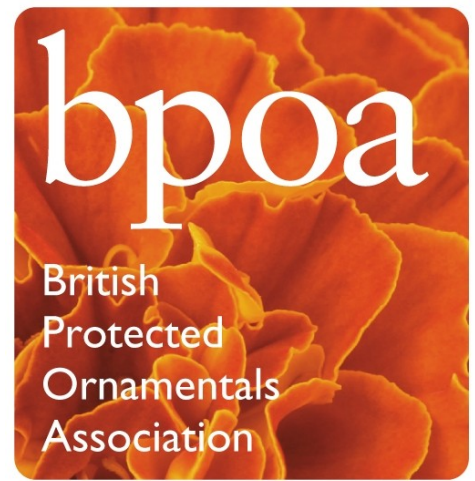




## The 'living' poinsettia dress



*Growing together™*

## Hill Bros and Stars for Europe celebrate poinsettia day!

Given a reasonably sized promotional budget and a poinsettia nursery, many growers would probably not decide to make a dress out of poinsettia bracts and photograph it. This may be one of the factors separating the production oriented from the creative. Who's to say which is the cor-

Poinsettia Day which was also used by the US House of Representatives to honour the work of Paul Ecke in commercialising the poinsettia crop. They were aided in this by the very presentable crop grown at Hill Brother's Chichester nursery. The family-owned and managed Hill Brothers

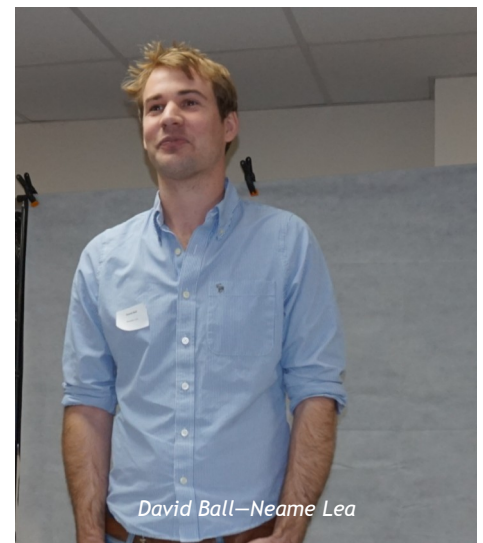


Greg & Morag Hill with their production team celebrating the end of the poinsettia season.

rect course. The selection of this means to an end by Liz Anderson and Purple Spotted Media on behalf of the Stars-for-Europe (EU sponsored promotional fund) has produced good media response through both the traditional print media and social media. They have repeated the idea from other countries of commemorating Joel Poinsett with the International

Nursery was founded in 1920 and, now based in Chichester, covers over 8 acres of ornamental pot plant production. Hills currently produce approximately 3 million plants a year - including half a million poinsettias - for the UK consumer and also directly supply UK supermarkets.

## Neame Lea for HG Meeting



David Ball—Neame Lea

The meeting at Neame Lea Nurseries in Spalding was well attended by members from all over the country interested in seeing the nursery and discussing the recent developments there.

Starting with a presentation of the recent activity of the Home Grown Users' Group given by Simon and Tracey, there was then an opportunity to ask questions. David asked about the funding of the promotion to date and Simon answered him that a lot of preparatory work has been done and now the group is well set up to develop in line with grower needs. There is a draft plan for activities in the next year and that will be discussed with a partial budget being prepared so that the funds can be raised to fulfil the total programme.

The nurseries at Neame Lea in Spalding are developing with a new glass-house that will also house a large

*(Continued on page 3)*



## Chairman's notes

Despite a relatively cool summer, trade has been reasonably good and bedding performed well. Possibly too well in the end and this could have reduced the potential for early autumn sales. Pot plant sales have continued well throughout the season and now the poinsettia crop is almost gone and very little cold weather or snow to deter customers (unless they are unfortunate enough to be in those areas disrupted by the recent serious floods). The association had continued to participate in the various forums where we have been encouraged to express an opinion such as the Ornamentals HIP; Board for Horticulture and we were even invited to attend the presentation of the RHS Vision for the research and development of gardening (including the announcement of the institution of a 5th, RHS garden in Salford)

I look forward to the New Year and the activity around our AGM and conference as well as the AHDB meetings on Lighting and poinsettia shelf life. I hope that you will all make time for



the AGM and dinner and use the opportunity to talk to colleagues as well as benefitting from the exciting speaker agenda on the Technical seminar.

