



THE GROWING MEDIA INITIATIVE

**A scheme to reduce peat use
in the UK horticultural industry**

CONTENTS

Section		Page
1.0	Background and Introduction	3
2.0	Scheme Management	4
3.0	The Growing Media Initiative Standard	5
4.0	GMI Membership	5
5.0	Inspection Procedures	8
6.0	Use of the GMI Logo	9
7.0	Arbitration Procedures	9
8.0	Complaints and Appeals Procedure	9
9.0	Promotion of the GMI	9
10.0	Scheme Contacts	10
Appendices		
I	GMI Compliance Criteria – Retailers	11
II	GMI Compliance Criteria – Manufacturers	13
III	Peat Sourcing Policy	15
IV	Products Included in the Scheme	16
V	Action Plan Example – Retailers	17
VI	Action Plan Example – Manufacturers	19
VII	Annual Information Required	20
VIII	The Growing Media Initiative Logo	21

1.0 Background and Introduction

Moves to reduce the quantities of peat used in growing media and soil improvers in the UK are largely driven by the UK Biodiversity Action Plan (UKBAP) for Lowland Raised Bog Habitat, originally published in October 1997. In the Research and Monitoring Section this states the aim for peat reduction in the UK:

‘Aim for a minimum of 40% of total market requirements to be peat-free by 2005 and 90% by 2010’.

Since the publication of the UKBAP the horticultural supply-chain has continued to put considerable effort and resources into meeting these targets. This effort is widely acknowledged, and is confirmed in the recently published report commissioned by Defra –‘Monitoring of Peat and alternative products for growing media and soil improvers in the UK 2005’. This report shows that the initial 2005 target has been exceeded for the horticultural industry as a whole (including the landscaping and local authorities sectors). The current peat replacement level for the amateur gardening and professional grower sectors combined is 34% (because these are the sectors which use the majority of the growing media volume). This level of peat replacement has been achieved largely due to the combined efforts of suppliers, growers and retailers in the horticultural sector.

The Defra report shows that considerable strides forward will need to be made if the second, extremely challenging target is to be achieved in the stated timescale, especially by the retail and professional grower sector. Current projections would indicate that the 90% target would be met around 2026 at the present rate of progress. Positive action is required to speed-up further reductions in peat usage.

The scheme described in this document is for; retailers and manufacturers of growing media and soil improvers and is designed to monitor reductions in peat use achieved by these businesses. The initial focus will be on UK retail bagged products of growing media and soil improvers sold to amateur gardeners as it is much more difficult to monitor the peat content of potted plants sold by retailers. The main UK retail bagged products are growing media such as ‘Multipurpose Compost’ and Growbags and soil improvers/mulches such as bark mulch. The growing media used by professional growers which is sold as part of plant products by retailers (e.g. packs of bedding plants, planted containers and potted shrubs) will be included in the scheme at a later date.

The horticultural industry recognises three over-arching objectives for action in the area of reducing peat usage:

1. To prevent the UK horticultural industry from being disadvantaged.
2. To respect the environment.
3. To strive towards achieving the targets set in the UKBAP.

The scheme has been developed by the Horticultural Trades Association (HTA) in association with the Growing Media Association (GMA is a HTA Specialist Group), DIY and Garden Centre retailers, Defra, the Royal Society for the Protection of Birds (RSPB) and the Royal Horticultural Society (RHS). The Scheme has evolved through extensive discussions within this group as well as further consultation with supermarket retailers and the National Trust.

2.0 Scheme Management

2.1 The Scheme is managed by the HTA with support from a Steering Group made up of nominated individuals from the GMI membership. The Steering Group will have the following places open:

1. Chair – HTA
2. Secretary – HTA
3. Retailer – DIY multiple
4. Retailer – Independent Garden Centre
5. Retailer – Multiple Garden Centre
6. Manufacturer – Chair of GMA
7. Manufacturer – GMA member
8. Grower (for future)
9. Non-Governmental Organisations – RHS
10. Government – Defra
11. Inspector representative
12. Other

In addition to the group the RSPB will be an advisor to the Steering Group and will receive an invitation to all Steering Group meetings.

