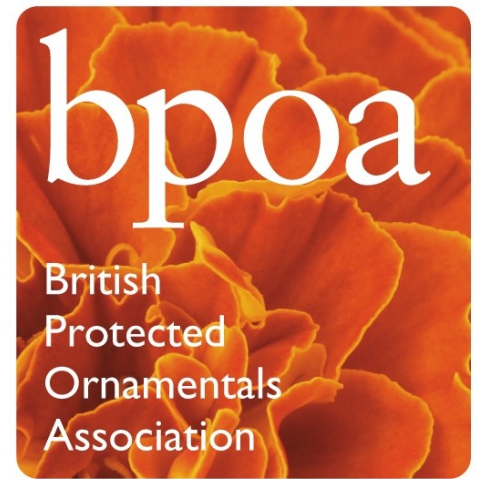




## Home Grown for Sainsbury's



*Growing together™*

### Sainsbury's win Home Grown Poinsettia Retailer of the year

We congratulate Sainsbury's, winner of the first Home Grown Poinsettia Retailer of the Year Award which was presented by Meurig Raymond, President of the NFU to Simon Hinks of Sainsbury's.

Meurig commented that he was pleased to see the cooperation between British growers and supermarkets in promoting the best in Home Grown produce. Accepting the award, Simon Hinks stated that they were delighted to see their policy vindicated in sourcing British grown plants for their poinsettia sales. It is gratifying to receive the recognition of growers for Sainsbury's contribution to the development of domestic plant production. Also, it makes sense for them to source high quality plants where they can maintain close contact with the growers and benefit from a robust supply chain. Sainsbury's supermarket has excelled in the promotion of Home Grown poinsettias and is alone in offering the British grown product exclusively to consumers in their stores.

The Home Grown initiative has arisen from a nucleus of interested growers who wished to promote

their products as Home Grown and to differentiate them from imported produce giving consumers more choice and the possibility to obtain locally produced plants.

Award: British Poinsettia Retailer 2013

The criteria used in judging this award were:

- The percentage of British grown product within total volume sold
- The extent of marketing support of British grown product
- Investment in supporting the British poinsettia industry

All major supermarket and multiple retailers of this product have been considered and the winner advised as follows:

Winner: Sainsbury's for their exclusive use of British grown poinsettia, being 100% of the plants sold. Their labelling has supported this and has given the consumer advice that British grown plants are best. They have also invested in heated transport specifically for the poinsettia crop in order to sell British product at its best.

### Facebook for Home Grown

Following a Home Grown Users Group meeting, it was decided to set up a Facebook page. Unlike personal pages which are often used to keep in touch with friends, this page on behalf of the Home Grown scheme is being used to inform the public about our members and their products.



In common with personal pages, the ideas, stories and images are able to build up a picture of the user so that the gardening public can respond to our messages about Home Grown produce. From that interaction we can show what's best and maybe improve the commercial offering to our customers. <https://www.facebook.com/pages/Home-Grown/270966496317207> also BPOA page for members: <https://www.facebook.com/pages/BPOA/302573493128643>



[CAPTION] "Meurig Raymond (President NFU) presents the award to Simon Hinks (Sainsbury's) with Tracey Dunn (Hortipak) and Simon Davenport (BPOA)"

## Peter Seabrook Bursary Student

### Jamie plans his study travels in Holland

The lucky, first recipient of the BPOA- Peter Seabrook Bursary is Jamie Satterthwaite, a 20 year old, second year BSc Horticulture student from Bridge of Weir, Renfrewshire, 7½ miles west of Paisley.

Jamie studies in Edinburgh at the SRUC (formerly SAC), Scotland's Rural College and lives in Broughton Road, close to the Edinburgh Botanic Garden. He is taking part in a three year course and is currently working during his Easter break on some course work as well.

In addition, he has been fortunate to find part time, paid employment with well known, Pentland Plants which is handily situated a little way outside the city in Loanhead.

David Spray, a long standing BPOA member and managing director of Pentland said that they were pleased to have an enthusiastic young employee and, at the same time, to be able to help him with his chosen career.

Naturally, Jamie's academic work takes in studies of plant physiology, soil science, plant genetics and crop science. He is part of a relatively small group of 8 students in production horticulture and there are also 30 students working in Plantsmanship and 4 more in Garden Design.

He is working on reports and essays and a practical project in which he intends to study the development of rooting systems using tomato plants. He says that he is privileged to be able to use the

college facilities to perform this trial. In the photo, you can see him with a background of chilli peppers which one of his colleagues is using to make a trial on spray treatments and the affects of spray residues.

