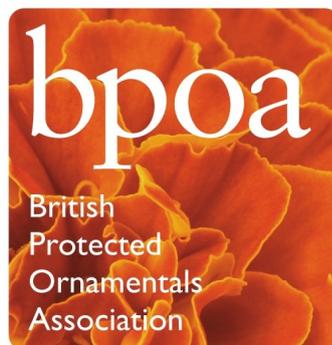


# International Poinsettia Day



Growing together™

December 2013

## STARS for EUROPE

**How Stars for Europe keep people coming back for more... poinsettias**

The International Poinsettia Day- 12th December was celebrated in Neill Strain's Belgravia flower shop with a 12 foot (3.6m) high decorated star covered with poinsettia in 3 colours. Visitors of all ages, including Greg Hill, were photographed and shown on the Christmas Stars Facebook page.



Stars for Europe (SfE) is an initiative set up by a group of poinsettia breeders to promote poinsettias across Europe. In 2011, SfE successfully applied for EU funding for the pan-European poinsettia campaign "Stars for Europe - Stars Unite". The UK was chosen to be a part of the campaign due to promising sales potential. In the UK we buy on average 0.1 poinsettias per person, as opposed to the 0.4/0.5 bought in Germany. The goal of the EU

campaign is to stabilize the price level and raise total sales of poinsettias.

In 2013, for the fourth year running, Stars for Europe have been promoting poinsettias to consumers in the run-up to Christmas by showing them that, far from being a granny plant, they're fresh and stylish and endlessly versatile.

Peter Seabrook and *The Sun* have carried out the successful

(Continued on page 3)



## 2014 AGM & Conference

The 2014 AGM (announced at last years event) will take place again at the Oxford Belfry Hotel in Thame. (Milton Common, Nr Thame, OX9 2JW) on Tuesday 21st and Wednesday 22nd January.

So there's not much time to waste, you can book today by sending the form on page 4 or going to our website and submitting the electronic version of the same. <http://www.nfuonline.com/sectors/horticulture-potatoes/british-protected-ornamentals-association/news/book-your-bpoa-conference-place-now/>

You will note that the rates which are shown are unchanged from last year and we have a full programme for you following the formal AGM on Tuesday morning.

A Marketing Seminar "Driving Performance" on Tuesday and a Technical Seminar "Productivity and Efficiency In Horticulture" on Wednesday.

Full details of the Seminars and speakers will be distributed to members in the Newsbrief email in the coming days.

As usual, a conference brochure will be produced with detailed descriptions of the speakers and topics for discussion.



The Home Grown scheme users group are invited to attend a part of the marketing seminar to discuss the project and its current application to their businesses.

After the business of the day, the conference Chairman's Dinner will take place on Tuesday evening and the evening will be completed by the Association's Annual Awards Presentation and the musical entertainment.

The Management Committee welcomes you all to the Oxford Belfry to inform each other about your experiences over the past year and to take part in the AGM, planned events and seminars. Until then a very Merry Christmas and Happy New Year to you, your families and colleagues!

## Chairman's Notes

The BPOA is *unique*, an association run by ornamental growers for the benefit of ornamental growers and as such remains the only trade body that has this focus. Also unique is that all office holders and committee members are elected by open voting at the Annual General Meeting. A further unique point is that these office holders and committee members are volunteers. My deepest thanks go to the members who volunteer to take up these posts. Any member can be proposed to join our committees and I urge any member who has a concern, a special interest or who wishes to represent the association to consider coming forward - please contact the office for details.



The BPOA is the only nationwide specialist group operating as part of the NFU. Of interest to members are our activities over the past year, which will form the basis of our programme in the coming year. So in no particular order, what has the association achieved and contributed to in 2013.

### PEAT

The association, largely through the technical committee continues to lobby and give evidence to the appropriate bodies as government policies evolve.

