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COMMERCIAL HORTICULTURAL
ASSOCIATION

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21/22

CHA Buyers' Guide



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**COMMERCIAL
HORTICULTURAL
ASSOCIATION**

CHA Buyers' Guide 2021/2022

Richtlinien für Fachkäufer
Guide de l'Acheteur
Guia de Compradores

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Contents

CHA ANNUAL REPORT	2
Pat Flynn	
THE COMMERCIAL HORTICULTURAL ASSOCIATION	4
 IN DEUTSCH	4
 EN FRANÇAIS	5
 EN ESPAÑOL	5
CHA KEY BENEFITS	6
INTERNATIONAL SHOW REPORTS	8
CHA MEMBERSHIP LIST	12
AFFILIATE MEMBERSHIP LIST	15
BUYERS' GUIDE CATEGORIES	18
KATEGORIEN VON RICHTLINIEN FÜR FACHKÄUFER	
CATÉGORIES DU GUIDE DE L'ACHETEUR	
CATEGORIAS DE LA GUIA DE COMPRADORES	
INDEX OF ADVERTISERS	20

CHA Annual Report 2020/2021

I generally comment on what a challenging year we've had but the past 18 months really have been the most challenging in living memory for most of us. Lockdown and the difficulties in getting product to the continent feature at the top of the list but there have been some small windows of opportunity. The increased interest in gardening has helped many of our growers and suppliers in the ornamentals sector when it has been impossible to export due to restrictions and our fresh produce sector has helped to plug the gap on food imports. Of course they could've helped more if labour had not been in short supply and it's heartbreaking to see fields of rotting vegetables and fruit because it's been impossible to harvest the crop. At the time of writing we hope that happier times are on the way with the lifting of restrictions, at least for Covid.

In the meantime, here at the CHA we have been supporting and lobbying throughout the Pandemic. We have continued to circulate our regular update bulletins produced in conjunction with our sister associations under the umbrella of our Secretariat, the Federation of Garden & Leisure, detailing links to Government business support and the latest legislation. Many of you have also contacted our Research Department with varied and



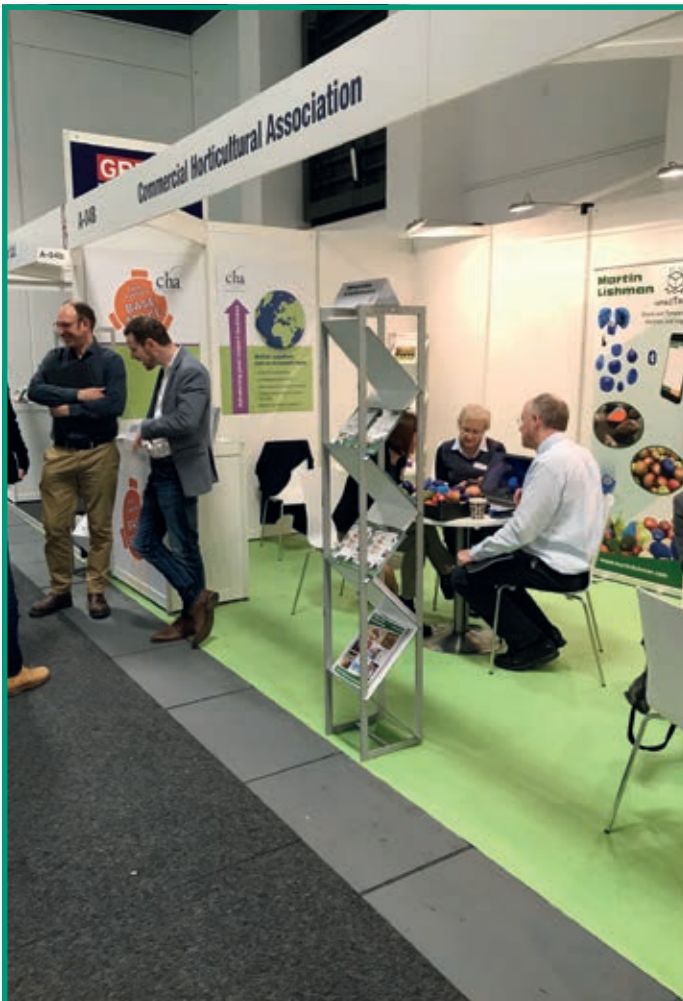
Pat Flynn
Trade Association Manager

complex problems which Charlie and Eleanor have done their best to resolve, including finding an international lawyer for a member who had a particular border dispute in Europe.