It is interesting to note that Jamie



has developed his interest in Horticulture from a period of holiday work over three years with a friend's nursery close to Dundee; a familiar pattern often repeated. It seems to take a period of practical experience to appreciate the possibilities of employment in horticulture.

In addition to which, Jamie has an interest in playing the bagpipes, cycling and keeping tropical fish amongst other things.

This summer, Jamie plans to make a study tour and get some work experience in Holland in a plant production nursery.

If you have any links to employment opportunities and accommodation which might suit, please get in touch.

## Upcoming events

- ⇒ **BPOA 2015 AGM & Conference – Tuesday January 20th & Wednesday 21st, Oxford Belfry Hotel, Milton Common, Nr Thame, OX9 2JW**
- ⇒ **Ball Colegrave Summer Showcase- Celebrating Colour Monday 14th July- Friday 1st August 2014. Milton Road, Banbury, Oxfordshire OX17 3EY**
- ⇒ **Four Oaks Show: Tuesday 2nd & Wednesday 3rd September 2014 Farm Lane Lower Withington, Macclesfield Cheshire SK11 9DU**
- ⇒ **BGLA 2014 29th October 2014, NFU, Stoneleigh.**
- ⇒ **Poinsettia Study Tour: Week 44/14**
- ⇒ **GroSouth Show: Wednesday 12th November 2014. Roundstone Nurseries, Pagham Road, Chichester, West Sussex PO20 1LL**
- ⇒ **BPOA 2015 AGM & Conference – Tuesday January 20th & Wednesday 21st, Oxford Belfry Hotel, Milton Common, Nr Thame, OX9 2JW**
- ⇒ **IPM Essen- Tuesday 27 to Friday 30 January 2015, Messe Essen, Norbertstraße, 45131 Essen**
- ⇒ **Garden Press Event Thursday 12th February 2015. The Barbican Exhibition Centre, Hall 2, Golden Lane, London EC2**



- ⇒ **Eastern US Study Tour: 22nd February to 1st March 2015 A week long study tour of US nurseries and research stations from Atlanta- New York.**



## Home Grown Marketing

Manor Nursery, part of the Freshacres Nurseries group, in Chichester was one of the first to



see the potential of the Home Grown mark on their produce and, as they are producers of a wide range of material sold in their gar-

den centres, they were early adopters of the mark at the retail level.

Two years after their initial trials they are still firmly behind the initiative. They are offering a range of pack and pot bedding at the moment and they report that the consumer interest is still strong. Lyn Brand, manager of Manor Garden Centre, said that she could see a good response to individual plant labelling as well as the displays which they mark as Home Grown. She would continue to use the consumer leaflet, banners and bench tape produced for Home Grown by the BPOA.



### caption competition

Winner: SD of Sussex:  
"Well I couldn't find any ribbon so we'll have to manage with this blue rope!"



## Stars for Europe

### Fairy Tale beginning for Poinsettia Promotion

After the success of the 2011/13 campaign, the pan-European poinsettia promotion "Stars for Europe - Stars Unite" has been awarded a €2.4 million EC grant for the period 2014 - '17 with Germany, France, UK, Holland, Poland, Denmark and Sweden running EU funded promotions.

For the other nine countries involved in the international poinsettia campaign the marketing strategies and tools will be used to ensure a united message stretches across the EU and beyond.

While the over 60's remain an important target group, for '14-'17 the emphasis will be on inspiring younger buyers to see the Poinsettia as a must-have Christmas purchase. "It's vital we create a new generation of poinsettia buyers," says Caroline Marshall-Foster of Purple Spotted Media who will once again be working on behalf of UK

growers. "The poinsettia is one of Europe's top flowering indoor plants, selling over 100 million plants per annum. We need to make sure those sales figures stay high and, if possible, higher hence targeting a younger demographic."



The plans are currently being finalized but in 2014 will be based around the theme 'Once upon a Star'. Using popular Fairy Tale themes, the campaign will target new 'family and career builders' with themes such as Sleeping Beauty the budding fashion designer, showing how the poinsettia can add a touch of magic

to everybody's Christmas. In addition the team hope to repeat some of last year's projects, like the very successful link with The Sun which directly taps into the youth market by working with schools, and with another guerrilla stunt which is set to stun just as much as last year's giant Christmas Star did.

In addition to the consumer facing work, which will extensively use new digital channels and social media, Stars for Europe are launching increased trade support so that florists and garden centres can piggy back the national campaign in their own areas. Said Marshall-Foster: "The new POS material is both stylish and eye-catching and an incredibly cost effective way of making more of the Poinsettia potential, both as a plant and a cut flower. Add in the extra help with sales display and quality improvement and there is no reason why every retail can't have a Fairy Tale ending with Poinsettia sales this year." For more information visit [www.stars-for-europe.com](http://www.stars-for-europe.com), and contact [hannah@purplespotted.com](mailto:hannah@purplespotted.com)

# US Study Tour-DCF support for 'young horticulturists'

## Bookings

Already 50% Of the places are booked for the trip to the Eastern US in February. A number of others are known to be interested and so if its something that you would like to do next year then don't delay!



