

South Coast Nursery Tour



See p4 for report



Growing together™

June 2012

Home Grown website up!

www.homegrownplants.org.uk

The website is now published after a great deal of preparation, in time for the bedding season, which has now kicked off as the weather improves. With soil conditions and the days getting warmer, it could not be better for planting up gardens with Home Grown plants in time for the Golden Jubilee, the Olympics and the European Championships.

We are currently working on a Word Press version of the existing site which will give greater flexibility in its use and presentation. It is available for you to promote your Home Grown produce and advertise your customers and their retail outlets to consumers using the Home Grown outlets location map.

Please give us your details to publish as well as those of your clients so that we can maximise the impact of Home Grown on the ornamentals market.

Morris May



Tatton Towers at Reaseheath

BPOA, representing professional growers of ornamental plants throughout the UK, is delighted to have the help and support of the Horticulture Department of Reaseheath College to present the Home Grown Towers at this year's RHS Tatton Park Flower Show July 18th-22nd- (visit the site by typing the link into your browser.)

<http://www.rhs.org.uk/Shows-Events/RHS-Show-Tatton-Park/2012>

Reaseheath College staff and students will be planting and growing the 3000+ plants of the trailing Petunia Fanfare in three colours, red-white & blue for a patriotic display on the towers that were used to great effect last year with Sunpatiens.



Tatton 2011- the towers



Remember BGLA?

We all remember BGLA, those heady days at Harrogate, when the industry had a truly international large scale show. In response to members and allied trade requests, this year sees the launch of

BPOA GROWERS LOOK AHEAD

the only "grower focussed" conference; where growers can see presentations on the technology and trends to enable maximisation of production, cost efficiency, sales potential, profit and the important issues that growers face.

The date, Thursday 11 October

The venue, Conference Suite, NFU Head office, National Agricultural Centre, Stoneleigh.

The time, start 9.15am, finish 4.15pm

The programme, 10 speakers Included, coffee on arrival, mid morning coffee, buffet lunch, afternoon tea.

The cost FREE Places, limited to 175, prior registration is advised; please contact the BPOA office to book your place.

What else? 12 spaces for trade stands are available, at a cost of £100 + vat to members (lunch and refreshments included) these are available strictly on a first come basis. To book your stand, please call the BPOA office.

BPOA GROWERS LOOK AHEAD the "Grower" event of the year-

Book your place early!

The full programme listing speakers and participating companies to be published shortly.

Ian Riggs

Meadow Croft Event success

This year's Meadow Croft Event showed the very fine development of the bio - mass boilers installed by WD Smith as well as a very good turnout to visit the nursery and see the growing crops. Around 80 members and colleagues came to visit the



nursery in the late afternoon and were most impressed with the new equipment and the companies responsible for the design and installation.

After the tour, the presentations evening was kicked off with Ian Riggs, Chairman of the association, speaking on the Home Grown scheme and the next phase of its development into retail marketing. His theme was recognising the interest in promoting the local nature and freshness of the product on offer and how that can best be promoted using the Home Grown mark and not just any generic Union Jack style labels. The Home Grown scheme means something more and we can develop these ideas with consumers.

Following him we had excellent speakers: Roger Crookes who spoke about plants promotion and the ways in which growers and retailers can get together to make the most of plant marketing; Simon Whitely told us about the Farmen breeding programme and in particular the, revolutionary new, Vesuvio petunia which is very hardy in addition to being suitable for

(Continued on page 4)

Chairman's Notes

Originally I thought about writing a report on the season so far, cracking March, wettest on record April, hose pipe bans, impact of the nation's economic health, how neither the May or Jubilee holidays delivered the expected outstanding sales uplift and finally quoting lots of sales figures and comparisons. But; members and associates know all this already. One of my favourite sayings quoted from a popular song (can anyone remember who and when) that, "There is always laughter after pain, always sunshine after rain". So can we learn anything from 2012, only, that the weather is the largest contributing factor to sales and that it is something we cannot control? In the last couple of months I have attended my first National Horticulture Board meeting and my first HTA Ornamentals Committee meeting, representing the BPOA and specifically bedding plant



growers. So what did I learn; firstly that bedding is the largest, most important element of Ornamental sales in the UK, 2007 - £631M sales turnover, 2008 - £570 million, 2009 - £706 million, 2010 - £760 million and in 2011 - £701 million. That overall sales of Ornamental plants rose from £1.65 billion in 2007 to £1.82 billion in 2011. The bedding sector consistently represents nearly 40% of all plant sales, compare £700 million plus bedding sales against Rose sales of £50 million, this being achieved without coverage and support from the media, both TV and press. How many true bedding displays were featured in the Chelsea coverage how often does Gardeners World feature bedding? How much of the levy we pay goes into "bedding" research?. Talk

