



Growing together™

August 2010

Ornamentals News

Home Grown at Four Oaks!

The original concept of *Home Grown*® is no doubt familiar to all BPOA members. *Home Grown*® began when two Surrey growers, Bill Godfrey and Morris May, wanted to tap into consumer interest in local produce by distinguishing between plants grown on a British nursery and imported finished plants.

With the assistance of the NFU, and financial support from SEEDA and then the HDC, the idea was developed into a *Home Grown*® logo that growers can use on plant labels and other printed material. A consumer leaflet backed-up the logo and informed gardeners that by buying *Home Grown*® they were supporting British nurseries (often a nursery local to them) and were buying plants that had spent less time on the road than plants trucked-in from the continent.

Home Grown® is now being used by growers and can be seen on plant labels in garden centres across the country. The BPOA has taken over the



running of *Home Grown*® from the HDC. The BPOA is hoping to enlarge and improve the appeal of *Home Grown*® to consumers at the retail level, as well as buyers for garden centres and the multiples. We will be updating the point of sale material and bringing it into line with buyers' requirements and shoppers' needs to enhance the understanding of *Home Grown*®.

We will also be investigating ways to improve traceability, while making sure that *Home Grown*®

remains a low-cost and simple way for British growers to promote their product.

As it becomes available over the next few weeks there will be information posted on *Home Grown*® at the BPOA website www.bpoaonline.co.uk. The BPOA wants to develop *Home Grown*® and take it to the next level - your views are going to be central to this process, so please take the time send your comments on *Home Grown*® to us at bpoa@btconnect.com.

Tatton Show: from the 'trad' to the frankly zany!

The Tatton Show attracted its fair share of visitors again this year and many fine displays of planted bedding were to be seen as illustrated by our heading picture over the newsletter masthead. Also causing great interest was the offering shown below made from thousands of lettuce heads in various colours.

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'alien in the lettuce?'
grown and executed by
Derek Smith

BOPP AGM :Report



BOPP AGM and Technical Seminar 2010

BOPP returned to Sutton Bonington again this year for its AGM and Technical Seminar. Chairman Steve Homer reported that BOPP was in good health and remained relevant to the industry, but would face challenges in a changing market over the coming years. BOPP had been looking at other organisations with a view to forming a partnership to ensure that the Scheme will remain in its current strong position.

The Assured Produce Scheme (APS), the Horticultural Trades Association (HTA) and MPS, the Dutch certification scheme, were

invited to present proposals to the BOPP membership at the AGM, and there was still the option to continue with ADAS managing the Scheme. Detailed discussions between the BOPP Board and each organisation will take place over the summer, after which recommendations will be made to the membership prior to a postal ballot.

Technical Seminar

'A place to take root - managing media, nutrition and soils'

The technical seminar, sharply

focused on growing media, soils and nutrition, began with Susie Holmes (Susie Holmes Consulting) setting the scene with a resumé of recent Defra funded projects, including the monitoring of peat use. One of limiting factors in reducing peat was the availability of alternatives, particularly as other markets such as renewable energy increasingly compete for feedstocks (e.g. wood chip).

Increasing the proportion of peat alternatives in growing media changes its structure and proper-

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Upcoming events

Four Oaks Show

September 7th & 8th 2010
Lower Withington
Cheshire
Visit the BPOA/ NFU stand in
Hall E no. 141

IOH Conference & AGM

10th & 11th September
Writtle College
Chelmsford

BPOA Members Day

September 22nd & 23rd 2010
Hortipak Ltd
Rydale
Kirkby Moorside
North Yorkshire

Earley Ornamentals

York Road
Thirsk
North Yorkshire

Cyclamen Day

19th October 2010
Young Plants Ltd
Alderminster
Further information from HDC

Bedding Focus 2010

October 28th 2010
Ball Colegrave
West Adderbury
Banbury

Date for your diary:

AGM & Conference
February 15/16th 2011
Hellidon Lakes Hotel
Daventry

This year the AGM and conference will include several marketing related presentations.

Derf Paton



Born in Glasgow, Scotland and later received his horticultural education at Writtle College, Derf started work in Cornwall at Rosewarne EHS in the early 50's. Setting off for the New Forest he started Pinetop's Nurseries in Lymington with his wife, Jean.

Beginning with natural season chrysanthemums, they later developed the year-round production and eventually year round pot production. Whilst bringing four sons into the world and developing their nursery, life was busy for the young couple but still they introduced many innovations such as 'Flora-stora' (cut flower packing) and 'Trof Trak' (mobile bench irrigation systems) to the business and marketed several products to other growers as well as starting up Kings Lane Nurseries and New Forest Growers with other colleague growers in the area.

Whilst the year round business was an important part of the enterprise for many years, it became inevitable that the cut flower and eventually the pot production would be replaced by other crops in the 90's and the main products

of the nursery became pot lilies and poinsettias.

