

We have reduced our peat use from a 100 % peat mix to a reduced mix in all our growing media products.

We believe we produce products of consistent quality to match any other manufacturer of growing media.

Scotts have been **involved** in the peat reduction effort for **many years** prior to GMI, mainly through the work of Scotts' Supply Chain and R&D colleagues.

'leading edge product performance'

The Scotts Miracle Gro Company is dedicated to **making progress** through technical and manufacturing **expertise** whilst maintaining **impeccable** environmental credentials.

"The trial and launch process of new growing media products at Scotts is **second to none**. All our products are based on in-depth and technical and consumer research."

"Our consumer research is based upon growing national concern over products which are manufactured with an environmental impact. Our launch of products through T.V. is **unique** and is targeted at a wide consumer base."

"We are currently examining a wide range of alternative materials to ensure optimum growing performance, impeccable physical quality and good value for money." *Mike Suter*



**Provisional
Membership**
40% Peat Free

THE **Scotts Miracle-Gro**
COMPANY

GMI brings the main players in manufacturing growing media together.

What the industry has are many corporate **voices**, what GMI brings is an Industry **voice**.

*'GMI ticks **all** the boxes.'*

Our industry has been making steady progress in its approach, **GMI** now provides a way forward that can demonstrate this to stakeholders.

The industry has **behaved responsibly** in recognizing the significant challenge of peat reduction as laid down by Defra.

The GMI is a mechanism to **harness** the collective weight, thought and support that can take the industry even further.

Finally we have an opportunity through GMI's **collective** forum where businesses can use leading edge technology that will help them move forward to their **peat free** target.

GMI's **independent** audit process will hone businesses' input and provide a basis where company transparency can be tracked and assessed.

"At The Scotts Miracle Gro Company we have made significant steps in the use of alternative materials, GMI helps us work with customers to continue that progress." *Mike Suter*