about an oppressed majority! The other startling research was that the growth in the use of mobile technology, mobile access to the internet is fastest in the 40 - 65 age brackets, our largest, most loyal customer age range, how many members and their customers use QR codes on plants? So time for another piece of homespun philosophy, "keep your face to the sun and the shadows of life will always fall behind you" (providing it's shining). Shortly the Home Grown website is launched (see article p1) and in October we launch BGLA - BPOA Growers Look Ahead (see feature) when we aim to address and inform members and guests of the issues facing our sector. Both these look to the future and are very positive moves by the association to provide information, service and support to members and their customers. I look forward to your engagement with both.

Ian Riggs

Upcoming events

- ⇒ 4 & 5th September
Four Oaks Show,
Farm Lane, Lower
Withington,
Macclesfield,
Cheshire.
- ⇒ 11th October—
**BGLA Autumn
Meeting**,
NFU Conference
Suite, Stoneleigh,
Warks.
- ⇒ 12th November—
GroSouth Show
Roundstone Nurser-
ies, Chich-
ester

AGM REPORT



Dennis Espley—GCA

This years AGM and conference was held again at the Hellidon Lakes Hotel in Daventry, scene of our previous triumphs. And it did not disappoint; apart from the traditional elements of AGM proper, chairman's dinner and technical day we also enjoyed an



Peter presents Bright Spark to Sirekit Mol



Derek Smith—Trumpet Blower

MC for the annual awards presentation in the august personage of Peter Seabrook. We are fortunate to have such a man who will support us as an industry at a national level as well as join us for



Philip Sanders of Blue Ribbon received the Alan Hendy award on behalf of Walter Back.

dinner and chat on a more informal basis and who always has time for the BPOA and its mem-

bers. To add further icing to the cake, extending the metaphor somewhat, we also had a speaker for our dinner, Dennis Espley-outgoing President of the GCA. Dennis had some appreciation for the BPOA as well as some sharply focussed remarks on the image and profile of the association which probably comes more naturally from the leader of another trade body and a person outside the ornamentals production industry. Food for thought!

He also, somewhat prophetically, reduced our aspirations regarding the potential for improved sales due to the 'Jubilympics' which he felt would probably result in fewer garden centre sales days during June and July (that was also without the benefit of a long range weather forecast).

Our first conference session on the supply chain stimulated much discussion and was notable for Pip Pensley's promise to use more Home Grown in her own plants' marketing for this season in the



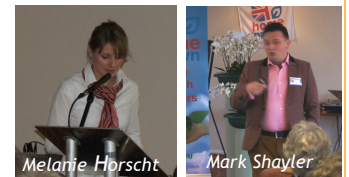
Panel of marketing speakers answers questions.

Hillier Garden Centre Group.

During our technical seminar on the second day, we considered

the improvement of business efficiency and heard a range of speakers from high tech. glass-house design and its benefits to rubbish and how to harness its potential. To return to our awards; here are the main points:

- * Trumpet Blower was given to Derek Smith.
- * Derf Paton Bright Spark Award to Sirekit Mol.
- * Alan Hendy award was presented to Walter Back.
- * Silver Kentia Palm was given to Nursery Fresh.
- * A special award for selfless devotion to the chairman's post for a third year was given to Sarah Fairhurst.
- * Awards for outstanding contributions were made to Mike Smith, Nigel Crosby and Alan Davies.



Melanie Horsch

Mark Shayler



Nigel Paul

Daciana Iliescu

Technical Day speakers

HDC Growing Media Review

The original Defra consultation on reducing the horticultural use of peat in England undertaken through the winter of 2010/11 highlighted the need for



a publication which summarised the recent research undertaken on peat alternative materials for use in horticulture. Much work has been funded since the early 1990's by HDC, WRAP and other bodies to first of all assess a wide range of possible materials and then examine in more detail the best potential candidates including bark, coir, composted green

waste and wood fibre. The HDC Growing Media Review, which will be circulated with the June issue of the HDC News, summarises the work undertaken for all the horticultural sectors (both ornamentals and edibles) chronicling the development of reduced peat and peat-free growing media and highlighting related research on technical issues.

The Review also contains a number of articles by technical experts including a European perspective on the use of peat alternative materials, the carbon issue surrounding peat extraction and the cost to the industry of achieving the phase out targets (2030 for professional horticulture) set by Defra.

Wayne Brough

www.hdc.org.uk/publication/growing-media-review-2012

FloraLinQ

Launched in 2011, **FloraLinQ** is the first mobile and web based labelling solution for the industry.

