



Growing together™

October 2011

Impatiens Downy Mildew

IDM, as it is now abbreviated and signifying its recognised settled presence in our lives, is the current topic in all bedding plant circles.



The future of the 'imps pack' product in next season's production schedules is in doubt. Deci-

sion making regarding its levels of availability in the market, a difficult if not impossible matter to fathom.

HDC has organised a seminar at Stoneleigh on 26th October to discuss strategies for this crop in 2012 and assist growers in assessing the pros and cons, as may be seen from the Upcoming Events section on page 2. This meeting will bring together ideas from research as well as the retailer and consumer viewpoint with a variety of speakers as well as growers relating their own experience.

We had comment from Nigel Wait

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Four Oaks

During the recent Four Oaks Show in Cheshire, the Exec Officer- David Fox, seen above supported by Phil Austen, had some more success recruiting new members to the association. (Several other volunteers from the management committee supported David over the two days).

The traffic was higher on the Tuesday and 6 new members were signed up to the association and most of these due to the interest in the Home Grown scheme.

Several new members commented that they would like to use the trade mark protected scheme to promote their products to the garden centre trade.

Woking Show

The Marketing Committee together with the Exec Officer, David Fox, arranged for the Home Grown display to be used at the recent Woking Show in Merrist Wood College, Guildford on Wednesday 13th August.

The Association is most grateful



to the organisers of the show and in particular, Colin Edwards of Woodlark Nurseries for their cooperation and supplying the stand space free of charge.

Business and the Web

Morris May, One of our members with particular knowledge of website creation gives us some timely information about the basic requirements for businesses using the web for promotion and commerce.

"Judging by many websites, few are aware of the regulations governing the web. Laid out in the Electronic Commerce (EC Directive) Regulations 2002, The Companies Act 2006 and Business Names Act 1985. Even simple "brochure" sites are deemed to be covered and require basic information including:

Name of the service provider, including any differences with regards a trading name, e.g.

"xyz.com is a trading name of xyz Ltd"

Email address must be given. A simple 'contact us' form is not sufficient

The geographic address of the service provider. A PO box is unlikely to be sufficient

Companies must also provide their company registration number, place of registration and registered office address.

Sole traders and partnerships must include the individual's name (sole trader) or those of each member (partnership). In all cases, an address where any

document relating to the business may be effectively served

If the service is subject to an authorisation scheme, the details of the relevant supervisory authority

If the service provider exercises a regulated profession, then the details of the professional body; their professional title and member state where granted; a reference to the professional rules applicable and a means to access them

If the service provider is registered in a trade or similar organisation, details of the register and his registration number or equivalent

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Chris Hartfield of NFU actively supporting Home Grown

During the show, we had several enquiries and a new sign up of a British Christmas Tree producer who wants to use the home grown logo on their UK produced trees.



Chairman's Notes

As I look back on the spring and summer season, I can definitely say it has been difficult and challenging for many of us growers. Weather has been as unpredictable as ever, impatiens downy mildew has been the bane for many a grower and the DEFRA white paper caused consternation over the potential peat reduction targets has definitely given growers and their suppliers food for thought.

The BPOA continues to input on these issues (well perhaps not the weather, BPOA cannot help there!) and put forward the views of growers. These kind of issues certainly keep the BPOA offices busy, and I have to personally thank David Fox and Simon Davenport for their hard work.

One piece of excellent work that these guys have done is to get the



Home Grown logo trademarked, helping us to continue the good work and foundations set up by NFU and HDC on Home Grown.

Please check out the BPOA web-

site to catch up with Home Grown and see what the marketing committee are doing to get Home Grown to the forefront. And of course the technical committee are also working hard on behalf of you guys. Every time I go to these meetings the breadth of knowledge from you growers astounds me!

I'm going to keep these notes brief, but please, please contact me or the executive office if you have any suggestions to make. And please, please if you can see where improvements can be made to BPOA, volunteer yourself, put yourself forward! This organisation is so rewarding and after recent changes for my good self I can honestly say that I would not want to leave this industry because it is full of so many wonderful people: you guys are ace!