2.2 The Steering Group will meet no less than twice each year at meetings organised by the HTA

2.3 The HTA will be responsible for the organisation, management and administration of the GMI.

2.4 After two years of Steering Group operation one retailer, one manufacturer and one NGO representative must step down each year and either offer themselves up for re-election or allow another representative to take their place. Where an election is required this will be done through a postal vote of GMI members current at the time.

2.5 The Steering Group is responsible for overseeing the development and implementation of the Scheme to ensure it continues to drive the process of peat reduction, maintains and grows the support of all stakeholders and maintains the integrity of the operational processes.

2.6 All Steering Group members, with the exception of the secretary and inspector representative, are eligible to vote with the Chairman having a casting vote when required.

3.0 The Growing Media Initiative Standard

3.1 Retailer Standard – as shown in Appendix I

3.2 Manufacturer Standard – as shown in Appendix II

3.3 The current Standards will be freely available on the GMI website.

3.4 The GMI Standards will be reviewed at regular intervals by the GMI Steering Group. Members will be given at least six months notice of any changes before the revised Standard becomes accepted as the norm. A strategic review will be conducted to inform the steering group of the post 2010 options and the impact of the scheme on peat reduction.

4.0 GMI Membership

4.1 Provisional Membership

4.1.1 Any retailer can become a provisional member as long as they:

- Are committed to working quickly towards achieving 90% peat reduction within their business and are currently at a minimum of 20% peat replacement within UK retail bagged growing media and soil improvers sold to the public (not including plants sold in growing media).
- Provide an Action Plan demonstrating work that will be carried out to achieve a year on year improvement
- Have the Action Plan and their use of peat and non-peat materials verified by the auditors of the scheme
- Agree to only promote themselves as 'Provisional Members of the GMI'
- Do not use the GMI logo

4.1.2 If after one year the business has not demonstrated sufficient improvement in peat reduction (according to the GMI Standard) then Provisional Membership will be withdrawn and the business can only re-join once the agreed objective has been reached to the satisfaction of the auditors.

4.1.3 As long as the member complies with the GMI Standard then members will remain 'Provisional' until they reach an average of 55% peat-reduced across all bagged products sold within a calendar year.

4.1.4 Provisional membership can be held for a maximum of three years before the member must either comply with Full membership or withdraw from the scheme.

4.1.5 In addition to complying with the criteria in 4.1.1 any growing media manufacturer can only become a provisional member if they are also members of the Growing Media Association.

4.1.6 Also, growing media manufacturers can only apply the percentage peat reduction entry figures to product sold to the retail market.

4.2 Full Membership

4.2.1 A member can only become a Full member when they have achieved 55% peat reduction across all UK retail bagged products. A Full Member must also provide an annual Action Plan detailing their own targets for annual improvement, how they intend to reach the target of 90% peat reduction and how annual peat-reduction will be achieved. The Plan must also detail how they are publicising their goals on peat replacement both internally and to customers. This Action Plan will be verified annually against the GMI Standard and if sufficient progress has not been made, to the satisfaction of the auditors, then membership will cease until the peat-reduction objective has been met. It is recognised that a faster rate of change will be easier for some Members than others, depending on the relative importance of retail and professional grower customers they have and the types of product they sell.

4.2.2 Full members must be able to demonstrate a 10 percentage point reduction, in the proportion of peat within UK retail bagged growing media and soil improver product for retail sale, at the end of three years of 'Full' membership. This percentage puts an actual improvement figure on Full membership but takes into account the fact that annual improvements will vary. Ongoing improvement will also be required following the first three years of membership and this will be agreed by the Steering Group.

4.3 Gold Membership

4.3.1 Only businesses that have reached the overall 90% Defra target, and those already 100% peat-free, will be eligible to be denoted as 'Gold Members'. These 'Gold Members' will be publicised on the GMI scheme web-site and to the industry in general.