Derf was involved in recent years with the next phase of the family business development planning for the new building of Pinetop's Nurseries at Efford where a 'greenfield' is ready to accept the new nursery on the site originally occupied by the research station.

Derf's wide interest in business had always lead him into campaigning and political action; although he was never afraid to express an opinion he was flexible in his approach. His well known search for the correct way to get an effective code of practice governing relationships between buyer and the seller list is an example of this. Derf's positive outlook and confident approach



were applied to other local issues

such as the future of the 'X' boats and the introduction of the new car ferry in the Lymington River.

The issues on which he had an important influence would fill a book on its own but his contribution to BPOA and its technical committee had been sustained over several years and sometimes his input whether as an agenda item or unannounced AOB could be greeted with some trepidation. His cheery approach and dogged determination to make his point was always recognised as a positive influence. Many have commented on his important catalytic role in different situations and it could best be characterised as the grain of sand in the oyster which brings the pearl into being. We are all aware, however, of the other effects of the grain of sand but as one colleague said in a personal tribute '...every committee needs a Derf...' It must be the goal of all successful organisations to foster and encourage participation of its members. Derf's example to us in this area particularly will remain after him. Derf was awarded the Kentia Silver Palm at the last AGM, in recognition of his tireless contribution to the causes of ornamental growers.

Many people attended his funeral in July not just because he was a respected contributor to horticultural life, which he was, rather to acknowledge him as a friend.

In brief-

The IOH is holding its AGM and conference entitled '**No Plants, No Planet**' sponsored by Horticulture Week on the 10th & 11th September at Writtle College. Speakers will examine how the industry is adapting to global warming and changes to urban and community land use.

A **Members Day** is being held at the premises of Hortipak in Kirkbymoorside September 22nd & 23rd 2010 and you are cordially invited to visit the production unit and join in the discussions following the Marketing Committee meeting. The following day there will also be a visit to the site of Earley Ornamentals in Thirsk. Contact tracey@hortipak.net or call 01159 376355 to reserve a place.

An HTA bedding plant conference '**Bedding Focus 2010**' is being held on 28 October at Ball Colegrave, West Adderbury near Banbury, Oxfordshire.

Industry experts will be presenting on a range of topics, including peat alternatives, market information and consumer behaviour, 'the bedding plant of the future', retailer expectations, logistics and efficiency improvements, and garden trends.

Hosted by Ball Colegrave and sponsored by Hortipak, this event is for breeders, seed and young plant companies, growers and retailers of bedding plants. To reserve your place contact the HTA Events Team by emailing events@the-hta.org.uk or calling 0118 930 3132.

Simon Davenport

Chairman's Notes

As I'm writing these notes, I'm hoping we are all having a chance to breath and take an overview of the season! From my experience, touch wood, we have had very little concern over pest and diseases for the spring and summer, and I hope this extends to autumn and beyond. For all you poinsettia growers out there, BPOA is working very hard along with the NFU in discussions with FERA over tobacco whitefly. Please contact Chris Hartfield at the NFU if you have any comments or evidence as to what your business is already doing to combat this pest.

We now know that we have a ConLib Coalition at Number 10. Signs are encouraging in that they are taking horticulture seriously, but we must continue to press for them to see ornamentals as an integral part of the horticultural industry. Food security is obviously high on the political agenda,



which is absolutely right, but let's get some joined up thinking on research and development for all horticulture!

In the last newsletter we mentioned Home Grown and that we will be developing part of the

BPOA website to be dedicated to Home Grown. We will now be developing the website and giving it a fresh new look! If you have any images that you think would enhance the website, or there are some hot topics or new sections you would like added to the website then please let us know.

The visit to Tatton this year was certainly different, I do admit to miss seeing the North West BPOA guys there and showing off my sales talk to the punters! However, once again bedding plants were looking stunning, many were grown by your good selves and BPOA was still there in some format with some fantastic planters on show as well as a very unusual take on lettuce!

Pictures will be on the website soon.

Once again BPOA will be at Four Oaks Trade Show on 7th and 8th September so any volunteers to help man the stand please let me know!! We will be at stand E141 so please pop round for a brew, have a chinwag and see what BPOA is doing in the next few months. Please also check out the events section in this edition of the newsletter.

And I cannot finish these notes without mentioning Derf Paton. A wonderfully infuriating man with a zest and vigour for life that I wish I had! He was a real ambassador for our industry, was selfless, passionate and he will be sorely missed. I only hope that BPOA can continue to do him proud.

Sarah Fairhurst

Farm Energy

Termination still an issue

Many customers in touch with us are still missing contract termination notice dates and some are getting locked in to roll-over 2 year contracts at over the double the market unit rates. It's essential to give notice on electricity contract and have a new contract in place well in advance of the end of the old contract.

