

GMI Logo for Use on UK Retail Bagged Growing Media

The GMI logo has been adapted for use on UK Retail Bagged Growing Media to include the following wording.

- Member of the Growing Media Initiative
- Raising awareness of reducing peat usage in the UK
- www.growingmediainitiative.org.uk

The use of the GMI logo does not provide a guarantee of the quantity of peat or other growing media contained in the bag on which it is displayed.

These statements take into account the recommendations made in the GMA/DEFRA Guidance on Environmental Claims on Growing Media a copy of which is available on the GMI website.

The above amendments were agreed at GMI Steering Group Meeting held on the 5th September 2008 at BRC, London.



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Provided that the recommended wording is associated with the logo on the packaging the layout used may be adopted to fit in with the product branding. Details relating to the use of the logo will be displaced on the GMI website.

The use of a Logo if invalid at the time of use is an offence under the Trade Descriptions Act 1968. Members are advised that they should not use the Member of the Growing Media Initiative Logo unless they have received authorisation from the Scheme Administrator, hold Full or Gold membership, that membership is current and that they are complying with the full requirements of the Scheme.

As a condition of Membership, the GMI Steering Group stipulates that qualifying Member Companies should only display the Member of the Growing Media Initiative logo on UK Retail Bagged Growing Media that contains 50% or less of peat by volume.