4.4 Member Commitment

4.4.1 Those businesses who wish to join the GMI must:

- Agree to meet the requirements set out in the GMI Standard relating to their sector
- Agree to abide by the rules of the Scheme
- Prepare appropriate records and monitoring systems as required by the Scheme
- Allow the GMI Inspectors to access the business site and documentation as required to demonstrate compliance with the Scheme and agree to pay membership fees as set by the HTA and the Steering Group

- Agree only to use the GMI logo on advertising material and stationary only when Full or Gold Membership has been achieved.
- Agree for their data submitted to be collated to produce an aggregate record of progress towards peat reduction for Scheme publicity. Individual business data will remain confidential between the member and inspector and will not be publicised.

4.4.2 GMI Subscription Rates as of January 2008

Business Turnover	Subscription* (HTA members) Excl VAT	Subscription* (non-HTA members) Excl VAT
Over £25m	£1250	£2500
£10-25m	£700	£1500
£1-10m	£500	£1000
Less than £1m	£350	£700
Charity or NGO	£500	£500

*Subscriptions include any inspection fees

4.4.3 The subscription is due for payment each year in January. If payment has not been received within 60 days of the invoice date the HTA reserves the right to withdraw certification.

4.4.4 Certification procedures for new members will not commence until the initial subscription is paid, and for existing members new certificates will not be issued until the annual subscription is received. New members joining between January to March will be required to pay a full years subscription for that year, those joining between March and June will pay $\frac{3}{4}$ of the subscription, those joining between June and September will pay $\frac{1}{2}$ subscription and those joining between September and December will pay $\frac{1}{4}$ subscription. After the first year of membership an annual subscription will be payable each January.

4.4.5 If a member goes into liquidation, membership is immediately void

4.4.6 In all cases of lapsed membership former members are eligible to re-apply

4.4.7 A list of Provisional, Full and Gold Members will be published on the GMI website

4.4.8 Businesses enquiring to join the scheme can receive all GMI documentation including GMI Standards

4.5 The Scheme Inspectors

- 4.5.1 Scheme inspectors will be appointed by the HTA following approval by the GMI Steering Group. Inspectors appointed by the HTA are required to:
- Have completed a post-high school diploma or equivalent course (minimum course duration 2 years) in a relevant discipline
 - To have a minimum of 2 years post-graduate and 3 years overall experience of the industry
 - Have completed a Lead Assessor Course ISO 9001:2000 or equivalent
 - Be approved by the Steering Group
- 4.5.2 The HTA will appoint a Scheme Manager to manage the GMI
- 4.5.3 The HTA is responsible for all communications with GMI members except those directly handled by Scheme Inspectors

5.0 Inspection Procedures

- 5.1 The Scheme requirements will be set out in the Standards and will be maintained at the same level unless specific changes are agreed by the GMI Steering Group and communicated to all members.
- 5.2 Inspection will be undertaken by the Inspectors appointed by the HTA and the Steering Group.
- 5.3 Each member will be inspected annually remotely by sending a pack of information to the inspector to demonstrate compliance with the GMI Standard. Scheme members will be required to submit an annual return at the end of the year (by 28 February the following year at the latest) summarising the total volume of all UK retail growing media and soil improvers manufactured/sold.
- 5.4 Each year 10% (at least two – at least one manufacturer and one retailer) of members will be randomly selected to receive an on-site inspection where the member will be expected to provide documented evidence to provide evidence that declared figures are accurate.
- 5.5 To avoid any conflict of interest the inspector will not undertake any consultancy or training activities for the member to be inspected that will affect their independence or impartiality. This relates to random on-site inspections as opposed to assessing documentation sent in.
- 5.6 Inspectors will not disclose any confidential information except with the agreement of the member.
- 5.7 Members will be inspected by arrangement but within one month of the initial inspection request from the Inspector.

- 5.8 During the random on-site inspections the Inspector will need to inspect all relevant documentation to verify peat reduction claims within the annual member declaration.
- 5.9 Any non-conformance(s) noted during the on-site or remote inspection will result in the business failing the inspection and will require the business to implement the changes required within one month. If an additional visit is required then this will be agreed with the member following the inspection. An additional re-inspection fee of £300 + VAT will be charged. If changes are not made to the satisfaction of the inspector then the business will not be granted or will lose its certification.

