



Display at Great Yorkshire Show



**Growing together™**

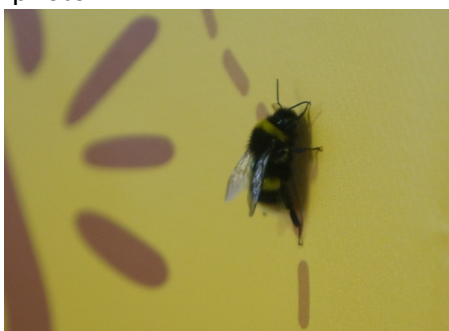
July 2017

## Home Grown in Yorkshire 2017

## Polski ogrod jaki znamy

**The Home Grown/ NFU Horticulture display won a gold medal at the Great Yorkshire Show, earlier this month.**

130,949 visitors saw the show this year and many stopped to visit the garden show marquee and the Home Grown stand, most of them making their own photos to add to their memories of the show. The theme for the display was 'What growers do for pollinators' and you can read more about this on the website: <https://goo.gl/pVaDrg> We even had a bumble bee visitor to the stand which you can see in the photo!



The show also gave us the opportunity to talk to the public and we distributed a leaflet 'Why buy Home Grown' and invite visitors to join our survey. In this enquiry we could check on the perception of Home Grown and this confirmed some of the ideas about the scheme;

- Home Grown is produced in the UK
- 50% of plants sold are grown in UK
- It's important to UK economy
- Home Grown most likely to be found in Garden Centres
- Half the respondents feel that Home Grown is a quality mark

It is encouraging that consumers have got some of the messages that we have been broadcasting over the last few years. They also appear to be aware of the quality aspects of buying home grown flowers and plants. This is a good springboard for future promotion.

Pewnego leniwego niedzielnego popołudnia odpoczywałam w ogrodzie z moja mama, która odwiedza mnie tutaj w Anglii raz do roku. Wyciągając się na leżaku zapytałam ją czy może podlać kwiaty w doniczkach? Moja mama nie zwyczajnie na upalny dzień wzięła się do pracy. Po chwili zapytała, "dlaczego masz tyle kwiatów w donicach skoro masz ogrod"? Odpowiedziałam, nie wiem?

Rozejrzałam się po moim małym ogrodzie i zaczęłam się zastanawiać dlaczego mój ogrod



wygląda inaczej od tego w którym dorastałam? Wrociliam myślami do domu w Polsce, do ogrodu mojej babci, mojej mamy i do tych ogrodów, które widziałam w mojej rodzinnej wsi.

*(Kontynuacja na stronie 3)*



*Would you like to advertise here?*

# Chairman's Notes

It would be hard to believe that we're experiencing a more 'normal' season when you see how damp it is outside. However, it seems that the season has been quite strong through all retail channels from the multiples, sheds and garden market. Thankfully it would appear, in general, that most allocations have been taken with little product left unsold. It's difficult to see during a good season whether we need further assistance with the GSCOP regulator as things would appear to be progressing well enough without.



My personal view is that if your relationship with your customer is good then I don't believe that GSCOP will improve it and likewise if your relationship has soured GSCOP probably isn't the thing that will fix it.

## Strategy review

The recent strategy consultation by AHDB has now been turned into policy and, whilst it shows a go-ahead approach to the 'farming and growing industries', it will need careful interpretation by the ornamental horticulture industry to ensure that our objectives are being furthered and administered in a transparent way without the need for expanding the remit of AHDB Hort beyond the supply and fostering of research and development.

## Labour supply

The reviews of the industry covering its potential under new trading

conditions outside the EU must surely start to focus on the need for more Home Grown product. Without the investigation of export markets, there is an obvious argument for more import replacement. A plan for the ornamentals production industry, both flower and plant, should encourage government to support the industry and the banking world to offer better terms for development. Our central problem that is coming up imminently is the supply of adequate labour to manage existing and possibly new demand. In addition to obtaining some relaxation from the government in line with 'SAWS' rules, we will need to cooperate with other industries in the agriculture, horticulture and food processing sectors to manage immigrant labour more effectively and offer those workers more attractive longer term employment prospects. Automation will certainly become more important in supplying labour requirements but will never be able to deal entirely with the requirements for a fully trained, flexible workforce.

