

“**VitalEarth** manufactures an extensive range of high performance, environmentally kind, organic, **peat-free** composts, garden feeds and growing media by recycling garden food and waste which would otherwise go to land fill”

“ ‘Environmentally friendly’ is the core of our business. ”

The Growing Media Initiative

‘Reducing peat in retail growing media’

“The manufacture process is comprehensively monitored from beginning to end providing **total traceability** through a bespoke data logging system”



GOLD
Membership


VitalEarth
for the greener gardener

“**VitalEarth’s** products are made by **recycling** waste then adding forestry by products and some nutrients derived from food-grade by products of the food industry.”

“ The reason for our business was to access raw material that we could turn into a high end peat-free alternative. ”

“We will be in the **forefront** of choice for retailers that want to go green. With conversations being had with major retailers to entice into the peat-free initiative, the GMI Gold accreditation **can only help** with this.”

Steve Harper Managing Director

GMI could well turn out to be the vehicle by which discussions can be opened to bring all the major **industry** players together to agree a **joint policy** voicing the importance of providing high performance growing media **alternatives**.



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GMI gives us a great opportunity to **shout about** our fantastic product and 100% peat-free journey, so that other retailers will be encouraged to take the plunge into the peat free stream.

As none of VitalEarth's products are in anyway dependent on peat **GMI** seemed like it **shared** the same aims and objectives, therefore potentially providing the ideal **partnership** in the peat-free challenge that the industry needed.

Gold Membership of GMI means no room for complacency, we must try to **achieve better** distribution which can only be achieved through launching peat-free products which consistently demonstrate **expertise** and **outstanding** quality that the customer wants.

“We must **open the eyes** of the industry and the retailers to the alternatives, **GMI** gives us the much needed starting point.”