



Commercial Horticultural Association: The trade association for manufacturers and suppliers of plants, products and services to commercial horticulture worldwide

Head Office/Secretariat provided by:

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CHA Horticultural Forum at IPM Essen to host DEFRA as it discusses new approach for Import/Export Border Controls

The Commercial Horticultural Association (CHA) is looking forward to welcoming visitors to the IPM Essen exhibition (24-27th January) and in particular to the International Horticultural Forum on Thursday 26th January.

With the show's focus on Great Britain this year, Government representatives from the Department for International Trade (DIT) and the Department for Environment, Food and Rural Affairs (DEFRA) will be giving talks on critical subjects for growers and suppliers.

Last year the UK Government announced a full review of import and export processes and its commitment to designing an enhanced border control regime. Victoria Clarke, Delivery Policy Lead for Plant Health Imports at the Department for Environment Food and Rural Affairs (DEFRA), in her Forum session will provide an overview of this new approach to border controls, highlighting how the future of Plant Health checks will look when importing or exporting goods into or out of GB.

Dr Elizabeth Warham, Lead for AgriTech at the DIT, will be showcasing a new Department for International Trade portal, a website which connects growers with suppliers worldwide. Launched in 2022, it is already an essential working tool for British Consulates and DIT offices the world over, assisting companies in-country to work with Great Britain or facilitating exports from the UK.

Other prestigious speakers include renowned plant breeders Raymond Evison and Lindsay Reid from Guernsey Clematis and Patrick Fairweather from Fairweather's Nurseries, all chaired by Matt Appleby, Editor of the leading UK horticultural journal, Horticulture Week.

In addition to the UK Government information being showcased, Forum topics include:

- flagship UK events such as the Chelsea Flower Show
- the three pillars of sustainability – environmental, economic and social and how UK business embraces these challenges
- the value of new plants



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Not to be missed at this edition of IPM are the companies exhibiting as part of the CHA British Pavilion in Hall 7, stands A24 to 29 and Hall 3, 3B37. <http://www.fednews.co.uk/cha/ipmessen23.html>

Pat Flynn, CHA Trade Association Manager, is particularly proud of the British group attending IPM Essen this year. "All the exhibitors are playing their part in the Country Partnership and we particularly wish to thank Air-Pot®, Guernsey Clematis, Fairweather's Nursery, Bluepoint Tags & Labels, PPC Labels, David Austin Roses Ltd and Whetman Plants International for their contributions to the entrance displays, the opening ceremony, the press conference and the Horticultural Forum."

Rafe Courage, the British Consul General, will perform the Opening Ceremony on day one of the show and highlights include a performance of British music, all followed by a reception showcasing English sparkling wine and craft beers plus a traditional afternoon tea on the CHA Information stand 7A24.5 at the British Pavilion in Hall 7.

The CHA is also looking forward to welcoming a group of British growers to the show on Wednesday 25th January, sponsored by ICL.



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On British Horticulture

Great Britain - A reputation for quality growing, marketing skill and technical innovation

Ornamental horticulture in the UK is a diverse and innovative sector with a strong focus on excellent plant quality and marketing expertise. It is a significant contributor to the UK economy, worth more than 1.4 billion annually.

During the pandemic there was a temporary decrease in sales due to the closure of garden centres but nurseries quickly changed strategy to include online sales, home deliveries and click and collect orders, many using these methods for the first time.

Around two thirds of sales of UK grown plants go to retail customers – that is garden centres, DIY chains and supermarkets. The quality of UK produced ornamentals is highly regarded in the home market but we still import some £1.2 billion of product to cater for the vast consumer market in the UK. Cut flowers, pot plants, bedding and hardy ornamental nursery stock are in huge demand due to the number of UK householders not moving home and improving their gardens and homes.

From an export point of view, sales have decreased slightly due to border problems following Brexit and of course, the pandemic during 2020. Moving forward we are establishing overseas bases to continue our growing expertise and to meet delivery needs, finding ways around the complicated border issues. This is costly but demand for British product is such that we are finding ways to do business, even if it is proving more difficult for the growers themselves to do it.

In general, UK growers have developed considerable marketing expertise in the ornamentals industry and are increasingly nimble in reacting to new and changing consumer trends. Many of our growers have adapted to the needs of retailers and landscape designers, forecasting colours and trends and ensuring that the right young plants are being grown to satisfy market needs.

Supporting our growers, the UK supplies sector is unparalleled with its know-how, innovation and commitment to quality service. We offer a full portfolio of products and services for all horticultural requirements, including expertise in designing and manufacturing new growing systems, chemical free pest control and refrigerated transport. Building on its enviable reputation for research, innovation and high quality standards, the UK has introduced some of the world's leading technology processes and services which are being utilised in established and developing markets around the world. UK industry is viewed as scientifically progressive, technically advanced and environmentally responsible.

With the recent introduction of the new British Government website from the Department for International Trade, AgriTech UK, it is possible to access all the contact information for many of the British companies who supply worldwide. This portal is designed to help inward investment from



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Europe and beyond and to promote UK export expertise. Visit www.agritech-uk.org for further information.

Our growers and manufacturers are back at IPM, fighting fit and ready to do business. Visit Hall 7, stands 7A24 – 29 and Hall 3, 3B37 for a warm welcome and information on the British companies taking part in the show. You can also take away information on the British horticultural marketplace.

The UK's thriving Fruit and Veg Sector look to the future with optimism

UK fruit production embraces not only traditional crops like apples, pears and strawberries but relative newcomers like blueberries and viticulture and UK grown cherries have doubled in production in the past twenty years.

