



## THE STORY OF STRAWBERRY ENTREPRENEUR ULRICH OSTERLOH

In series 4 of 'The Grower Files', strawberry entrepreneur Ulrich Osterloh will outline his vision of topical issues in (greenhouse)horticulture. In these video messages, Ulrich Osterloh will give an interesting insight into his business philosophy.

With crops covering more than 250 ha, Erdbeerhof Osterloh is amongst the largest strawberry growers in Europe. Quality and reliability are the main principles that drive Ulrich Osterloh's business, and those are the reasons he is making the switch from outdoor crops to high-quality production in tunnels. Even though he has been in the strawberry business for almost 35 years, Osterloh has described this switch as an exciting and challenging project for his business, which is situated in Visbek, Germany (between Osnabrück and Bremen). "This switch will take us one step further into the future, and provides a foundation for my children, Alicia and Alexander, to build on".



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