Vanessa continues to maintain and update our GDPR compliant database and we still transmit our member information to one of the most complete and up to date lists within commercial horticulture. She also maintains our website and looks after our subscriptions, a constant support for our members

We have also been busy adding to the services we offer and our Director General, Amanda Sizer

Barrett, has put together a reminder of these benefits on pages 6 & 7. This includes the new information portal produced in association with the Government on which all CHA members receive a free information listing and contact link. Called AgriTech UK, it will be one of the main information sources used by Government Departments across both the UK and around the world. Launched in July 2020 and introduced to Embassies, Consulates, Trade Advisers and the horticulture industry in general, it is linked to our CHA site and those of our colleagues, the Association for Agriculture and Genetics and the Agricultural Engineers Association.





Katie-Mai



Lydia



Charlie



Vanessa



Eleanor

Our continued status as Trade Challenge Partner and Accredited Trade Organisation with the Department for International Trade (DIT) supports our efforts and whilst the TAP scheme has been discontinued, we are working with DIT to ensure that companies who export receive continued support in another form. Talks were ongoing with Ministers as this publication went to print.

In the meantime, Katie and Lydia in our Events Team are working on British Pavilions for Fruit Attraction, IPM, Fruit Logistica and GreenTech, information for which can be found on pages 8,9 and 10. Our dedicated assistance with overseas red tape, logistics and PR amongst other services will continue to ensure that our exhibitors are able to concentrate on selling their products. Once again we will be at the forefront, showing the world that Britain is open for business.

During lockdown our events and research teams continued to deliver face to face information by running webinars and particularly successful one's included preparing for the end of transition and what actions businesses need to take to be able to export. CHA also took part in several international webinars run by DIT, presenting what's best about British expertise, products and services. Future CHA webinars will focus on in-country information and include collaborations with grower associations in Spain, Jordan and Morocco to name but a few.

CHA were also pleased to be awarded a contract for producing a new UK Capability in Horticulture publication on behalf of the Department for International Trade, focusing on cold chains and pack houses. Entitled 'Crop Post Harvest Management and the Cold Chain' it will be available from the Autumn and includes links

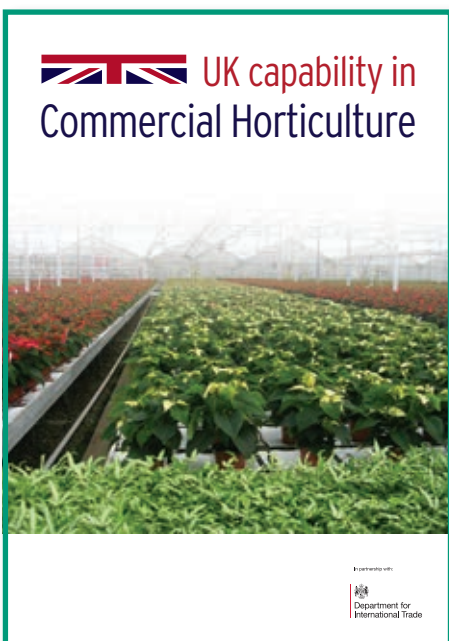
to all members who work in this area. Our existing UK Capability in Commercial Horticulture was reproduced in glossy format out in Doha recently for a world trade fair.

Recently we have been representing the interests of our members as part of a steering group for Floriade 2022 and I have now been formally requested to be part of a Government Technical Advisory Committee for an international project in the fresh produce sector. We are delighted to be working so closely with Government trying to achieve significant steps forward for our industry which in turn benefits our members.

We hope to see some of our members at Fruit focus, GLEE and any other UK events that feel they can safely take place. We will certainly be supporting The Future for International Trade Conference taking place in Stratford Upon Avon on 25th November 2021. CHA members will receive a preferential rate to attend, contact pat@cha-hort.com for further information.

We are of course led by our members' needs and we encourage you to make use of your association. If you have any specific aspects of business for which you need help, don't hesitate to contact us. No question is too small or large. We look forward to supporting you during 2021 and into 2022.