6.0 Use of the GMI Logo

- 6.1 The GMI logo may only be used by 'Full' and 'Gold' Members and may only be used in accordance with the guidelines shown in Appendix VIII. The Steering Group reserve the right to review the rules surrounding the use of the GMI logo.

7.0 Arbitration Procedures

- 7.1 Suspension of membership may be carried out if:
- A Scheme member should bring the Scheme into disrepute
 - The HTA or inspector has received a letter of complaint relating to a member of the Scheme
 - A member fails to pay the necessary membership fee
 - Issues have arisen following a visit to a member
 - A member has failed to meet the non-conformance rectification deadline
- 7.2 The HTA will decide on any actions required and may seek guidance from the Steering Group or another appropriate source
- 7.3 The member has the right to appeal and any appeal will be recorded by the HTA

8.0 Complaints and Appeals Procedure

- 8.1 All complaints must be referred to the HTA who will log details and deal with them
- 8.2 Complaints will be investigated and dealt with by the HTA.
- 8.3 All appeals and disputes may be made in writing to the Scheme Manager within the HTA. The HTA will aim to investigate and deal with the appeal. However, if an amicable agreement cannot be reached then this will be referred to an independent panel made up of a NGO representative, the HTA and a representative from Trading Standards. The appellant will be

given the opportunity to formally present their case. The decision of this panel will be final.

9.0 Promotion of GMI

9.1 The Growing Media Initiative will be promoted with press releases to all relevant stakeholders and the media and a dedicated website aimed at the public and press. Promotional material will be produced for potential members and to inform other stakeholders in the horticultural industry and Non-Government Organisations about the scheme. The aim will be to achieve a high profile for the brand image of the scheme so that consumers are aware of what the GMI logo means and seek to buy products covered by the scheme.

10.0 Scheme Contacts

Scheme Administrator

Alison Smith
HTA
Horticulture House
19, High Street
Theale
Reading
RG7 5AH

Tel: 0118 9303132

Email: Alison.smith@the-hta.org.uk

Scheme Manager

Tim Briercliffe
HTA
Horticulture House
19, High Street
Theale
Reading
RG7 5AH

Tel: 0118 9303132

Email: Tim.Briercliffe@the-hta.org.uk

Scheme Inspectors

ADAS UK Ltd (to be reviewed by Steering Group)

APPENDIX I

GMI COMPLIANCE CRITERIA - RETAILERS

GMI Member Business Name.....
 Contact Name.....
 Address.....

Inspector..... Date of inspection.....

Inspector signature Member signature

	Action/Evidence	Yes/No
1.0	Public Statement	
1.1	The Company shall have a publicly available statement outlining their membership of the GMI and commitment to striving to achieve 90% peat reduction. There shall be evidence that this has been communicated to the public (e.g. on Company website and/or displayed in a prominent area within the member's premises)	
2.0	Member Action Plan	
2.1	The Company shall have clearly defined targets for peat reduction over the next five years. These targets are documented and show target percentage reductions at annual milestones.	
2.2	There shall be a clearly defined and documented Action Plan detailing how peat reduction targets will be achieved	
2.3	The Action Plan shall include details on work with suppliers to reduce peat content	
2.4	After year one there shall be documented evidence of how the Action Plan has been implemented and targets achieved	
2.5	There shall be a clearly defined procedure outlining how the Company has determined levels of peat reduction and how this will be monitored	
2.6	There shall be documented evidence of the monitoring of peat reduction and progress towards targets	
2.7	There shall be documented evidence that key staff are aware of the Company's membership of GMI, the peat reduction objectives of the Company and the Action Plan to ensure peat reduction	
2.8	The Company shall have documentary evidence of the volumes of bagged growing medium and soil improver sold	
2.9	The Company shall have documentary evidence of the peat content (actual volume or percentage) of each type of bagged growing medium and soil improver sold	
2.10	After year one there shall be documentary evidence that the proportion of peat within bagged growing media and soil improver has been reduced within the	