FloraLinQ enhances the picture label by adding more information, more pictures, and uniquely suggested companion plants, all available on mobile smartphones and PC's. The consumer can explore the companion plants and build up a favourites list, which can be shared with friends.

FloraLinQ uses standard QR codes to link the label direct to the

FloraLinQ has been used this spring by many growers and breeders in the UK and across Europe to enhance the sales of their plants in garden centres and supermarket/DIY retailers, and we will be welcoming further growers into the FloraLinQ service in the coming months. Over the past 12 months we have created over 7000 separate varieties on FloraLinQ, and over half of these have the benefit of companion plant lists.

For 2012 Floramedia have devel-



relevant web page, immediately adding a valuable marketing advantage to our customers labels. There is no app to download. It is a very simple and powerful marketing tool.

oped a new service. Branded versions of the FloraLinQ pages are now available, allowing customers to incorporate their own name and message.

<http://www.floralinq.com/moodboard/>

Begonia 'Peardrop'

British begonia, **Peardrop**, has won its second European POTY award since it was fully introduced just three years ago. Last year Austrian growers singled it out for its excellent performance as a balcony plant, and this year German specialists have awarded it bedding and patio Plant of the Year in the Baden-Württemberg and Hessen regions. In Germany the plant's marketing name is "Klunker Heidi", which means "Gemstone Heidi".

The free-flowering multi-flora



begonia is also selling in Switzerland, Norway, Italy and Russia, but its largest market to date is Britain.

Linda Inoki

inoki484@btinternet.com

IDM 2012- story so far...

If we've learnt anything after that season, it's that the public are finally getting the message that there is a problem with them Busy Lizzies! As we go to press, we are beginning to hear of a few isolated cases. It is still early and if previous years are anything to go by where there hasn't been an early infection brought in on cutting raised material, the disease has only really taken hold in the gardens during early August. Who knows what will happen this year in these damp cold conditions, but with significantly less material out there to spread any infection.

It could be argued that we have thrown enough money at trying to get to grips with this problem already, but the attendance at last year's IDM seminar and the interest shown at this year's GCA Conference presentation proved how important this topic is to our sector. We felt that it was impor-

tant that the HDC should run a trial, testing a range of potential chemicals which could be used against the new strain of the disease. It was this strain that caused so much devastation last year by being resistant to 'Metalaxyl-M', the main protective chemical we previously had in our armoury. This trial is underway, so hopefully we can have some positive results ready for the 2013 season.

And to aide the monitoring of the disease through 2012 the HDC is also funding the testing of out-breaks, so if you do come across any cases it is still vitally important that samples are sent in for testing. To do this please follow the instructions from the HDC briefing note published in February 'Impatiens downy mildew control during 2012'.

Mike Smith

Ball Colegrave Open Days

Ball Colegrave is delighted to welcome professional Bedding and Pot Plant Producers, Garden Centres, Parks, Landscapers and Garden Designers to its Trials Grounds in West Adderbury this Summer. The site comes alive



with a spectacle of colour with what is undoubtedly the most exciting and innovative presentation of its kind in the UK.

Eight acres of grounds demonstrate a most diverse range of annual and perennial varieties in

display gardens, pots, patio baskets and containers. And now with over 200 new varieties for 2013, there is plenty for all to see! Over 50,000 plants are bedded out in traditional trial rows and informal planting schemes to help evaluate garden performance, colour range and offer inspiration for design.

A visit to the Annual Summer Open Days presents a special opportunity for Growers, Garden Centres and Parks to review their current plant range as well as identify new products for 2013 and view experimental lines being assessed for future introduction.

Open Day Dates (Trade only)
Monday 16 July to Friday 03 August 09:00 - 17:00hrs

HDC Growing Media Review

The original Defra consultation on reducing the horticultural use of peat in England undertaken through the winter of 2010/11 highlighted the need for



a publication which summarised the recent research undertaken on peat alternative materials for use in horticulture. Much work has been funded since the early 1990's by HDC, WRAP and other bodies to first of all assess a wide range of possible materials and then examine in more detail the best potential candidates including bark, coir, composted green

waste and wood fibre. The HDC Growing Media Review, which will be circulated with the June issue of the HDC News, summarises the work undertaken for all the horticultural sectors (both ornamentals and edibles) chronicling the development of reduced peat and peat-free growing media and highlighting related research on technical issues.

The Review also contains a number of articles by technical experts including a European perspective on the use of peat alternative materials, the carbon issue surrounding peat extraction and the cost to the industry of achieving the phase out targets (2030 for professional horticulture) set by Defra.