### NEONICOTINOIDS

Despite the efforts of the association, the NFU, and government departments, the EU has imposed restrictions on the use of neonicotinoids, although we continue to make the case for the use of these most useful pesticides in protected ornamental production.

### SAWS

The association, with other horticulture interests in the NFU, made strong representation to the government to retain the SAWS, Seasonal Agricultural Workers Scheme. This scheme which gave time limited licensed contracts to overseas workers, with a return to country of origin at the end has regrettably been abandoned in favour of an open EU labour market.

### WATER ABSTRACTION

Members concerns reference historical water abstraction rights and the possible volumes, the cost of such licenses going forward and the granting of licenses for new holding developments has caused grower concerns. Members are urged to attend their local Water Workshops to both understand the implications and to lobby for inclusion in local water plans.

### PLANNING

The association both at a local and national level, both individually and as part of the NFU effort has supported horticulture companies seeking to relocate, to build both energy and production efficient new facilities, that will meet the most stringent of environmental legislation.

### AGRICULTURAL WAGES BOARD

After a long campaign since 2010, with the support of the BPOA, the wages order has been abolished. While a good thing to enable wages to be set in line with local labour competition and costs of living, the onus is on business specific setting of pay.

### PENSION AUTOENROLMENT

All association members who are affected by this legislation are strongly advised to use the NFU Mutual Advice Service initially. BPOA members have this year as in past years played a very active part in supplying ornamental products for the NFU's gold medal winning stands at Chelsea and Hampton Court, which were sponsored by Waitrose.

**CLIMATE CHANGE LEVY** Via the NFU, the association continues to lobby for the CCL rebate that the horticulture sector receives. The latest round of negotiations will result in over £20 million of savings to the industry in the lifetime of new agreements.

### RENEWABLE HEATING INCENTIVES

The association has organised grower nursery visits to view the latest biomass boiler installations. The NFU as a partner in Growsave has organised in the last year events for growers to attend to examine the latest developments in biomass heating systems.

### EU & PLANT REPRODUCTIVE MATERIAL

The BPOA has grave concerns regarding this latest initiative from the EU. The NFU has taken the lead in the UK to seek explanation from the EU and to lobby directly in Brussels on this matter. Of all the current legislative proposals, the PRM represents an issue that will have a direct impact on the availability and cost of maintaining varieties.

### HDC

The association works to ensure that the R & D requirements of our members are met. The BPOA technical committee regularly reviews the current and future crop issues facing our sector and advocates and supports research requests and specific projects. This direct representation ensures that ornamental growers' needs are strongly represented.

### TRADE SHOWS.

In 2013 the association took stands at both Four Oaks and GroSouth shows. These stands are a meeting point for members, explain BPOA activities and recruit new members. BPOA publicity material is available for members.

### NWBPOA.

The North West group of the BPOA remains strongly supported and again has run a full programme of events and speakers, with grower visits being particularly well attended. The NWBPOA represents a regional model that the BPOA would wish to replicate nationwide.

### MEADOW CROFT

This annual event held during the Pansy & Viola Festival of W D Smith/ Meadow Croft Garden Centre each March has become a fixture in the industry's diary and we are again most grateful for the generous support of the Smith family. In 2013 over 70 persons attended the evening BPOA organised presentations. The special nature of this event is the diversity of industry personalities who attend, and a lively discussion afterwards chaired by Peter Seabrook. In 2014 I urge all to attend this most enjoyable, interesting and sociable event.

### THE BIG ISSUE.

Our sector continues to face climatic conditions adverse to our success, the association is grateful to BPOA members who, this spring, gave their time, opened their businesses to highlight in print, TV and radio the challenges we face. In October 2012 the BPOA organised BGLA, BPOA Growers Look Ahead, this event attended by over 130 examined the larger issues facing our industry. The event discussions highlighted the concerns and matters of most importance to growers. The post event survey endorsed the desire for a follow up event in 12 months. Duly in October 2013, the BPOA held BBB.