## Promotion

We are often seen as a sceptical sector when it comes to the value of promotion. Margins are very tight; promotion is expensive and its value and impact, hard to assess. Nonetheless, part of 'Growing Together' (BPOA's tagline) is the conviction that we have everything to gain by combining our efforts to show the industry to its greatest potential. It is pleasing to see that the Yorkshire Show display in cooperation with growers of edible produce from around the country, has been recognised again with a gold medal and further, viewed (and photographed) by many thousands of consumers giving them concrete evidence of the value of locally sourced Home Grown produce.

*Greg Hill*

# Gabor wins Bursary

**Gabor Lukoviczki, who is studying at Myerscough College in Preston, Lancashire, received the BPOA – Peter Seabrook Bursary earlier this year.**

While studying Production horticulture level 2, Gabor is also working as a grower at *Lovania Nurseries*. Following his current course, he hopes to go on to complete level 3 and aims to become a grower manager in the future.

**Gabor says**, "Thank you so much for the awarding me the £1,000 BPOA – Peter Seabrook Bursary! My training is really important to me as it is helping me become a better grower and opening up opportunities for further development. I am really pleased to have been selected for the bursary and recommend other



keen horticulturists to apply for a scholarship with the David Colegrave Foundation in the future" It will soon be time to apply for the next bursary– let your colleagues know about it now and view the DCF pages:

<https://goo.gl/su2XVZ>

# Doug Bradbrook

Doug Bradbrook, pioneer grower of pot and bedding plants, died at home in Ravensworth in early April after a period of illness.

He was a warm character and is memorable, amongst many other things, for his active management of the business and his engaging manner, walking the nursery with his radiophone or mobile issuing instructions whilst continuing a conversation at the same time.



As an early adopter of new technology, he brought wood waste management and its use for biomass heating to Ravensworth Nurseries and set up the building for producing their own chipping plant which also yielded a considerable amount of recycled metal.

The business was established in the 1960's with his brother in law Bill Hannah and was known to many simply as Bradbrook & Hannah. Starting with salad crops, they developed the production and trading of pot and bedding plants to a very high level supplying local markets and local authorities as well as the wider wholesale market.

Nationally, they became famous for the sales of 'baby plants' under the brand '**Watch 'em Grow**' which they developed many years ago. Their other business achievements include the Guinness Book of Records Largest Hanging Basket and the winning of the Grower of the year Award.

In 2008, Doug was presented with the Royal Horticultural Society's Harlow Carr Medal at an awards dinner at the Hampton Court Palace Flower Show in London. The accolade is given for distinctive horticultural service to the North of England and is named after the RHS's only northern garden - Harlow Carr at Harrogate.



He was nominated for his outstanding contribution to the bedding plant industry. "It was a lovely surprise. It is something that you never expect," he said. "It just comes along once in some people's lifetime."

*Polski ogród jaki mamy...*

Wszystkie te ogrody miały wspólną cechę i jakże inna do tej tutaj w Anglii, minowicie każdy dom i każde gospodarstwo witało ogromnym i obficie obsadzonym kwiatami ogrodem z przodu domu. Z rozczuleniem pamiętam moją mamę przekopującą frontowy ogródek na wiosnę i sadzącą nowe cebulki zakilów i tulipanów (oczywiście czerwonych) ale co najważniejsze, wydeptująca waskie ścieżki w różnych kształtach od kół po przez romby do kwadratów. Coś, co fascynowało mnie kiedyś teraz niemalże wygląda komicznie ponieważ pamiętam



moją mamę ganiącą mnie "zostan na ścieżce!". Dlaczego każdy w wiosce miał ścieżki w ogrodzie? Odpowiedź jest prosta, żeby nie zniszczyć kwiatów tych świeżo posadzonych czy nie ubić świeżo spulchnionej ziemi dla posianych nasion. Co jest najśmieszniejsze, pomimo tych wszystkich zapierających dech w piersiach pięknych ogrodów, nikt nie zrywał kwiatów do wazonu (no chyba, że do kosciółka na główny ołtarz, każdy we wsi chciał aby jego kwiaty były postawione na głównym ołtarzu to było prawie jak wyróżnienie!) .....

*Daria Pawlik*

Można przeczytać więcej na stronie internetowej: <https://goo.gl/2dCEVu>

Follow this link to read the article also in English.

Our guest columnist for this issue is Daria Pawlik, Operations Manager of Binsted Nursery.