Wayne Brough

www.hdc.org.uk/publication/growing-media-review-2012

FloraLinQ

Launched in 2011, **FloraLinQ** is the first mobile and web based labelling solution for the industry.

FloraLinQ enhances the picture label by adding more information, more pictures, and uniquely suggested companion plants, all available on mobile smartphones and PC's. The consumer can explore the companion plants and build up a favourites list, which can be shared with friends.

FloraLinQ uses standard QR codes to link the label direct to the

FloraLinQ has been used this spring by many growers and breeders in the UK and across Europe to enhance the sales of their plants in garden centres and supermarket/DIY retailers, and we will be welcoming further growers into the FloraLinQ service in the coming months. Over the past 12 months we have created over 7000 separate varieties on FloraLinQ, and over half of these have the benefit of companion plant lists.

For 2012 Floramedia have devel-



relevant web page, immediately adding a valuable marketing advantage to our customers labels. There is no app to download. It is a very simple and powerful marketing tool.

oped a new service. Branded versions of the FloraLinQ pages are now available, allowing customers to incorporate their own name and message.

<http://www.floralinq.com/moodboard/>

Begonia 'Peardrop'

British begonia, **Peardrop**, has won its second European POTY award since it was fully introduced just three years ago. Last year Austrian growers singled it out for its excellent performance as a balcony plant, and this year German specialists have awarded it bedding and patio Plant of the Year in the Baden-Württemberg and Hessen regions. In Germany the plant's marketing name is "Klunker Heidi", which means "Gemstone Heidi".



begonia is also selling in Switzerland, Norway, Italy and Russia, but its largest market to date is Britain.

Linda Inoki

inoki484@btinternet.com

The free-flowering multi-flora

IDM 2012- story so far...

If we've learnt anything after that season, it's that the public are finally getting the message that there is a problem with them Busy Lizzies! As we go to press, we are beginning to hear of a few isolated cases. It is still early and if previous years are anything to go by where there hasn't been an early infection brought in on cutting raised material, the disease has only really taken hold in the gardens during early August. Who knows what will happen this year in these damp cold conditions, but with significantly less material out there to spread any infection.

It could be argued that we have thrown enough money at trying to get to grips with this problem already, but the attendance at last year's IDM seminar and the interest shown at this year's GCA Conference presentation proved how important this topic is to our sector. We felt that it was impor-

tant that the HDC should run a trial, testing a range of potential chemicals which could be used against the new strain of the disease. It was this strain that caused so much devastation last year by being resistant to 'Metalaxyl-M', the main protective chemical we previously had in our armoury. This trial is underway, so hopefully we can have some positive results ready for the 2013 season.

And to aide the monitoring of the disease through 2012 the HDC is also funding the testing of outbreaks, so if you do come across any cases it is still vitally important that samples are sent in for testing. To do this please follow the instructions from the HDC briefing note published in February 'Impatiens downy mildew control during 2012'.

Mike Smith

Ball Colegrave Open Days

Ball Colegrave is delighted to welcome professional Bedding and Pot Plant Producers, Garden Centres, Parks, Landscapers and Garden Designers to its Trials Grounds in West Adderbury this Summer. The site comes alive



with a spectacle of colour with what is undoubtedly the most exciting and innovative presentation of its kind in the UK.

Eight acres of grounds demonstrate a most diverse range of annual and perennial varieties in

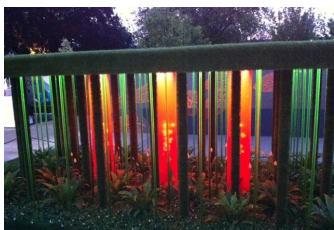
display gardens, pots, patio baskets and containers. And now with over 200 new varieties for 2013, there is plenty for all to see! Over 50,000 plants are bedded out in traditional trial rows and informal planting schemes to help evaluate garden performance, colour range and offer inspiration for design.

A visit to the Annual Summer Open Days presents a special opportunity for Growers, Garden Centres and Parks to review their current plant range as well as identify new products for 2013 and view experimental lines being assessed for future introduction.

Open Day Dates (Trade only)
Monday 16 July to Friday 03 August 09:00 - 17:00hrs

Chelsea prize! LED:New facility for R&D at STC

Plants grown by Burston Nurseries for the designer Tony Smith (Hortus infinitus) and his garden 'Green With...' sponsored by Easigrass (the artificial grass company) get a Gold and Best in show at Chelsea 2012.