### BUILD BETTER BUSINESS.

The association bought forward proposals to address the business to business issues highlighted the previous year. In the preceding 12 months extensive consultation took place with members and other grower centred bodies. The result was the Code of good trading practice for flowers and plants. This proposal is to be circulated to all interested bodies with a view to further progression in 2014.

**MEMBERSHIP** of the association continues to increase and we welcome all new members. At the start of the year a small group, Duncan Taylor, Simon Davenport, and Chris Hartfield, were charged by the management committee to examine subscription rates. We have decided to continue with the existing rates; adjusting some to more accurately reflect the member's turnover. Those members affected directly by the change in the current financial year have been advised. The management committee believe that the rates represent excellent value for money for members and we acknowledge gratefully the support of the NFU.

**SUMMARY** The BPOA has been extremely active in supporting the ornamentals sector and participating in action to promote the interests of growers; we will continue to inform both advisory and legislative bodies of our concerns. The BPOA continues its policy that our events are free of charge to members and will endeavour to maintain this position. The BPOA's core principles, of being run by growers for growers and of Growing Together with its members, are more vital than ever. Thank you for your continued membership and support which will enable our important work on behalf of growers to continue.

Ian Riggs

## Upcoming events

- ⇒ BPOA 2014 AGM & Conference - Tuesday January 21st & Wednesday 22nd, Oxford Belfry Hotel, Milton Common, Nr Thame, OX9 2JW
- ⇒ IPM Essen- Tuesday 28th January-Friday 31st January, Messe Essen, Norbertstraße, 45131 Essen
- ⇒ Bulb Growers study tour to Holland 24th February, visiting Berkomeex and Potveer.
- ⇒ Meadow Croft Event— Thursday 13th March 2014: Meadow Croft GC, Woodham Rd, Wickford, Essex SS11 7QU
- ⇒ Grower of the Year Awards- 4th March- The Grand Connaught Rooms, WC2B 5DA

(Continued from page 1)

## Stars continued

**Poinsettias for Schools campaign** for the third year in a row, giving mini plants to pupils of primary schools across the UK, and providing larger plants to decorate their Christmas plays. This year, some of the schools have taken their plants to local retirement homes to bring some Christmas cheer to the residents.



This year has been the year of **the Lonely Poinsettia**, where florists all across the UK have been decorating a poinsettia plant (or making a poinsettia cut flower bouquet), wrapping it up well, and leaving it for someone to adopt. There have been heart-warming stories from florists and finders alike, showing the power of a small, bright red, gesture of kindness from a stranger. There's been an on-going consumer press campaign, resulting in poinsettias featuring in high-end lifestyle titles such as *The English Home*, *House Beautiful*, *Homemaker*, *Fusion Flowers* and *Period Ideas*, not to mention a fantastic slideshow on **the Telegraph website**.

Also you can see a poinsettia matching puzzle on the SFE consumer website which was fairly compelling (recommended 5\*) especially after checking the high scores against other European countries. <http://www.christmas-star.info/en/games-and-fun/online-games.html>

## Golf Day- Results



The victor Alan Davies—"glowing with pride"



The coveted BPOA golf trophy

### West Surrey Golf Club Enton Green, Godalming

Keeping alive the strong traditions on which the BPOA is founded, Nigel Wait played the golf competition on 25th October. Phil Austen and Alan Davies lead a most competitive field and eventually Alan was victorious, taking the coveted trophy previously won by Keith Ball.

## Return of the caption competition....



After a great number of requests and applications which, frankly, I have ignored; we announce the return of the popular caption competition. Please remember that your entry may be recorded for training and safety purposes and that we are striving in everything that we do to adhere to the Reithian principles to entertain, inform and educate (but I may have those in the wrong order). I will award a small prize to the winner.

