cannabis container](#) plants are cultivated in when purchasing the final product at a local dispensary, the mindset above is fueling conversations at the point of sale.

In a recent article on [Green Entrepreneur](#), *Future Cannabis Industry Leaders Will Focus on Sustainability and Social Impact*, Peter J. Schmitt writes, "As sustainable and ethical business practices increasingly fuel consumer spending habits and investors' decisions, significant competitive advantage is available to businesses that invest in sustainability and social impact efforts."



One way cannabis growers are achieving this is by utilizing fiber containers throughout their growing operations. But what are cannabis fiber containers and how can they help an industry striving towards sustainability?

Often referred to as molded pulp, cannabis fiber containers are created by mixing recycled paperboard or newsprint, water, fungicide to help prevent mold and a binding agent together to produce a fiber slurry. Molds are then used to form this slurry into a variety of shapes and sizes depending on the application. It's a sustainable and cost-effective solution for cannabis cultivation.

An ideal advantage of cannabis fiber containers pertains to the roots of the plant.



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[Cannabis seeds](#) are often started in much smaller containers to help control moisture. As growers know, avoiding root shock when [transplanting](#) is critical to a healthy adult plant.

Cannabis fiber containers provide an optimal solution for propagation, as the entire pot can be planted safely into a larger fiber container without disturbing the root system. The composition of the container is biodegradable and will decompose over time, allowing the roots to naturally expand in their new environment without any negative effects to the roots.



Additionally, cannabis fiber containers:

- Breathe like clay pots
- Provide optimal drainage
- Are durable for hardy growing cycles
- Provide zero waste – no recycling required
- Are void of contaminants
- And are Certified for Organic Farming.

It's worth noting that fiber cannabis containers experience what is known as air pruning (also called self-pruning). When roots are exposed to air (combined with the absence of high humidity) roots are essentially “burned” off, which causes the plant to continuously produce new, healthy roots.

Many have questioned what they should look for when sourcing a fiber growing container. It's important to remember that not all sustainable fiber planting containers are created equal. Here are some things to look for before making a purchase for your growing facility.

- Are they certified for organic farming by a legitimate governing body? And don't be afraid to ask to see the official documentation. If they're unwilling to show you, they probably aren't.
- How are they produced? Some “environmentally friendly” containers actually expose more harmful toxins into the environment during production than some traditional plastic containers. If they say they're produced in a water recycling facility thereby eliminating wastewater discharge, that's a good sign.
- What materials are the containers made out of? There's a science behind making a sustainable fiber container for strength and durability. While they might all look the same on the outside, some companies add hardening agents (that are not biodegradable) in order to achieve that strength. Look for products that are molded using recycled newspaper, a plant-based binding agent and water. That's it!



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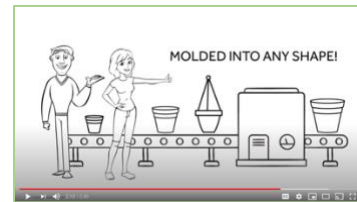
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Schmitt concludes, “As society works toward a greener future, all industries will be held accountable for their environmental footprints. Cannabis businesses have an opportunity to make a difference as the industry evolves. Within this decade, we will see that the dominant business and brand leaders that emerge protect consumers as well as the environment.”

[Click here](#) to learn how our fiber growing containers are created or [watch our informative whiteboard video](#) which further explains the process.



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