

Peter Seabrook Bursary



Growing together™

July 2013

Build Better Business 9th October 2013 – Stoneleigh



BGLA Autumn Conference 2012

This year's autumn event, sponsored by More People, is a departure from the usual formula which aims to give to grower members a fresh view of the issues surrounding the art and science of dealing with clients and agreeing contracts to supply. This BPOA workshop will give you ideas on how to get the outcome from negotiation that you want and

are happy with. Speakers will include major retailers, garden centre chains, legal experts, horticulture advisors, trade organisations, experienced negotiators and sector national leaders. An outline programme of events and list of speakers can be seen on the back cover of this newsletter and on our website www.bpoaonline.co.uk.

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Code of Practice

The Code is currently being worked on by the NFU, in collaboration with growers and the BPOA, and will seek to bring together ornamental growers and buyers to try and find ways of sharing risk

and reward more equitably throughout the supply chain. The Code is expected to be launched at the BPOA's Build Better Business conference in October.

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Home Grown

Not needing any introduction to readers of the last edition, Lily is showing us all how to do it with regard



to Home Grown promotion together with her mum Sarah who reports that the NW Group continues to flourish and has had a good meeting on 29th January and a programme of events for the coming autumn (some in collaboration with HDC- see **Upcoming Events** page 2) Our home grown website has just completed a re-style to lift the presentation of the image. The bpoaonline website is completing its revision by the NFU design team and should be online very shortly. Please let us have your comments about the web-



Meadow Croft Event

Over 50 BPOA members and colleagues attended our 'Facing Forward' event at Meadow Croft. Ian Riggs started proceedings with a welcome to all those attending and introduced our first speakers.

Tracey Dunn and Jacqui Thomas from Hortipak gave a presentation with emphasis on how identifying who is buying what, will produce greater sales success in the future. A family history profile of three generations was used as an example to highlight who would buy what and why; this gave the audience a different angle to consider when targeting different age groups to sell to. Using up to date marketing tools – QR codes and Hortiboard for example - will assist garden centres and nurseries to maximise opportunities to sell. Roland and Michael Smith found and edited a 20 minute video on bygone horticulture, produced by ADAS in 1991. It showed tray filling, pricking out, laying out and order collation. This proved to be a very humorous 20 minutes and it was good to remember what has changed in 20 years.

Ian Riggs from Desch Plantpak gave a presentation on 'The future is colour - additional colour to the gardens promoting sales'. A thought provoking presentation with figures from the last census stating how 23%

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Ball Colegrave Open Days



Ball Colegrave Summer Showcase- Opens this week

Home Grown Pots

Home grown pots are available now from the following suppliers:

LBS Worldwide Ltd, Standroyd Mill, Cottontree, Colne, Lancashire BB8 7BW - Nigel Carr +44 (0)1282 873305

Modiform, Ambachtsweg 15 3831 KA Leusden, Netherlands
Shaun Herdsman
+44 (0)7894 099529

LS Systems
184 Blackgate Lane
Tarleton Lancashire
PR4 6UU
Colin Balshaw +44(0)1772 812484



...code of practice (Continued from page 1)



Peter Kendall visits Peter & Jonathan Zwinkels nurseries

NFU president talks business with growers.

How to build better business was central to discussions between NFU president Peter Kendall and growers on a recent visit to the West Sussex Growers' Association. Mr Kendall learned that West Sussex has the largest glasshouse area in England. Produce from the county's growers has a retail value of more than £500m per annum and provides more than 6,000 full time jobs.

Following the losses and strain experienced by many ornamental growers at the start of the 2013 season, caused by poor plant sales and cancelled orders, Mr Kendall discussed supply chain issues, including the Groceries Code Adjudicator, taxation, labour and rural crime, notably tractor theft. He also outlined the progress made on developing a Draft Code of Trading Practice for the ornamental sector, announced by the NFU at the BPOA's 'Look Ahead' conference in October last year.



Details of a number of events relevant to bedding, pot plant and cut flower growers which can always be found in the HDC Weekly E-mail - dates for your diary section. There will be an update on diseases of pansy and viola crops at GroSouth to coincide with the launch of the updated HDC factsheet on foliar and root diseases of pansy and viola crops. Other updated factsheets will include control of root diseases in bedding plants (17/04), use of chemical disinfectants in protected ornamental production (15/05) and control of whiteflies on protected ornamental crops (14/05).