Pat Flynn
Trade Association Manager
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The Commercial Horticultural Association (CHA)



About Us

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.

History

Established in 1978, initially to represent the interests of the British horticultural supplies sector in UK markets, the association evolved to extend its services into international markets and to develop trade links between the UK supplies industry and international growers, wholesalers and retailers across the world. CHA appointed a new Secretariat in November 2009, managed by The Federation of Garden & Leisure Manufacturers Ltd, to extend and enhance these services.

Serving All Sectors Worldwide

Covering the ornamentals, amenity, landscape and fresh produce sectors, our members offer the full portfolio of products and services for all horticultural requirements. Building on its enviable reputation for research, innovation and high quality standards, the UK supplies sector has introduced some of the world's leading technology, processes and services which are being utilised worldwide.

Our Members Supply...

CHA members can meet your requirements, from young plants, growing media, substrates and fertilisers to post-harvest technology, cut flowers and nursery stock and right through to retail and point-of-sale services (and everything in between).

International Presence

CHA showcases the best of British horticulture at the leading international horticultural trade shows and exhibitions. Currently we focus on key events including IPM Essen; Fruit Logistica, Berlin; GreenTech, Amsterdam; Asia Fruit Logistica, Hong Kong; Fruit Attraction, Madrid. CHA offers British companies a low-cost and fully-supported opportunity to participate in these and other leading events.

Members' Services

CHA promotes its members' products and services and British horticulture as a whole throughout the world at shows in selected UK and overseas markets. A full portfolio of **Benefits** is available to member companies, and this is expanded regularly. All the services and benefits are specifically designed to assist member companies to extend sales into new markets and develop business opportunities.

Buyers' Guide & Members' Handbook

CHA publishes an annual 'Buyers' Guide' which is distributed directly to growers and horticultural professionals and also to buyers through key industry events in the UK and overseas.

Liaison with the Department for International Trade

CHA works closely with the British Government Department for International Trade (DIT) and its Commercial Offices at British Embassies, Consulates and High Commissions throughout the world. Through DIT, CHA is able to lobby for grant support for UK companies exploring international markets, provide access to research and introductory services, and to assist overseas partners to develop trade relationships with UK stakeholders.



The Commercial Horticultural Association (CHA)



Der Handelsverband für den Gartenbau

Über uns

Die Commercial Horticultural Association (CHA) ist der britische Fachverband für Produzenten und Lieferanten von Pflanzen, einschlägigen Produkten und Dienstleistungen für gewerbliche Gartenbaubetriebe/Gärtner auf der ganzen Welt.

Verbandsgeschichte

1978 mit dem ursprünglichen Ziel gegründet, die Interessen des britischen Gartenbaubedarfs auf britischen Märkten zu vertreten, weiteten sich die Dienstleistungen des Verbandes auf internationale Märkte und die Entwicklung von Handelsbeziehungen zwischen einschlägigen britischen Lieferanten und internationalen Gärtnern, Großhändlern und Einzelhändlern auf der ganzen Welt aus. Im November 2009 setzte die CHA ein neues Sekretariat ein, das von der Federation of Garden & Leisure Manufacturers Ltd verwaltet wird, um die angebotenen Dienste zu erweitern und zu verbessern.

Weltweite Dienstleistungen für alle Sektoren

Mit der Abdeckung der Sektoren für Ziergewächse, Erholung, Landschaftsgartenbau und Frischwaren bieten unsere Mitglieder ein umfassendes Sortiment von Produkten und Dienstleistungen für alle Anforderungen im Gartenbau. Auf einem hohen Ruf in der Forschung, der Innovation und hohen Qualitätsstandards aufbauend, bietet der britische Zulieferbereich unter anderem weltweit führende Technologien, Prozesse und Dienstleistungen, die nun überall auf der Welt eingesetzt werden.

Unsere Mitglieder bieten an ...

Mitglieder der CHA können Ihre Bedürfnisse decken – von Jungpflanzen, Wachstumsstoffen, Substraten und Düngern über Nacherntetechnologien, Schnittblumen und Anzuchtplanzen bis zu Einzelhandels- und Point-of-Sale-Diensten, zusammen mit allem, was noch dazwischen liegt.

