



Growing together™

December 2012

## Home Grown promotion continues through the season.

The efforts to increase the awareness and impact of the Home grown brand continue to develop as well as the steady rise in the number of members of the scheme.

In addition to the Home Grown Towers appearing at the Tatton Flower Show in July the towers, sponsored by The Sun and Thompson & Morgan and planted by Reaseheath College, were also seen at the Southport Flower Show (see page 3). Visitors to the Four Oaks Trade Show could see a wide range of companies displaying the mark and their scheme membership as you can see above.



## Stars for Europe

Greg Hill of Hill Brothers Ltd has taken over the responsibility for the Stars for Europe campaign from Ian Mills which this year has also been developing with the guidance of Purple Spotted Media company and the journalistic input from Peter Seabrook of the Sun newspaper.

The programme has been centred around increasing the exposure of poinsettia in the media by arranging radio and TV items on poinsettia and getting them publicised in local and regional press. Once again, an annual 'poinsettia day' has been used last week to concentrate the media on the crop. In addition, they have focussed on using horticulture in schools to get



primary school students involved in working with plants. This has been an on-going project which Peter and the Sun have promoted for some time with great success.

## BGLA 2012- highlights

Around 130 people from the growing and allied trades attended the initial BGLA (BPOA Growers Look Ahead) Conference on Thursday 11th October and heard a wide ranging selection of (10) speakers covering items of great interest to the growing industry.

This is a short report and further details, more pictures and copies of the power point presentations are available on the website. ([www.bpoaonline.co.uk](http://www.bpoaonline.co.uk))

The initial feedback from the assessment sheets circulated at the conference (with over 50% response!) was resounding approval and an overwhelming YES to another conference in 2013.

The opening presentation and keynote speaker of the conference, Hayley Campbell Gibbons (NFU Chief Horticulture Adviser) kicked off the proceedings with a well delivered speech laying down the foundation stones for the development of a more successful horticulture production



industry. In naming the three areas she felt needed to be addressed, she identified the strategic needs of the industry for research, supportive government policy and market revision to ensure a fully functioning system for all parties. Hayley closed

with the proposal that the NFU would work with the supply chain and its various parties to coordinate it better and continue the good work from Derf Paton in 2008 to activate his code of good practice.

Succession planning was another theme that had previously been identified as an important issue for many family businesses in horticulture (9.5M people employed by family business in the UK according to Guy) and Guy Moreton's presentation will have stimulated much discussion on how growers approach this complex issue.

Ivan Moss, Planning Policy Adviser to the NFU, spoke about essential steps in planning and underlined the importance of thorough preparation prior to initial meetings with local authority planning officers. He noted with some regret that the local authorities are charged with the responsibility of assisting applicants to make proper applications but that does not always happen. It is always necessary to ask the difficult questions before making the initial approach and having the answers available. Is the chosen site actually the right site for this proposed development?

The conference was delighted to be, briefly, interrupted by Peter Kendall, President of the NFU, who came to add his welcome to the meeting. He took the opportunity to make a few remarks concerning the efforts of the NFU on behalf of growers to represent the case to government in relation to a number of

(Continued on page 3)



# AGM 2013- 5 & 6th February

## Oxford Belfry Hotel

### Location

The Oxford Belfry Hotel in Thame is the site for our 2 day conference and AGM on the 5 & 6th February. The programme of events as shown on the below and you may complete the form attached or send us your requirements using the online form on our website :

<http://www.bpoaonline.co.uk>

### Rates

The costs for the meeting have been held as last year in most cases apart from the accompanying partner rate which is reduced.

### Marketing

The Agenda will consist of the AGM meeting on Tuesday morning followed by the Marketing Seminar @ 'Facing the Future' which will continue after lunch. In the evening, we will have the Chairman's dinner, entertainment and awards presentation.

### Technical

On Wednesday we will have a full day for the Technical Seminar which will cover 'Managing Resources' in the morning and a range of relevant speakers in the afternoon on a number of P&D topics. Alan Knight has agreed to come to speak to the meeting and lead our discussion. As usual, the technical programme will qualify attendees for BASIS points.



## Upcoming events

### HDC/ BPOA Poinsettia Meeting

January 16th Warwick Crop Centre  
13:00  
Review of shelf life trials.

### NWBPOA Members evening

January 2013 (date to be confirmed) Heyrose Golf Club  
For members in Cheshire, Cumbria, Lancashire, North Wales and Yorkshire.  
Speaker. Kylie Banbain, Senior Trials Officer RHS.

### BPOA AGM

Tuesday 5 February & Wednesday 6 February.  
Location Oxford Belfry Hotel

### PRIMROSE FESTIVAL

Burston Nurseries  
Open Monday 11 February to Friday 15 February  
BPOA members visit Tuesday 12 February.

### BPOA Members Spring Visit to RHS Wisley

RHS Wisley, 6 March, 1.00pm, RHS presentations - Trials, revised AGM scheme, BPOA participation at RHS Shows. Mid morning, members visit to local members nurseries.

### PANSY/VIOLA FESTIVAL Meadow Croft

W D Smith - Meadow Croft Garden Centre  
Trials open to professionals Tuesday 13 March to Friday 16 March  
Open to the public Saturday 17 March & Sunday 18 March  
Wednesday 14 March BPOA members day, Evening BPOA Seminars, chairman Ian Riggs, compere Peter Seabrook of The Sun.

### GROWER OF THE YEAR

Date 20 March, location Lancaster Hotel. Principle sponsors ASDA & NFU.  
BPOA Ornamentals Grower of the Year

## Barbara Smith

We note with sadness the recent death of Barbara Smith. The members of the association join in offering Edwin and all the Smith family our deepest sympathy at their loss.