Sarah Fairhurst

Upcoming events

1. Impatiens Downy

Mildew Seminar

26th October 2011
Stoneleigh

2. GroSouth Exhibition

9th November 2011
Roundstone Nurseries
Chichester

3. Poinsettia Meeting

9th November 2011
GroSouth

4. AGM & Conference

February 7/8th 2012
Hellidon Lakes Hotel
Davenry

This year the AGM and conference will again include several marketing related presentations as well as a technical session.

5. Meadowcroft 2012

March 2012
Battlesbridge

Southern Event: Barnsfold

The marketing committee held its regular meeting on the 6th July in the BPOA office at Hollyacre Plants.



committee meeting at Hollyacre

The group spent the morning discussing the future of the Home Grown promotional scheme and the next steps required to get better recognition of the mark by consumers.



Nigel discusses the season

After lunch the group visited Nigel Wait's garden centre at Broadbridge Heath near Horsham and saw the developments there from the luxurious furniture display to the very active potting compost area, sparking an interesting discussion about the need for peat or peat free media and the demand for these products.



Inside Nigel's new 'Ottolenghi inspired' restaurant building.

The tour culminated with a visit to the construction of a new restaurant which was being made in



Peter Titmuss shows late production of Begonia and Impatiens New Guinea

a most impressive timber framed building .

The group then travelled the short distance to Barnsfold Nurseries in Rudgwick to see the production site supplying the pot and



Peter Titmuss with the recently planted cyclamen at Barnsfold

bedding for the garden centre. Peter Titmuss showed the group around the nursery which was still

full of flowering material being marketed to local garden centres and developing crops of poinsettia and cyclamen for the late autumn sales.

The event was closed at the local 'Mucky Duck' for supper after an interesting talk from Neil Helyer of Fargo on current issues in pest & disease control.

Neil also demonstrated a new pistol type sprayer which he said was most useful for some of the new 'novel treatments' for pest control and diseases using what he refers to as a 'squench' - a cross between a spray and a drench.

This was the first event of its type in the Southern region for some years and many commented that they would like to see the practice revived and a more regular occurrence.

Simon Davenport

Nursery Fresh



Wednesday 21st September was the day for the Marketing Committee to take its travelling meeting to the eastern counties and was hosted by Peter & Chris Hull at Nursery Fresh in Spalding.

Following an excellent turnout for the actual committee, it was very pleasing to have a strong



number for the nursery walk (including 3 generations of the Lavelle family!) on Peter & Chris' nursery and later with Mike Opperman at Opperman Plants on the other side of the town to see a very large crop of Schlumbergera and Cyclamen.

Mike also told us about his plans for developing 4 acres of his land into a new glasshouse structure

which he hope to commence construction shortly.

He is very involved with garden mums at present and is also trialing some novel varieties from French breeding for late sales.

Another Opperman speciality is Jasmine which Mike has worked on for several year and has developed a clone and stock production to supply this important crop.



Our hosts - Peter Hull & Mike Opperman

BPOA is most grateful to both companies for making the group so welcome during the day and to Peter Hull for organising the special catering.

Simon Davenport

Notes: Cut flowers

With the current rising interest in Home Grown; its good to see that it



has an application in cut flowers in sustainable systems as well as pot and bedding. Moles Seeds has

seen increased interest in cut flowers as pack items.

According to Sales Director Jim Reid: "These varieties can be easily produced and sold for sales in May alongside bedding and veg packs."

Benefits of cost per stem, low 'flower miles', long flowering season and butterfly attraction can all be promoted.

Full details of the range, together with accompanying labels, can be found online at www.molesseeds.co.uk, and in their 2012 catalogue which is out now.

Notes: Business and the Web

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lent means of identification in that register (sometimes referred to as a "badge")

If an activity from the service provider is subject to value added tax, then the relevant identification number (even if it is not being used for ecommerce transactions)

Where prices are given they must clear and unambiguous and must indicate whether they include VAT and delivery costs

The question of where this information should appear on your site, is open to legal interpretation, but it might be suggested that company registration details should appear at the footer of each page (and VAT, if an ecommerce site) while the rest could appear on your contact us page, about us or legal section. A fuller article is posted on the website www.bpoaonline.co.uk

Morris May



The Home Grown towers sponsored by Sunpatiens and supplied by Thompson & Morgan, created a fine display at the entrance to the show. The towers were seen in several television broadcasts and used as a backdrop for filming.