Upcoming events

- ⇒ Ball Colegrave Trade Open days 15th July- 2nd August
- ⇒ HDC CFC Meeting, Holbeach St John's 1st August
- ⇒ Four Oaks Show- Macclesfield 4 & 5th September
- ⇒ HDC Pro Cost Workshop— Heyrose Golf Club, Cheshire 10th September
- ⇒ HDC Pest & Disease Workshop- Ivan Ambrose, Maghull, 26th September
- ⇒ BBB meeting- Stoneleigh 9th October
- ⇒ Golf Day- West Surrey Club 25th October
- ⇒ HDC/BPOA Poinsettia Tour - Germany 6th-8th November*
- ⇒ Gro South- Roundstone Nurseries, Chichester 13th November
- ⇒ **AGM & Conference 2014 21st & 22nd January**

(Continued from page 1) Meadow Croft

of the UK adult population do not garden. 13% of residents are from outside the UK, so identifying the target audience would suggest there is a good proportion of UK residents wanting to be involved with their gardens and perhaps with the influence of other cultures we should embrace colour more than we do. The dramatic effect a coloured pot can have on a plant cannot be ignored - the future is colour! Neville Stein from Ovation Business Consultancy managed to get the audience thinking from other perspectives. A successful business is one where threats are minimised, however in our industry (and with the majority of

the audience agreeing) our greatest threat is the weather which we cannot control. With this in mind perhaps we should look to other areas to maximise our sales. Examples were discussed such as the use of POS material written in plain easy to understand language 'Annuals - plant each year for seasonal colour', 'Perennial - plant once will come back every year'. Consideration of building greater contacts in the community was discussed, along with selling gardening on its positives like exercise and feel good factor. An inspiring talk with plenty for consideration. Peter Seabrook brought together the evenings presentations and gave the audience the opportunity to ask the speakers any questions.



Neville Stein addresses Meadow Croft Event

Chairman's Notes

2013 - What a year!

Coldest spring on record for 50 years, heavy snow falls across the country, traffic chaos, and talk of electricity and gas shortages.

"Lambs are dying" was the headline from the NFU which prompted us to issue a press release on 8th April via the NFU that ornamental growers were also "dying"; extra fuel for heating, retailers cutting their requirements, programmes being abandoned and crop dumping on a substantial scale, the worst possible follow on season from the disaster that was 2012.

We are indebted to those growers who were willing for their experiences to be made public, notably Blue Ribbon Nurseries, E. Smith & Son, Ornamental Plants and Woodlark Nurseries.

What followed was a storm of local and national radio and TV interviews many local newspapers and national press articles, including the Telegraph, Times, Mail and Express. Many growers gave comments and interviews which drew other organisations to participate in the debate, including the GCA and RHS and retailers. The comments from retailers along the lines of "we have told growers



we are not going to take our programmes and have advised them to sell product where ever they can for whatever they can get"

Move on a month and garden centres reported best ever, record takings for the May Bank holiday weekend. The much better May will not be enough to recover the earlier lost sales and the year will end below the numbers for 2012! The big grower debate is "what's to be done"; do growers only grow to very firm quantity and price commitments, do we seek a more fair and equitable approach to programmes and reserves. On 9 October the BPOA will run a workshop, "Build Better Business" to address these issues and I would ask you to study the details at the end of this newsletter. Come and take part in the debate!

Neonicotinoids

Neonicotinoid insecticides are used in almost every sector of UK crop production, often forming the basic building block of farmers' and growers' insecticidal crop protection programme. They are mainly formulated as seed treatments, foliar sprays, or granules to incorporate into growing media. The EU Commission has taken action to restrict the use of 3 neonicotinoids (clothianidin, imidacloprid and thiamethoxam) for a period of at least 2 years.

The main elements of the Commission's regulation, published recently, are covered in the NFU briefing referenced at the foot of this article and a list of affected crops and plant protection products is also provided. It is important to note that some further clarifications from regulators are

required regarding how aspects of this regulation will be interpreted.

Speaking at the Bee Summit in London - a partnership between the WI and Friends of the Earth, Waitrose and the Co-operative - NFU chief land management adviser, Dr Andrea Graham, highlighted a number of on-farm schemes which were showing real environmental results. Dr Graham said: "The NFU welcomes the opportunity to contribute to this event and support the need for more work in this area.

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=L:2013:139:0012:0026:EN:PDF>



Golf Day- 25th October

**West Surrey Golf Club
Enton Green, Godalming,
Surrey GU8 5AF**

Nigel Wait has organised the 12th Bill Wait Memorial Golf Day to be played this year at West Surrey Golf Course on 25th October. Phil Austen and Alan Davies will be amongst the many friends who meet up to play for the coveted trophy.