We have worked with Tony for a number of years, each year the ideas and plans get more & more elaborate. This year was no exception; Tony wanted white Bacopa to create a lawn of pretty white flowers with the undeniable grace and beauty of pure white Tulips emerging from the Bacopa lawn. We took on the challenge and grew 2000 Bacopa and 1000 Tulips to ensure he had enough stock for the show. The Bacopa was easy to produce, all it required was watering and some extra space during the growing cycle. The Tulips by contrast were re-named Yo Yo's as they were in and out of cold store more times than I could count. Sacrificial plants were used to determine how quickly flowering could be achieved once removed from cold store to ensure not only colour for press day but colour throughout the show. We grew the crop in three stages so that Tony could carefully pick the blooms he would need to guarantee flowering all week.

We are all delighted that the plants we grew and supplied helped Tony achieve the highest accolade possible 'Gold and Best in Show'

Brackendale

Nurseries in Three Legged Cross is the latest plant centre to sign up to the Home Grown labelling scheme. Gillian Stainer of Brackendale said, "We've always grown a high proportion of the plants that we sell here in the nursery ourselves. This isn't the case with all plant centres, and we are keen to promote our nursery-grown stock

The STC Research Foundation, in partnership with Philips Lighting and Cambridge-HOK have developed a new multi-tier growing facility for applied R&D with LED lights at Stockbridge Technology Centre (STC Ltd) in Yorkshire. This LED4CROPS facility, the first of its kind in the UK, and possibly the world, comprises a series of multiple tiered ebb & flood benches in an insulated building using Philips LED research modules to create 'light recipes' for individual crops and Philips Greenpower LED production modules to optimise economic production. Using photovoltaic (PV) and other renewable technologies we need to explore the potential this new LED technology offers as, for the first time, it provides a light source that is more energy efficient, sufficiently cool to allow multi-tier growing by placing the lights close to the crop and sufficiently flexible to 'tune' light recipes to suit the precise needs of specific crops. As LED & PV technologies

mature it is envisaged that such 'urban-farming' systems will markedly reduce the transport of fresh produce around the world



have a significant impact on import substitution.

Work in the facility will be 'kick-started' by the appointment of a Fellowship via the Horticultural Fellowship Group comprising HDC, EMT & HTA. The facility is nearing completion and anyone who may be interested in commissioning work in the facility should contact Dr McPherson in the first instance (martinmcperson@stc-yorks.co.uk).

South Coast Nursery Tour

Billed as the last chance to visit each other's nurseries before the season got underway the meeting followed the pattern of an open marketing committee and afternoon nursery visits. As you can see from these pictures and the front cover, the weather was one of those unexpectedly fine March days which preceded the April rains. We started with Chris Wade

before viewing the Hill Brothers' nursery all in the Chichester area.



We were given some direct and encouraging comment from Lyn Brand of Manor Nursery regarding her very positive experiences with the Home Grown scheme.

Simon Davenport

information and office building has been constructed to provide customers with a better visitor experience. "The layout of the new building will ...enable us to provide visitors with all the advice and information that they may want in a much improved environment." added Gillian.



at Almodington and called on Blue Ribbon and Manor Nursery GC

and remind customers that they are buying British grown plants." More than half of all the plants bought by gardeners are imported. British growers are proud of the high quality, healthy and good value plants they grow. In addition to the new labelling, frequent visitors to the nursery will notice another change. A new

www.brackendalenurseries.co.uk



Growing together™

In brief..

Member survey 2012

The survey, completed at the AGM, showed a high level of agreement on the main issues and approval of the general direction of the association on matters such as the importance of Home Grown and requirements for research and development. The greatest degree of unanimity was shown over the agreement that the membership fees were at the right level. A full analysis will be posted on the website.

HDC P & D Poster

The HDC has recently produced a poster highlighting the top five pests and diseases of bedding and pot plant crops. HDC members can obtain copies by contacting Louise Arculus on 0247 647 8661 or at louise.arculus@hdc.ahdb.org.uk

(Continued from page 1) Meadow Croft

early sales in the bedding season (on sale at the time in Meadow Croft Garden Centre); Darren McDonald of LS Systems talked amusingly and in some depth about irrigation installations; finally Clare Dyson spoke to us about the introduction of several novel vegetable varieties that are being used to encourage the 'patio vegetable' market. Peter Seabrook, as chairman, brought together the themes of novel introductions, consumer education and effective plant marketing during the discussion session. A period of informal chat then lead, naturally, into a most enjoyable supper. Once again we are indebted to Roland and Michael for making their facilities and catering available as well as the sponsoring companies.



British Protected Ornamentals Association
PO Box 691
Chichester
PO19 9NA

Telephone 01243 784699
Email bpoa@btconnect.com
Web www.bpoaonline.co.uk



Growing together™