	calendar year compared to the previous year	
2.11	Full members shall be able to demonstrate a 10 percentage point reduction, in the proportion of peat within UK retail bagged growing media and soil improver product for retail sale, at the end of three years of 'Full' membership.	
3.0	Sourcing of Product	
3.1	The Company shall have it's own documented Peat Sourcing Policy that either specifies that all bagged growing medium and soil improver will be sourced from suppliers certificated to the BOPP (British Ornamental Plant Producers) Growing Media Producers Standard or that complies with the GMI Peat Sourcing Policy	
3.2	There shall be documentary evidence that suppliers of growing media and soil improver products that contain peat are either certificated to the BOPP Growing Media Producers Standard (i.e. copy of supplier's BOPP certificate) or comply with the GMI Peat Sourcing Policy	
3.3	The Company shall provide documentary evidence that plant suppliers have been asked to provide information on the peat content of product supplied	

Summary of non-conformities

Section	Non-conformity	Action agreed

APPENDIX II

GMI COMPLIANCE CRITERIA – MANUFACTURERS

GMI Member Business Name.....
 Contact Name.....
 Address.....

Inspector..... Date of inspection.....

Inspector signature Member signature

	Action/Evidence	Yes/No
1.0	Public Statement	
1.1	The Company shall have a publicly available statement outlining their membership of the GMI and commitment to striving to achieve 90% peat reduction. There shall be evidence that this has been communicated to the public (e.g. on Company website and/or displayed in a prominent area within the member’s premises)	
2.0	Member Action Plan	
2.1	The Company shall have clearly defined targets for peat reduction over the next five years. These targets are documented and show target percentage reductions at annual milestones	
2.2	There shall be a clearly defined and documented Action Plan detailing how peat reduction targets will be achieved	
2.3	After year one there shall be documented evidence of how the Action Plan has been implemented and targets achieved	
2.4	There shall be documented evidence of product development work to assess the performance and quality of new retail product (n/a if certificated BOPP member)	
2.5	There shall be a clearly defined procedure outlining how the Company has determined levels of peat reduction and how this will be monitored and that this has been communicated to customers	
2.6	There shall be documented evidence of the monitoring of peat reduction and progress towards targets	
2.7	There shall be documented evidence that key staff are aware of the Company’s membership of GMI, the peat reduction objectives of the Company and the Action Plan to ensure peat reduction	
2.8	The Company shall have documentary evidence of the volumes of UK retail bagged growing medium and soil improver sold	
2.9	The Company shall have documentary evidence of the peat content (actual volume or percentage) of each type of bagged growing medium and soil improver sold	

2.10	There shall be documented evidence of a breakdown between volumes of growing media and soil improver supplied to different sectors (i.e. retail, growers and landscapers)	
2.11	After year one there shall be documentary evidence that the proportion of peat within UK retail bagged growing media and soil improver has been reduced within the calendar year compared to the previous year	
2.12	Full members shall be able to demonstrate a 10 percentage point reduction, in the proportion of peat within UK retail bagged growing media and soil improver product for retail sale, at the end of three years of 'Full' membership.	
3.0	Sourcing of Product	
3.1	The Company shall be a member of the Growing Media Association	
3.2	The Company shall be certificated to the BOPP Growing Media Producers Standard or committed to achieving certification within one year of inspection	
3.3	For externally sourced product the Company shall have it's own documented Peat Sourcing Policy that either specifies that all growing medium and soil improver for the retail market will be sourced from suppliers certificated to the BOPP Growing Media Producers Standard or that complies with the GMI Peat Sourcing Policy	
3.4	For externally sourced product there shall be documentary evidence that suppliers of growing media and soil improver products are either certificated to the BOPP Growing Media Producers Standard (i.e. copy of supplier's BOPP certificate) or comply with the GMI Peat Sourcing Policy	

Summary of non-conformities

Section	Non-conformity	Action agreed

APPENDIX III

GMI PEAT SOURCING POLICY

To ensure that the peat used in UK growing media products causes the minimum environmental impact, the following principles must be followed:

1. Peat should only be extracted from legally-approved peatland sites that are not designated as a SSSI or are not sites of recognised ecological, archaeological or other conservation value (worldwide); this includes all areas that have been designated under the relevant national or international regulatory regime from the country from which the peat is sourced.
2. Peat is extracted only from sites with an agreed environmentally sound and socially responsible after-use plan. Planning consents may have their own specific requirements for restoration/after-use that the peat extractor has to comply with.
3. Peat is extracted only from sites operated in such a way as to protect un-worked adjacent peat areas and maintain water tables to enable them to act as refugia for peatland flora and fauna.
4. Sites are operated in such a way as to leave a sufficient layer of ombotrophic peat to facilitate the re-establishment of bog flora and fauna.
5. Peat should be sourced from named bogs to allow traceability and should not be sourced from any peat concessions opened since 2004.

APPENDIX IV

PRODUCTS INCLUDED IN SCHEME

The GMI scheme encompasses all UK retail bag/bulk materials that are included in the Defra monitoring of peat and alternative materials use:

- All growing media products (including Multi-purpose, Tub/basket compost, Seed/cutting compost, John Innes Compost, Houseplant compost, Ericaceous composts, Aquatic plant compost)
- All Grow-Bags and Planting Bags (including tomato bags, 'Instant Planters')
- All products used for amateur gardeners to make their own growing media (including peat, bark, coir, perlite, vermiculite, sand/grit)
- All soil improver products (including bark, farmyard manure, topsoil, soil conditioner, spent mushroom compost, lawn soil)
- All surface mulching products (including bark, wood chip, cocoa shell)

Products not included: Sand/grit (other than for use in growing media), Play Sand.

APPENDIX V

ACTION PLAN EXAMPLE - RETAILERS

Targets/actions	Comment	Due Date	Completion Date
<p>Target: all key staff to be aware of GMI membership and implications by 31.12.07.</p>	<p>Objectives: Organisation-wide support for GMI membership and implementation.</p> <p>Measure: Number of communications produced/meetings held.</p>		
<p>Target: all buyers to be aware of and implementing purchasing policy by 31.3.08</p>	<p>Objective: Implementation of SGM purchasing policy.</p> <p>Measure: Number of buyers who have attended seminars.</p>		
<p>Target: plant suppliers to be aware of scheme and requirement to submit annual return on % peat per product line.</p>	<p>Objective: Awareness and implementation of policy on reducing peat used as part of plant products.</p> <p>Measure: Evidence of communication with main suppliers about requirements including pro-forma for providing information if necessary so that peat use as percentage of total growing media volume can be calculated.</p>		

<p>Target: peat-free and reduced peat products to be available in all stores by xxxx</p>	<p>Objective: Availability of alternative products for consumers in all stores</p> <p>Measure: Number of stores stocking peat-free and reduced peat bagged products and plants</p>		
<p>Target: key plant suppliers to be running trials on using growing media with x% peat</p>	<p>Objective: Implementation of policy on reducing peat used as part of plant products.</p> <p>Measure: Number of suppliers carrying out trials. Trial reports.</p>		
<p>Target: suppliers of UK retail bagged products to be actively developing reduced peat and peat-free lines</p>	<p>Objective: Implementation of policy of reducing peat used in bagged soil improver and growing media products.</p> <p>Measure: Evidence of product development work by suppliers (confidentiality of this to be respected)</p>		
<p>Target: point of sale information on peat reduction and the GMI to be available to customers.</p>	<p>Objective: Implementation of policy of increasing customer awareness of the issue.</p> <p>Measure: Evidence of point of sale displays, leaflets etc. available in store for consumers</p>		
<p>Target: information on peat reduction and the GMI to be made available to the local community</p>	<p>Objective: Education of potential consumers about the issue and the efforts retailers are making.</p> <p>Measure: Evidence of literature produced/meetings attended/school visits etc.</p>		