Internationale Präsenz

Die CHA präsentiert das Allerbeste, was der britische Gartenbausektor anbieten kann, auf führenden internationalen Gartenbaumessen und -ausstellungen. Gegenwärtig richtet sich unser Augenmerk auf entscheidende Veranstaltungen, unter anderen der IPM Essen; Fruit Logistica, Berlin; GreenTech, Amsterdam; Asia Fruit Logistica, Hong Kong; Fruit Attraction, Madrid. Die CHA bietet britischen Unternehmen eine kostengünstige Möglichkeit einschließlich umfassender Unterstützung zur Teilnahme an diesen und anderen führenden Veranstaltungen.

Leistungen für Mitglieder

Die CHA fördert und wirbt für die Produkte und Dienstleistungen ihrer Mitglieder wie auch für den britischen Gartenbausektor insgesamt auf einschlägigen Veranstaltungen überall auf der Welt und auf ausgewählten britischen und ausländischen Märkten. Ein umfassendes Portfolio von **Leistungen** steht unseren Mitgliedsbetrieben zur Verfügung und wird regelmäßig weiter ausgebaut. Sämtliche Dienste und anderen Leistungen sind spezifisch

so konzipiert, dass damit den Mitgliedsbetrieben geholfen wird, ihren Vertrieb auf neue Märkte auszuweiten und weitere Geschäftsmöglichkeiten zu entwickeln.

Leitfaden für Käufer & Handbuch für Mitglieder

Die CHA gibt jährlich einen Leitfaden für Käufer heraus, der direkt an Gärtner und Fachkräfte im Gartenbau und auch bei entscheidenden Branchenveranstaltungen in Großbritannien wie auch im Ausland verteilt wird.

Zusammenarbeit mit der britischen Staatsbehörde "Department for International Trade"

Die CHA arbeitet eng mit der britischen Staatsbehörde "Department for International Trade" (DIT) und deren gewerblichen Niederlassungen in britischen Botschaften, Konsulaten und von Hochkommissaren auf der ganzen Welt zusammen. Durch Vermittlung der Behörde DIT ist die CHA imstande, sich für staatliche Unterstützungen für britische Unternehmen einzusetzen, die internationale Märkte erkunden, den Zugang zu Forschungs- und Einführungsdiensten aufschließen und ausländischen Partnern die Entwicklung von Handelsbeziehungen mit britischen Stakeholdern ermöglichen möchten.

The Commercial Horticultural Association (CHA)



Association Commerciale d'Horticulture

Qui sommes-nous ?

La CHA (Association Horticole Commerciale) est l'association commerciale britannique des fabricants et fournisseurs de plantes, produits et services à l'attention des producteurs horticoles commerciaux du monde entier.

L'historique

Fondée en 1978, à l'origine pour représenter les intérêts du secteur britannique des fournitures horticoles sur les marchés du Royaume-Uni, l'association a évolué pour étendre ses services aux marchés internationaux et développer des liens commerciaux entre l'industrie britannique des fournisseurs et les producteurs, grossistes et détaillants du monde entier. En novembre 2009, la CHA a nommé un nouveau Secrétariat géré par The Federation of Garden & Leisure Manufacturers Ltd pour étendre et développer encore ces services.

Au service de tous les secteurs horticoles du monde

Couvrant les plantes ornementales, d'agrément, paysagères et les fleurs/plantes fraîches, les membres de notre association offrent une panoplie complète de produits et services pour répondre à tous les besoins horticoles. Fort de sa réputation enviable en matière de recherche, d'innovation et de haute qualité, le secteur britannique des fournitures horticoles est à l'origine de quelques-uns des processus, des technologies et des services de pointe qui sont aujourd'hui utilisés dans le monde entier.

Nos membres ...

Les membres de la CHA sauront répondre à vos exigences, qu'il s'agisse de jeunes pousses, de milieux de culture, de substrats et d'engrais, en passant par les technologies post-récolte, les fleurs coupées et les équipements de pépinière, jusqu'aux matériels de vente au détail et aux services de point de vente (et bien d'autres choses encore).

Une présence internationale

La CHA présente le meilleur de l'horticulture britannique dans les plus grands salons horticoles et foires commerciales internationales. Nous nous concentrons actuellement sur les événements clés suivants: IPM Essen; Fruit Logistica, Berlin; GreenTech, Amsterdam; Asia Fruit Logistica, Hong Kong; Fruit Attraction, Madrid. Notre association donne aux entreprises britanniques la possibilité de participer à ces événements, ainsi qu'à de nombreuses autres manifestations de premier plan, à moindre coût et avec un soutien total.