With best wishes for Christmas and a Happy New Year!

*Simon Davenport*

## Poinsettia study tour Alsace November 2015

A short summary of what was seen on the poinsettia study tour this year within Alsace, a lovely wine producing region of France packed with character.

The growers that we saw were mainly small and all had retail sections either built on or nearby. In some nurseries you are able to walk around the nursery and pick your own poinsettia.

As a whole there were a lot of whitefly



on crops Bemisia tabaci and glass-house whitefly; they used biological controls including Encarsia formosa.

The growers had various approaches to controlling height, some using conventional Cycocel and Bonzi treatments, although one grower vowed he used no PGRs and instead allowed the crop to dry completely back, this surprisingly produced some very nice compact plants. To take advantage of high light levels most growers use multi layered cropping systems with ebb and flow benches placed at screen level above the crop increasing the surface area they can crop.

A large number of varieties were seen grown in various sizes of pots, a large number of 6cm grown for Christmas planters.

One litre coloured standards were seen and 9 cm standards. Infinity red, Happy Day and Prima Vera were the most popular red varieties seen grown. A large number of colours are grown Marbella and Mira white were my favourite.

Most producers were potting on the crop in week 31 from rooted cuttings. One grower started selling as early as October continuing to Christmas Day. A number of selling points were used such as glitter covered poinsettias, 2 litre staked plants and clay pots.

Several biomass boilers were visited burning waste material as no govern-

## Upcoming events

- **BPOA Spring Conference & AGM 2016—Tuesday 19<sup>th</sup> & Wednesday 20<sup>st</sup> January**
- **More online at [www.bpoaonline.co.uk](http://www.bpoaonline.co.uk) also [Facebook.com/BPOA\\_homegrownplants](https://www.facebook.com/BPOA_homegrownplants)**
- **Manipulating Light for Horticulture –AHDB conference 19th January 2016, Stoneleigh**
- **Poinsettia trials– Shelf life assessment, Lincoln University, Holbeach 13th January 2016**
- **IPM Essen– Tuesday 26<sup>th</sup> to Friday 29<sup>th</sup> January, 2016**

ment incentive is in place for using woodchip. One boiler was specially constructed to allow nails to pass through the boiler.



On another note some of the nurseries sold bespoke Christmas trees mainly deciduous sprayed with white emulsion on site to produce a snow effect which are then sold and used in florist displays.

Other crops seen grown included cyclamen, primroses and potted, disbud, large bloom chrysanthemums.

The oldest garden visited by the group was a wooden structure built in the early 1950's.

*Jamie Satterthwaite*

## Spring Conference



Cole Magnum

We are delighted to be able to announce that in addition to our regular contributors who keep us up to date with research and developments in pests and disease, we have two special speakers from the US and Canada who are going to share some information about business management in ornamentals production and automation of processes.

Cole Magnum, Vice President of Production for Bell Nursery in Maryland, is one of the largest producers in that area and supplies stores in the Home

Depot chain especially in the Washington DC and Baltimore areas but has to distribute over a large area. He will be telling us how they do it and why they can be successful in this very competitive market.



Gideon Avigad

Dr Gideon Avigad is the lead researcher at Vineland Research & Innovation Centre in Ontario dealing with the subject 'Putting technology to work for Horticulture'

Book now! [bpoa@btconnect.com](mailto:bpoa@btconnect.com)

## Neame Lea cont.

(Continued from page 1)

working area with flower processing and cold storage possibilities. David gave us a view on the business developments that have changed this company and prompted the development of the new 40,000m<sup>2</sup> nursery and how it fits in their overall production programme. Kees Greeve (Floris Berghout) who are managing the construction as a turnkey project spoke about the technical innovation and the nursery design.

Buffet lunch was kindly sponsored by Beekenkamp and Modiform.

### Business developments

David entertained the meeting with his own views on the development of the business and how he came to be running it after determining that his career probably laid elsewhere (after university). He is convinced that the industry can deliver for the multiples business and sees a developing future in working closely with them.

## Home Grown Awards–Four Oaks

We were grateful that Kate Lowe, editor of Horticulture Week, was able to present our Home Grown awards



Walter Back of Blue Ribbon-  
Home Grown Grower of the year

to the Home Grown grower of the year and Home Grown Garden Centre of the Year at Four Oaks Show. Tracey Dunn, Chair of the Home Grown Users Group helped to congratulate the winners on behalf of the association.