Nigel believes that it would be good to rekindle interest in the association's Golf Trophy once more and play for it alongside the BWMT on this day. He has kindly invited the Association members who would be entitled to play for and win this trophy on the day.

Players are sought as are sponsors for the day (for the first three individual winners) and Nigel is happy to include the winners within the prize giving ceremony (they would not be eligible to win the BWM Trophy as well). The BPOA golf trophy will be presented.

Teams of three will play a Stableford competition over 18 holes and there will also be

individual prizes to be won. The competition will be followed by a wonderful, three course lunchtime carvery meal served at 3pm included in the admission fee. The cost for the day is £75 per golfer which is a special day rate given by the club. Appropriate golf attire to be worn and no mobiles on the course. A bacon roll at the 8th Hut is included. The tee is booked from 8.30 - 10.15 which will enable those travelling from further away to arrive in time.

It is a charity day and will include a big raffle, for which prizes will be most welcome; it usually raises about £1500 on the day.

If you are interested in this event please advise us via the Association office or directly to Nigel.



Peter Seabrook Bursary

BPOA is delighted to be funding the *Peter Seabrook Bursary* for students of commercial horticulture. (see photo front page)

The new bursary is being awarded in recognition of Peter Seabrook's work, as a writer and television broadcaster, in promoting horticulture to young people.

Through the new bursary, the BPOA will be making £2,500 available to assist students of horticulture with their studies. The bursary will be administered by the David Colegrave Foundation.

Ian Riggs, in presenting the bursary at the association's annual dinner, said that the BPOA wanted to mark its appreciation of Peter Seabrook's work in promoting the industry to young people, by funding a bursary for educational activities across 5 years. The association thanked

Peter for his long standing contribution to and support of the ornamentals plants industry.

Peter Seabrook says: "There will always be job opportunities in gardening and horticulture generally for people of all abilities. Commercial food and ornamental plant production is now hi-tech and needs people with good scientific and foreign language skills as the business is very much international.

They also need IT, engineering, man management and business expertise. Gardening similarly needs people with a very wide range of skills and abilities. If you like growing plants, as I do, and being out in the fresh air, this is an absorbing job, a pleasure to go to work and lovely lifestyle. After all, literally millions of people garden as a hobby, while those of us in the profession get paid to do it."

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Build Better Business

NFU Conference Centre Stoneleigh

9th October 2013

MorePeople

Sponsored by **More People**

'Horticulture's leading recruitment and training business'

A stellar cast of speakers is planned representing all sectors of the supply chain including Iain Wylie, Chief Executive GCA, who will give the retailers perspective.

The day will not tell growers how to deal with customers but give advice, guidance and insight to negotiating methods and shared experience that will add up to business advantages. Only by a cross industry appreciation of each other's position and dialogue can we hope to come to a mutually beneficial position.

As last year, the event will be free of charge, including refreshments and lunch. We were oversubscribed last year and all members are advised to book places early to avoid disappointment.

- Do you bargain or haggle?
- Do you collaborate, compete or compromise?
- Are you an adversary or a partner?
- Are you a distributive or integrative negotiator?
- Do you prepare for negotiation? Do you negotiate at all?
- Do you use negotiation strategies, because your counterpart will and will have been trained to use them; can you recognise and counter their tactics?
- Do you get commitment from your customer? Do you agree conditions? Can you enforce them?

This is not a training day. It's an insight day, you will be enlightened and you will come away with "golden nuggets" of information that will enable you to **Build Better Business**. There is no charge for this BPOA event, refreshments and lunch will be provided.

Places are limited to 125; [please book your place/s with the BPOA office](#). (In the first instance priority will be given to grower members of the BPOA)

If you thought the meeting last October was good, this is planned to be better!



Growing together™

BBB schedule

The day will commence with a number of presentations by our guest speakers, NFU personnel and technical, legal and industry experts.

After our break there will be a series of three rotating workshops on different aspects of negotiation.

This will be followed by a final session to summarise the most important messages for the day.

EU Plants Legislation



IN BRIEF

Proposed legislation from the EU to improve the trade in reproductive plant material (RPM) may have some unintended consequences. What has been portrayed as an attempt to improve trade in Plant and Animal products by tightening health controls will also bring in more control over description of species in ornamental trade by 2018. (More on the website shortly)



BPOA is a specialist producer group within the NFU

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