APPENDIX VI

ACTION PLAN – GROWING MEDIA MANUFACTURERS

Targets/actions	Comment	Due Date	Completion Date
<p>Target: manufacturer to have targets for peat reduction and action plan to achieve these targets</p>	<p>Objectives: Targets for reducing peat used within the company (may be by sector)</p> <p>Measure: Evidence of targets set between 2007 and 2010 and action plan.</p>		
<p>Target: all key staff to be aware of GMI membership and implications by 31.12.07.</p>	<p>Objectives: Organisation-wide support for GMI membership and implementation.</p> <p>Measure: number of communications produced/meetings held.</p>		
<p>Target: customers to be given information on % peat in all bagged products</p>	<p>Objective: Customer awareness of peat content of all products</p> <p>Measure: Evidence of information supplied to customers (specifications for each product and indication of % peat on bag label)</p>		
<p>Target: product development work with reduced peat growing media being carried out</p>	<p>Objective: Development of growing media products with lower peat %.</p> <p>Measure: Evidence of trials reports (to be submitted to auditors only in confidence)</p>		

APPENDIX VII

ANNUAL INFORMATION REQUIRED

Members will need to set up spreadsheets to record volumes of product and percentage peat sold/produced in one year. Simplified examples are given below:

GROWING MEDIA MANUFACTURERS

Raw material	Volume used (cubic metres)
Peat	100,000
Bark	70,000
Composted wood fibre	10,000
Manufactured wood fibre	20,000
Coir	10,000
Loam	4,500
TOTAL	214,500

Overall: 53% non-peat, 47% peat

Separate spreadsheets to be used for supply to different sectors: Professional grower products, amateur gardening products, landscaper products

RETAILERS: BAGGED PRODUCTS

Product name	Bag size (L)	Number of bags sold/used	% Peat in product	Total volume of product (l)	Total volume of peat (l)
Own-brand Multipurpose Compost	70	1000	50	70,000	35,000
Own-brand Grow-Bags	20	1500	50	30,000	15,000
Organic Mulch	70	500	0	35,000	0
John Innes Compost	25	200	30	5,000	1,500
TOTAL		3200		140,000	51,500

Average: 63% non-peat, 37% peat

APPENDIX VIII

Use of the Member of the Growing Media Initiative Logo

The Member of the Growing Media Initiative logo may only be used on UK Retail Bagged Growing Media on product that contains 50% peat or less by volume and is manufactured or sold under own brand labelling by Full and Gold Members that meet the full requirements of the GMI Rules and Procedures.

Full Membership

A Member of the Growing Media Initiative can only become a Full member and use the Growing Media Initiative Logo, when they have on average achieved 55% peat reduction across their full range of UK Retail Bagged Growing Media

A Full member must provide an annual Action Plan detailing their own targets for annual improvement, how they intend to reach the target of 90% peat reduction and how annual-peat reduction will be achieved. The Plan must also detail how they are publicising their goals on peat replacement both internally and to customers.

This action plan will be verified annually against the GMI standard and if sufficient progress has not been made, to the satisfaction of the auditors, then membership will cease and use of the logo will be suspended, until the peat reduction objective has been met.

Gold Membership

Only businesses meeting the requirements of the Initiative and maintaining the overall 90% DEFRA target, and those already 100% peat-free, will be eligible to use the GMI Logo as a Gold Member.

Issue of the Growing Media Initiative Logo

The GMI Logo will be issued in an electronic format by the Scheme Administrator once Full or Gold Membership of the Growing Media Initiative is approved.

The GMI Logo can be used on products meeting the requirements of the Initiative in either the green and white or black and white format.

If you use a single colour printing process you can use a black and white label and replace the black with the alternate colour you are using. The GMI Steering Group reserves the right to review and update the rules surrounding the use and colour of the GMI Logo.

The GMI Logo can be used on UK Retail Bagged Products, which contains 50% or less of peat by volume.

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.

- Raising awareness of reducing peat usage in the UK
- www.growingmediainitiative.org.uk



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.

Contact Details of the Scheme Administrator

GMI Scheme Administrator

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