Sean Bond of Hillier's Nurseries-  
Garden Centre of the year.

### BPOA Home Grown Awards 2015

BPOA are pleased to build on their existing retail awards and present new awards celebrating the work done by growers and garden centres to promote UK grown plants through the Home Grown scheme which works to support and promote UK Grown plants under one cohesive brand to the plant buying public.

Home Grown Grower of the Year Award 2015.

Blue Ribbon Plants, led by Walter Back, have supplying quality plants from West Sussex for 37 years. They were

an early adopter of the scheme, and have gone from strength to strength in using it to communicate the benefits of their quality Home Grown plants through their labelling, on packs and retail point of sale to the customer in the garden centre with great success. BPOA are very pleased to recognise this commitment and present Blue Ribbon Plants the Grower of the Year award as a shining example of achieving success using the Home Grown scheme. Home Grown Garden Centre of the Year Award 2015.

Hillier's Garden Centres and Nurseries, founded 151 years ago, took up the Home Grown scheme banner in 2014. As well as asking 22 UK plant suppliers to join the scheme and market their products accordingly, they promoted the scheme within the retail area to customers. They have provided a fantastic, holistic approach in promoting and supporting UK grown plants through the Home Grown scheme.

Simon Davenport

## New members

During the Four Oaks Show this year, we had a new member join our ranks. You can see in the picture below, Michael Madden, director of Sutton's, who told me that they are developing their branding and a new website to help market their extensive range of hardy nursery stock and herbaceous perennials.



Michael commented that they are also going to use the Home Grown logo as part of their approach to the garden centre business which they supply nationally from their nurseries in Ledsham on the Wirral.

[www.suttons2000.co.uk](http://www.suttons2000.co.uk)

We are also delighted that the Newey Group is revitalising their involvement with the BPOA so that they intend to have several of their companies taking part in the activities of the association. In addition to Roundstone Nurseries and Young Plants Ltd, both involved in BPOA due to the roles played by their original proprietors, we can now add New Place Nurseries and New Forest Nurseries. In completing the arrange-

ments for this group membership, Kersten Catella, said:

"I look forward to becoming active with the BPOA committee. Having worked in the UK now for over 15 years, I have gained valuable insight into our industry. From Kinglea Plants Ltd as their Technical Manager, overseeing all audit compliance and QC along with the retail standards and onto The Newey Group where I am now General Manager for Young Plants Ltd, overseeing key accounts and production. I have developed a detailed knowledge of many elements of our industry to go alongside my BTec. degree in



Ornamental Horticulture. Working with The Newey Group is incredibly exciting as we remain dynamic, always looking for

fresh ideas and new paths to enhance our own offer. Eagle Plants joined our team this year, bringing perennials into our offer and now starting with a Spotlight Selection Catalogue in January which highlights the added value products that can be incorporated into existing plans to help with that extra sale, we continue to deliver to the ever changing needs of our customers."

[www.theneweygroup.co.uk/](http://www.theneweygroup.co.uk/)



**Growing together™**

**AHDB**  
HORTICULTURE



### Poinsettia New Variety Assessment - Shelf life evaluation

Date: 13 January 2016

Venue: University of Lincoln, Holbeach

AHDB Hort. Project PO 021

'Genetic and environmental interactions in poinsettia production and shelf-life' was commissioned to evaluate a range of new varieties from a number of different young plant suppliers on three separate commercial nurseries in the UK, both during production and through/after shelf-life. The trial plants were assessed at the poinsettia meeting staged at R Delamore Ltd on the 26 November 2015 and were then transferred into the shelf life testing facilities at the University of Lincoln, Holbeach Campus. This event provides an opportunity to view the plants, and their performance post-shelf life and see the effects of a number of post-harvest treatments on the plants.

## GroSouth

The show this year was graced by a fine display of Home Grown plants from Walter Back's Blue Ribbon Nursery (Winner of the Home Grown Grower of the year).

Here you see the BPOA stand being managed by Amy Gray, NFU Horticulture Adviser.



BPOA is a specialist producer group within the NFU

British Protected Ornamentals Association  
PO Box 691  
Chichester  
PO19 9NA

Telephone 01243 784699

Email [bpoa@btconnect.com](mailto:bpoa@btconnect.com)

Web [www.bpoaonline.co.uk](http://www.bpoaonline.co.uk)

HG [www.homegrownplants.org.uk](http://www.homegrownplants.org.uk)