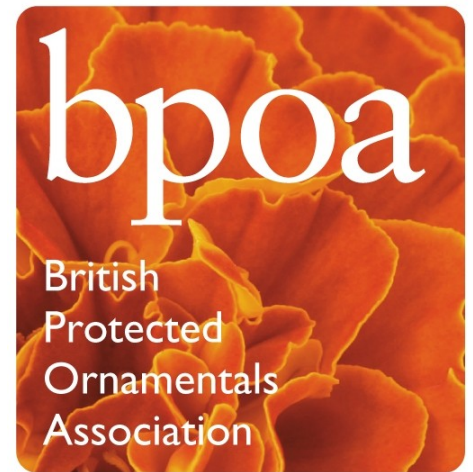
The HDC and BPOA are organising a week-long study tour to the east coast of North America next February. (Feb 22nd- Mar 1st) The focus will be on visiting well respected nurseries producing bedding plants and a range of other seasonal plants. The study tour will commence in North Carolina and continue north east to finish in New York. The study tour will be an intensive trip taking in a number of different sized commercial production units using different types of technology and visiting research centres. The management of the trip is being handled by a professional company- Farm Tours Ltd which is ATOL registered for your protection.

HDC will fund internal transport and organisational costs for the study tour and further sponsorship may be attained for other elements of the study tour, but it is envisaged that each attendee will need

to fund flights, accommodation and meals for at least six days. We see this as a great opportunity for both established nurseries and younger growers to visit US nurseries and spend quality time with their peers in the industry. Chris Beytes, editor of the American publication 'GrowerTalks', has already lent his support to the project and we plan to turn this into a real flagship event for UK growers. If you are interested in joining the study tour then please contact the BPOA office or to discuss contact, Mike Smith, W.D. Smith and Sons, at: [mjs7771@aol.com](mailto:mjs7771@aol.com) or Chris Need, Roundstone Nurseries chairperson of the BPOA Technical Committee, at: [Chris\\_Need@roundstone.co.uk](mailto:Chris_Need@roundstone.co.uk). The full tour itinerary and costing are now available.

## DCF Support

In addition, The David Colegrave Foundation has donated £2500 to support the trip with the primary aim of the fund to be used to sponsor young growers who may be new to the ornamentals industry or even in training. Details are available from Michael Smith.



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## In brief-



### Control of the important leaf and root diseases of pansy and viola

Andrew Jackson, (ex) Brookbridge Technology Centre (STC), Martin McPherson, STC and Wayne Brough, (ex) ADAS, updated by Martin McPherson, STC

This factsheet collates information from several sources to provide guidance on the biology and control of the various leaf and root diseases of pansy and viola. Information is provided on disease recognition and the basic biology of each pathogen to assist in the selection of the most appropriate cultural and chemical control strategies, thereby minimising the risk of crop damage by inappropriate fungicide use and reducing the potential for fungicide resistance development.

#### Action points

- Ensure nursery employees are familiar with the disease symptoms described in this factsheet.
- Examine bought-in plant material and monitor growing crops to ensure early detection of any disease symptoms.
- Where unusual symptoms are found, act quickly to isolate affected plants and if necessary submit a sample to a diagnostic plant clinic for identification purposes.
- Dispose of any infected plant material into sealed bins or bags to prevent pathogen spread.
- Minimise leaf wetness by irrigating crops early in the day so that foliage dries before the onset of evening.
- Provide good air circulation within plant canopies by appropriate plant spacing and structure ventilation.
- Disinfect production areas on a regular basis to minimise any background pathogen pressure.
- Devise and use an effective disease control programme using both cultural and biological and/or chemical treatments, the latter ideally applied as protectants, to prevent disease development. Consider the risk of pathogen resistance and alternate products from different fungicide groups.
- Review the control programme annually to take account of changes to fungicide availability.



The HDC factsheet (now revised as 07/14) covering the **control of leaf and root diseases of pansy and viola** and is now in print.

The factsheet has been updated by Martin McPherson, STC and includes a number of extra leaf spot and root rot diseases along with a new section on suitable chemical control measures. The useful reference factsheet will be sent out to HDC levy payers in June in time for the first batch of summer pansies. Non-levy payers will be able to purchase the factsheet from the HDC.



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