Production under polythene has made a huge contribution to the generally buoyant state of much of British fruit production. For strawberries, simple plastic crop covers and low polythene tunnels started to come into wide spread use in the 1960's but now state of the art hydroponic production has transformed crops. Improving the environment around the plants and reducing losses from disease whilst at the same time bringing picking to a comfortable height under walk in structures has also benefited the pickers who can now work in all weathers. These same types of structures, whether polycarbonate, glass or plastic are also used in the production of raspberries and for both fruits, the use of a wide range of varieties, planting material and planting dates has enabled the marketing season to commence in late March/April and extend into late Autumn.

Around a third of the UK's apple supply is met by home production despite competition from imported apples and more intensive growing systems have boosted yields. Advances in storage technology have extended the home season and the planting of more productive varieties, less susceptible to disease helps. All these innovations are reflected in the latest DEFRA statistics which report that home produced fruit has grown in value to £1.0 billion despite some orchard fruit having issues with frequent rain and some water logging/flooding occurring in the first quarter of the year. This resulted in both root and tree death in the latter part of the year when the hot weather returned.

With market demand for fresh fruits being at an all-time high, the value of fruit imports stands at £3.9 billion. This of course covers such fruits as bananas from Colombia and Costa Rica, grapes from South Africa and Spain and other soft fruits from Spain and Peru.

There is no doubt that progressive UK fruit growers are looking at the future with optimism with many doubling their production using innovative methods of drip irrigation to help stability in yields while conserving water supplies or in the case of soft fruits, building state of the art glasshouses. Using smart films and spectral filter polythene or films on glass it is possible to increase plant growth. In fact, research has shown that strawberries, for instance, will be ready for harvest about one week earlier if grown under a UV-open film.



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Vegetable growers in the UK are also looking to the future and new opportunities. While domestic consumption predominates, seasonal vegetable exports are a success for some and enterprising growers have become trailblazers in the search for new market opportunities. The latest DEFRA statistics show field vegetable production as having increased in value to £1.3 billion and as part of that, exports totalled £111 million.

Technically, growing under polythene or fleece crop covers has boosted yields and made earlier crops possible. Production of carrots, lettuce and runner beans is especially affected. For the post-harvest operation, growers are continuing to invest in preparation and packing facilities to meet the fast growing demand of ready-to-eat and ready-to-cook produce, pre-packed.

Of course, UK veg growers have had a lot of problems to contend with too. A very wet Winter followed by a very dry Spring had a negative effect on all crops, especially in heavy soils which became unworkable. The lack of labour also contributed to fields of rotting vegetables not being harvested.

Some £2.5 million of produce is imported each year and are mostly the one's produced out of doors in the UK from June to November but for which supermarkets have established a year-round demand, examples include broccoli, courgettes and celery. Other heavily imported produce are protected crops such as tomatoes, cucumbers and peppers.

Call by the CHA Information stand in Hall 7/A24.5 to collect a copy of UK Capability in Commercial Horticulture, a publication produced on behalf of the Department for International Trade which contains all you need to know when looking at the UK market including details of all our research facilities and educational establishments.

Horticulture and King Charles III

King Charles has spent a lifetime championing the environment and as Patron of the National Gardens Scheme since 2002, he wholeheartedly supports the UK's passion for gardens, as well as enjoying gardening as a hobby himself. His own garden at Highgrove has always been his pride and joy. He now intends to fully modernise the gardens at Buckingham Palace and is currently advertising for a new gardens manager, someone who will be instrumental in 'shaping the future'.

However, it is not just gardening that takes his interest, his Majesty has campaigned for better conservation, organic farming, sustainability and tackling the huge topic of climate change. He is constantly planting trees, visiting endangered environments and urging world leaders to redouble their efforts to confront global warming, in his words 'time is quite literally running out'.

The King has always been 'hands-on' and enjoys the physical work of gardening and the greater task of land management such as hedge trimming. He promotes the physical wellbeing to be gained from green projects and understands how therapeutic gardening can be.



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He regularly works in his own gardens at Highgrove which have been open to the public since 1996 and include rare trees, flowers and heirloom seeds. Current organic gardenening and organic lawn management techniques have allowed the gardens to serve as a sustainable habitat for birds and wildlife. The gardens were designed by King Charles in consultation with highly regarded gardeners like Rosemary Verey and noted naturalist Miriam Rothschild.

The gardens receive more than 30,000 visitors every year and charitable events are frequently hosted there. Areas include a wild garden, a formal garden and a walled kitchen garden. A large number of trees have also been planted in the grounds and the estate currently holds the beech collection under the National Plant Collection scheme.

Individual features include the Carpet Garden, the Southern Hemisphere Garden, the Walled Garden, the Autumn Walk, the Sundial Garden and a Woodland Garden featuring two classical temples made from green oak and a stumpery. The King has described his efforts as representing 'one very small attempt to heal the appalling short-sighted damage done to the soil, the landscape and our own souls. Some may not like it, others may scoff that it is not in the real world or it is merely an expensive indulgence. Whatever the case, my enduring hope is that those who visit the garden may find something to inspire, excite, fascinate or soothe.'

In 1985, organic farming was introduced to the estate on three blocks of land as part of a move to what has been called biologically sustainable farming linked to conservation. The step to full organic status on the whole estate was completed in 1994.

Pre-booked tours of the gardens are available to individuals and groups between April and mid-October.

NOTES TO EDITORS:

The Commercial Horticultural Association (CHA) is the British trade association for manufacturers and suppliers of plants, products and services to commercial horticultural growers throughout the world. Covering the ornamentals, fresh produce, amenity and landscape sectors, our members offer the full portfolio of products and services for all horticultural requirements. The CHA is a Trade Challenge Partner and Accredited Trade Organisation (ATO) with the British Government's Department for International Trade (DIT). The department helps UK-based companies succeed in the global economy. DIT offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. It works with CHA to provide companies with the tools they require to be competitive on the world stage.

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