Statutory information disclosure for half-hourly supplies

All users of half-hourly metered electricity are affected by the new Carbon Reduction Commitment (CRC) Energy Efficiency Scheme. Larger users (over 6 GWh) must fully participate and purchase emissions allowances.

If you used less than 6 GWh of

half-hourly metered electricity during 2008 your only requirement is to make an information disclosure by 30 September, 2010. This has to be done online. The purpose of the disclosure is for DEFRA to have a record of your half-hourly usage during 2008, in case the scheme is expanded to those using less than 6 GWh of half-hourly metered electricity.

If you fall into this category and need help to complete your infor-

mation disclosure, get in touch with us and we'll give you a quote for the work.

Tim Pratt Tim@fecservices.co.uk

Tim Pratt FEC

Blue Flag Winners

Begonia 'Glowing Embers' has already been a prize winner for Allensmore Nurseries appearing in several summer shows this year. An introduction from Ball Colegrave it is one of the Blue Flag winners, voted by growers, from their recent open days. The interestingly variegated Impatiens 'Masquerade' was a mutation found by grower in a batch of seedlings and the black petunia 'Black Velvet' a unique new introduction.



Begonia 'Glowing Embers'



Impatiens 'Masquerade'



Petunia 'Black Velvet'

BOPP Report

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ties, and therefore the practical management in terms of nutrient and irrigation applications needs to be adjusted, as advised by Bill Carlile (Bord na Mona).

Jim Smith (The Scotts Company) and Bill Riley (Hortifeeds) dis-

cussed in depth the primary factors involved in developing growing media specifications and optimising crop nutrition, with matching growing media and crop nutrition to plant needs key to producing quality crops.

Sue Hockland (Fera) rounded off the day with a look at the biological alternatives to methyl bro-

vide, such as biofumigation using mustards, biological control agents and steaming soil.

Presentations are available on the BOPP website for download: www.bopp.org.uk.

Jill England

Another BPOA new member. Flowers Green Nursery

Following some conversations with Pete Gillman of Syngenta/Floripro Services, Flowers Green have decided to join the BPOA. Marketing and technical issues are of particular interest and they look forward to participating in these initiatives.

The nursery is located in East Sussex in the beautiful village of Herstmonceux which is home to Herstmonceux Castle and Observatory.

The nursery was built approximately 40 years ago as a cut rose nursery, but was left to become derelict after the great storm of 1987. It was gradually resurrected by the previous owners, and has now been brought into the 20th century by the present owners Paula & Simon Harper.

They grow approximately 620,000 bedding plants, 23,000 cyclamen, 55,000 primroses, 10,000 geraniums and 5,000 poinsettias p.a.

Flowers Green Nursery Ltd have been supplying quality ornamental plants at competitive prices to the trade for over 15 years. Contract growing is available on request.

All plants are grown to a very high standard by the expert team, offering you the chance to maximise profits through less wastage and longer shelf life.

Simon Harper (MD & General Nursery Manager) Day to day running of the nursery and it's staff.

Paula Harper (Company Secretary) Oversees Flowers Green Nursery and it's staff. Accounts, purchasing and all company administration. Health and Safety.



l to r-Mike, Joe, Simon, Steve and Tom

Joe Wyse (Sales and marketing) Deals with all sales, marketing and delivery scheduling. Fire officer and First Aider.

www.flowersgreennursery.co.uk

Pete Gillman

Tom Dean is in charge of plant production. Ensures that all COSHH regulations are adhered to. Order picking and maintenance.

Steve Catt is on plant production, specialising in poinsettias, order picking and glasshouse maintenance.

Michael Light is on plant production, order picking, planting pots and maintenance.

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Mildew sightings

Impatiens downy mildew...it has been very quiet and as yet I have had no reports of outbreaks this season (damn, perhaps I should have kept my mouth shut!).

I have just heard that downy mildew has just reared its head again in an outdoor 'amenity' situation in the UK (at a similar time to last year if I recall correctly). Given the cooler damper weather at present it is advisable to have a close look around at any Impatiens to see how widespread it is.

The latest fungicide trial (HDC



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Tatton Show

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Grateful thanks go to many members who supplied plant material for the displays and also those who gave plants for the Gold winning NFU stand at Chelsea in May. BPOA Marketing Committee is currently planning for the 2011 Tatton Show and this year the association presence was made known via a number of well labelled planters distributed throughout the showground, kindly supplied by Derek Smith.



BPOA labelled planters

PC230a) has shown that protectant fungicides are more effective than eradicants so, where possible, encourage protective sprays with appropriate approved products. STC are still looking for any samples of Impatiens Downy Mildew or indeed of Pansy DM for their ongoing work. If you have anything of interest please let either myself or Cathryn Lambourne cathryn.lambourne@stc-nyorks.co.uk at STC know.

Martin McPherson



BPOA is a specialist producer group within the NFU

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