Editor

## Peter Seabrook Bursary



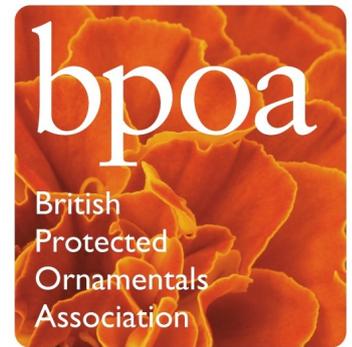
It is expected that the announcement of the successful candidate will be made early in the New Year. The selection process is almost complete and the lucky student should soon be able to plan for travel in the coming year. BPOA is delighted to be funding a the Peter Seabrook Bursary for students of commercial horticulture. This bursary will be

administered by the David Colegrave Foundation on Peter's behalf.

This award worth £500 per year to the selected candidate represents the BPOA commitment to encourage new entrants to our industry, to enable the study of an aspect of our industry or production. We are indebted to Peter Seabrook for working with us to provide this award.

## AGM booking form

OPTION <i>rates incl. of VAT at the current rate.</i>	Cost per person		Number required
	Member	Non member	
21 <sup>st</sup> January – BPOA AGM and Lunch	£20.00	-----	
21 <sup>st</sup> January – Marketing Seminar <i>(incl. lunch &amp; tea)</i>	£30.00	£40.00	
21 <sup>st</sup> January – Chairman’s Dinner only	£35.00	£40.00	
21 <sup>st</sup> January - Chairman’s Dinner, Bed & breakfast	£140.00	£150.00	
22 <sup>nd</sup> January – Technical Seminar <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 & purchase order no. :			
E-mail address:			
Telephone/Mobile/Fax number(s):			
dietary requirements etc.			
Please enclose cheque payable to the BPOA to the address given below. A VAT invoice will be sent to you . BACS payments <b>BPOA, Barclays Bank sort 20 48 08 a/c 20725315</b>			
BPOA, PO Box 691, CHICHESTER PO19 9NA Tel. 01243 784699 Fax 789576			



*Growing together™*

### In brief-

#### Poinsettia growers tour Germany

Last week a joint HDC/ BPOA group made a tour of German poinsettia growing. The group of 16 growers and other interested parties visited Nordrhein Westfalen as well as Baden-Württemberg travelling between Straelen Research Station and Dümmer in the north to Heidelberg Research Station and Selecta in the south.



In addition to the breeder's trials and the research projects they also saw two commercial nurseries with a wide range of varieties and product types. Naturally, there was much talk of the cost of energy and the returns from the market which are important issues in Germany as they are in the UK and it was noted that the crop volumes are in decline all over.

Read more...<http://www.nfuonline.com/sectors/horticulture-potatoes/british-protected-ornamentals-association/news/bpoa-poinsettia-growers-tour-germany/>

#### AGENDA Tuesday 21st January

10am	Coffee
10:30am	AGM & Elections
12.00 midday	Marketing Seminar "Driving Performance"
1:00pm	Lunch
3:00pm	Afternoon Tea
3:30pm	Seminar continues
5:00pm	Seminar closes
7:00pm	Pre dinner drinks
7:30pm	Chairman's Dinner

#### Wednesday 22nd January

9:00am	Coffee and registration
9:30am	Technical Seminar "Productivity and Efficiency In Horticulture"
11:00am	Coffee
11:30am	Seminar continues
1:00pm	Lunch
2:00pm	Technical Seminar
3:00pm	Afternoon Tea
4:00pm	Seminar closes
4:30pm	Departure



BPOA is a specialist producer group within the NFU

British Protected Ornamentals Association  
PO Box 691  
Chichester  
PO19 9NA

Telephone 01243 784699  
Email [bpoa@btconnect.com](mailto:bpoa@btconnect.com)  
Web [www.bpoaonline.co.uk](http://www.bpoaonline.co.uk)  
HG [www.homegrownplants.org.uk](http://www.homegrownplants.org.uk)