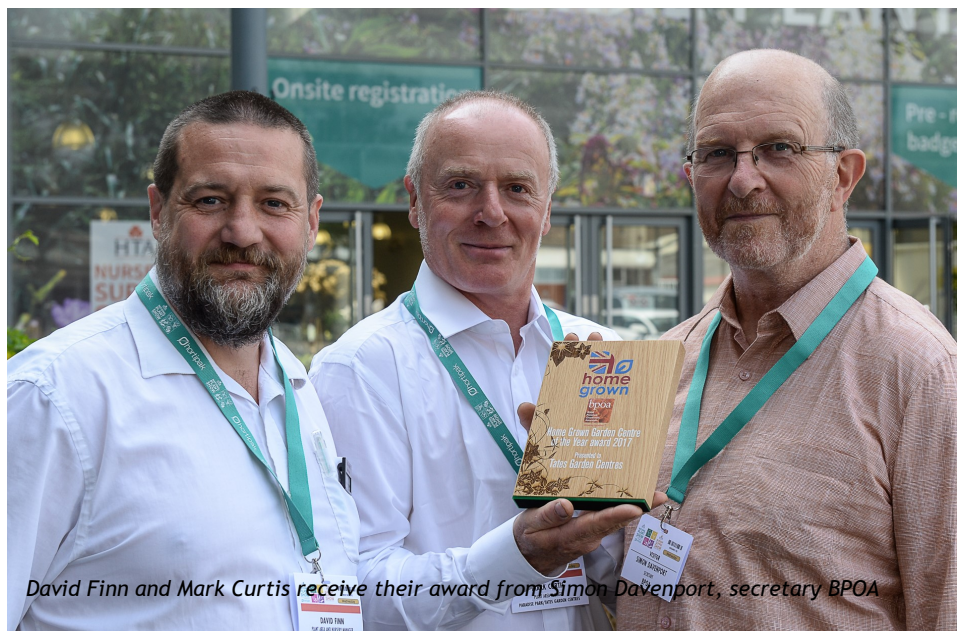
Chciałbyś napisać artykuł na newsletter - daj nam znać przez e-mail .

## Upcoming events

### Spring Conference & AGM 2018—

- **Tuesday January 16<sup>th</sup> & Wednesday 17<sup>th</sup>** Venue to be announced.
- **Canada Study Tour:** 1st-8th October 2017- Ontario
- **Special General Meeting—**17th October 2017 NFU Stoneleigh Park
- **Countryside Live Show:** Saturday 21st and Sunday 22nd October 2017 - Great Yorkshire Showground, Harrogate, HG2

## Home Grown Garden Centre 2017



David Finn and Mark Curtis receive their award from Simon Davenport, secretary BPOA

The Home Grown users group presented the Garden Centre of the Year award 2017 to **Tates of Sussex**, a well established, family company that has been active this year in promoting Home Grown produce.

### Tates of Sussex

Records can trace the Tate family living and working on the land in the Sussex area as early as 1601. By 1782, William Tate was known in the Findon area primarily as a timber merchant, with Thomas and James Tate were working as blacksmiths and Sarah Tate as a dressmaker.

By the 1870's, the Tate family had extended into Portslade. In 1982, horticulturist Jonathan Tate joined

the family business and started about establishing a plant nursery in mid Sussex propagating unusual plants for sale to members of the public. Inspired by the new concept of the garden centre emerging in the UK, where people could visit and purchase everything they needed for their garden from one place, he set about developing what is now **Tates of Sussex Garden Centres**.



Read more: <https://goo.gl/DsWbZg>

## TATES of SUSSEX GARDEN CENTRES

<https://goo.gl/7tdEak>



Growing together™

**AHDB**  
HORTICULTURE

## Ontario

October 1st-8th, 2017

### Visits to local nurseries

While on the nursery tours, you will be able to see the way Canadian nurseries are managed, gather insights into production and marketing techniques and how they have embraced new technologies.

### Vineland Research and Innovation Centre

You will visit Vineland, a world-class research centre dedicated to horticultural science and innovation. Researchers in applied genomics, consumer insights and production systems. The main focus of our visit will be automation and IPM.

### Canadian Greenhouse Conference and Tradeshow

You will also attend the first day of the 2017 [Canadian Greenhouse Conference and Tradeshow](https://www.canadiangreenhouse.com).

Programme: <https://goo.gl/TY7hdG>

Bookings: [holidays@uni-travel.co.uk](mailto:holidays@uni-travel.co.uk)



BPOA is a specialist producer group of the NFU

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