Barbara and her family are well known in the Cheshire growing community as well as with the participants in Tatton Show.



The Home Grown Towers appear again in a beautiful sunny Southport day. Here Duncan Taylor is seen promoting the Home Grown mark; the association's contribution to the spectacle of the show was much appreciated by the organisers who wrote a letter of thanks.

## Chairman's Notes

Back in March, members visited growers along the West Sussex coast. The early spring had seen exceptional weather, clear, sunny and warm; sales were 11% ahead of the same period in 2011. Sales were putting pressure on supply and early whisperings of a possible drought and hosepipe ban caused concern.

By April a summer of exceptional weather had begun, rainfall records began to tumble and with the exception of a brief two week period of "gardening" weather late May the year turned into an 'annus horribilis'. Each anticipated volume sales period, Easter, bank holidays and the Diamond Jubilee was plagued by cold, wet weather - across the entire country. The usual "Chelsea" effect was wiped out by the prevailing conditions; Tatton enjoyed an all but too brief period of settled conditions but very soon after the monsoon returned. Stocks of plants built and the tipping point of no return was reached and dumping began on a painful scale with associated financial implications. Over the last couple of months the full impact of the 2012 season has begun to appear as growers cease to trade, both voluntarily and involuntarily. Retailers bitten by 2012 are reviewing their operations, ranging in conservative and late programming for 2013. The 2012 weather has had other implications, notably



the availability and rising cost of peat resulting in some cases to a forced move to incorporate peat substitutes into growing media to lessen price rises.

Accepting that retailers have had a torrid season and sales are notably down, it is the non uptake of programmes and reserves, stock with no prospect of sale being left with growers that has put growers budgets into deficit. The BPOA with the NFU has begun an initiative to examine the trading relationship and agreements for programmed stock and reserves between growers and retailers. Plans are being made for an industry wide approach to this matter, to involve all interested parties. The key words being, fair, equitable and responsibility. This to ensure that contracts, prices and volumes are respected and the impact of loss of sales, for what-

ever reason, does not fall solely on the grower. This may result in a Code of Practice, voluntary agreements or possible legislation, all members will be asked to participate in surveys, express their experiences and opinions. Those who attended BPOA BGLA on 11 October heard the rationale and background to this project and since then various initial outline meetings have been held with other organisations. This initiative will form the primary objective of the BPOA in 2013.

Elsewhere in this newsletter, there is news of the forthcoming BPOA events in 2013, this is a wide ranging programme and members are encouraged to attend. I very much look forward to seeing members and guests at the AGM where again we have an outstanding, relevant programme of speakers. Wishing all members a happy, peaceful Christmas and prosperous New Year.

Ian Riggs



## New recruit



Sarah Fairhurst, ex chair of the BPOA and very proud mother of Lily Vize who was born at 02:34 on September 21st weighing just over 9lbs.

The association sent flowers to congratulate the new arrival and her mother, (seen here being presented to Duncan Taylor to whom our grateful thanks)

(Continued from page 1) AGM Report

issues including planning, SAWS, taxation, AWB and the value of horticulture production to the economy. He received a couple of good questions from the audience in relation to reversing the decoupling of food and ornamentals research also how could NFU get government to support training and education in horticulture. Both subjects on which he needs to get good answers in the future.

Several other speakers, Simon Parfey of Laverstoke Park, Joshua Burnstone of Fargro and Julian Wilson of Vegetalis brought the conference up to date on technical developments in crop production and Andy Bunker of Alton GC spoke entertainingly on market trends. Helen Evans gave an insight into the developments at NCGM and the importance of the

ornamentals business in London which, in addition to supplying 6000 florist businesses for retail sales also has a large volume sold indirectly to the London hospital industry which is significant. Mark Heath of RHS reminded the audience of the considerable size and scope of the organisation and its ability to focus attention of the gardening consumer on garden products and developments. He was also one of several speakers to comment on the need for growers to work together and with related bodies such as RHS in promoting plants and introducing bedding and other seasonal plants to the AGM scheme.

Simon Davenport

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Simon Davenport



AGM 2013  
Marketing & Technical Seminars  
**BOOKING FORM**  
5<sup>th</sup> & 6<sup>th</sup> February 2013  
Oxford Belfry Hotel



*Growing together™*

OPTION <i>All rates are inclusive of VAT at the current rate.</i>	Cost per person		Number required
	Member	Non member	
5 <sup>th</sup> February - BPOA AGM and Lunch	£20.00	-----	
5 <sup>th</sup> February - Marketing Seminar 'Facing the Future' ( <i>incl. lunch &amp; tea</i> )	£30.00	£40.00	
5 <sup>th</sup> February - Chairman's Dinner only	£35.00	£40.00	
5 <sup>th</sup> February - Chairman's Dinner, Bed & breakfast	£140.00	£150.00	
6 <sup>th</sup> February - Technical Seminar 'Managing Resources' ( <i>incl. lunch and refreshments</i> )	£30.00	£40.00	
Supplement for partner sharing room incl. Dinner B & B	£50.00	£60.00	
Special inclusive price for two day package including Dinner B & B. 2 x Lunch 2 x Seminars	£180.00	£210.00	
Name(s):			
Company name and address:			
E-mail address:			
Telephone/Mobile/Fax number(s):			
Additional information, ie dietary requirements etc.			
Please enclose cheque made payable to the British Protected Ornamentals Association to the address given below. A VAT invoice will be sent to you upon receipt of your booking form and cheque. BACS payments to <b>BPOA, Barclays Bank sort 20 48 08 a/c 20725315</b>			
BPOA, PO Box 691, CHICHESTER PO19 9NA Tel. 01243 784699 Fax 789576 Email <a href="mailto:bpoa@btconnect.com">bpoa@btconnect.com</a>			



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