The display was supported by some literature distribution and it

is planned to repeat this for coming shows to reinforce the image of Home Grown and spread the message of the benefits to consumers of purchasing Home Grown produce.

Many thanks go to Derek Smith and Peter Hull for organising the display.

Stocks : current research

At a recent Technical Committee meeting, the members discussed the ongoing research in stocks where serious crop losses have been caused by a, difficult to identify, syndrome.

After the first years work these problems have been isolated to probable causes in fungal diseases and primarily Pythium and Fusarium.

The latest developments in this programme will be determined shortly and are likely to include a range of chemical and novel 'bio-chemical' preventative treatments aimed at resolving the losses. These will probably be carried out on producers nurseries to ensure that the levels of disease inoculum are sufficiently challenging for the proposed treatments.

This will be supported by further comparative trials using similar treatments in controlled conditions at Stockbridge Technology Centre.



Foreign visits

There are proposals to visit a number of German research stations to see some poinsettia research as well as experimentation on new techniques. Heidelberg, Straelen & Hannover in wk 46. At Heidelberg they are looking at in ground heat storage; at Straelen different roof coverings and Hannover growing with 30% energy saving.

Poinsettia variety trials are in progress at all stations: Further information from Harry Kitchener.

Caption Competition



The caption competition this issue is taken from Tatton Show.

An envious exhibitor attempted to hi-jack the Home Grown Towers using a high speed; 4x4, Morris Countryman van. But what was the official response of the RHS official on the security patrol?



Growing together™

Notes: Blue Flag survey

The 'Blue Flag' survey is a measurable study that identifies sales opportunities right through the supply chain and enables Ball Colegrave customers to determine what varieties are "favourites" as visitors place a blue flag beside their favourite plant. Over 1,200 blue flags were placed this year during trade and public days.

The Ball Colegrave Open Days this year were a great success with an increase in visitors: more



1st *Panicum elegans*
'Frosted Explosion'

than 2,500 nurserymen, parks departments and retailers visited during July and August, to cement their production and promotional plans for the forthcoming year. Over 50,000 plants were bedded out over eight acres of grounds to demonstrate a diverse range of

annual and perennial varieties. Bedding plants were shown in new dimensions, with inspiring vertical bedding displays using the award winning VertiGarden™ planting system. Customers were also afforded the opportunity to preview many of the 300 new varieties for



2nd *Begonia x hybrida* 'Gryphon'



3rd *Petunia x hybrida*
'Pinstripe'

the 2012 season and development work on future introductions. The first four places in the ornamentals vote are shown here.



4th *Petunia x hybrida* 'Phantom'

Although the 'grow-your-own' boom appears to be marginally slowing down, certain classes of fruit and vegetable continue to gain momentum as the interest for patio vegetables, in particular Tomatoes, Peppers and Strawberries, grows. At this year's Ball Colegrave Summer Open Days, visitors were given the opportunity to taste from over 47 tomato varieties offered in the company's ex-



1st Tomato 'Sweet Million'

tensive plug and seed range.

Over the 3 weeks 530 visitors judged the fruits to come up with their favourite.

IDM

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regarding his own experience this season:

"I sent out an e-mail to my gardening club members before the weekend asking for feedback about whether anyone had lost their 'busy lizzies' this year and if so would they purchase them again?"

I have had some response and it has been interesting reading the replies from our customers. I have not met anyone who's plants have not been effected and not all were bought from ourselves. Most appreciated learning about the disease as some were not aware there was even a problem and thought it was something that they had caused.

Everyone said they would not plant them again now they were aware there was a problem or at the very least trial a few plants to see if they were effected next year.

One of the things that came out is that it was a terrible waste of time re planting and even sourcing new plants later in the season and that we should have made them aware when purchasing the plants....and some said how good the new guinea imps had been."

The performance of other types of Impatiens will obviously form part of the response to this problem as we have seen with the Towers at Tatton and Hampton Court, its still possible to have some impatiens and make fantastic displays with them.



BPOA is a specialist producer group within the NFU

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