Services à l'attention de nos membres

La CHA assure la promotion des produits et services de ses membres et de l'horticulture britannique dans son ensemble à travers le monde, lors de nombreux salons sur certains marchés de Grande-Bretagne et de l'étranger. Un éventail complet de **prestations** (en constant développement) est mis à la disposition des entreprises membres. Tous ces services et prestations sont spécifiquement conçus pour

aider les membres à accroître leurs ventes sur de nouveaux marchés et développer des opportunités commerciales.

Manuel des acheteurs & manuel des membres de l'association

La CHA publie un guide annuel à l'attention des acheteurs, qui est distribué directement aux producteurs et aux professionnels de l'horticulture, ainsi que durant certaines manifestations clés de l'industrie en Grande-Bretagne et à l'étranger.

Liaison avec le secrétariat gouvernemental britannique du commerce (Department for International Trade).

La CHA travaille en étroite collaboration avec Department for International Trade (DIT) du gouvernement britannique et ses bureaux commerciaux dans les ambassades, les consulats et les hauts-commissariats britanniques à travers le monde. Grâce à DIT, la CHA est en mesure de défendre l'octroi d'une assistance financière aux entreprises britanniques qui explorent les marchés internationaux, d'offrir un accès aux services de recherche et d'introduction, et d'aider les partenaires à l'étranger à développer des relations commerciales avec les parties prenantes au Royaume-Uni.

The Commercial Horticultural Association (CHA)



Asociación Comercial Hortícola

Sobre nosotros

La Commercial Horticultural Association (CHA) es la asociación comercial británica de fabricantes y proveedores de plantas, productos y servicios destinados a los horticultores comerciales de todo el mundo.

Historia

Esta asociación, establecida en 1978, inicialmente para representar los intereses del sector del suministro hortícola británico en los mercados del Reino Unido, evolucionó hasta extender sus servicios a los mercados internacionales y desarrollar vínculos comerciales entre la industria de suministro británica y productores, mayoristas y minoristas internacionales, a través del mundo. La CHA designó una nueva Secretaría en noviembre de 2009, gestionada por The Federation of Garden & Leisure Manufacturers Ltd, para ampliar y mejorar estos servicios.

Satisfaciendo todos los sectores mundiales

Nuestros miembros, que abarcan los sectores, ornamental, ocio, paisajismo y productos frescos, ofrecen una cartera completa de productos y servicios que satisfacen todos los requisitos de horticultura. Basado en su envidiable reputación en investigación, innovación y normas de alta calidad, el sector británico de suministro ha introducido varios de los procesos, servicios y tecnología líderes del mundo, utilizados a nivel internacional.

Nuestros miembros suministran...

Los miembros de CHA están preparados para satisfacer sus requisitos, desde plantas jóvenes, medios de cultivo, sustratos y fertilizantes, hasta tecnología post-cosecha, flores cortadas y stock de vivero, así como servicios minoristas y de punto de venta (junto con todos los demás elementos intermedios).

Presencia internacional

La CHA exhibe lo mejor de la horticultura británica en las principales ferias y exposiciones internacionales del comercio hortícola. Actualmente, nos centramos en eventos clave que incluyen: IPM Essen; Fruit Logistica, Berlin; GreenTech, Amsterdam; Asia Fruit Logistica, Hong Kong; Fruit Attraction, Madrid. La CHA ofrece a las empresas británicas una oportunidad económica y con total apoyo de participar en estos y otros eventos destacados.

Servicios para los miembros

La CHA promociona los productos y servicios de sus miembros, así como la horticultura británica en conjunto, a nivel mundial y a través de ferias celebradas en mercados británicos y extranjeros seleccionados. Una cartera completa de **Beneficios**, que se amplía regularmente, está a disposición de todas las empresas miembro. Todos los beneficios y servicios se han diseñado específicamente para ayudar a las empresas miembro a aumentar sus

ventas en mercados nuevos, así como a desarrollar oportunidades de negocios.

Guía de los Compradores y Manual de los Miembros

La CHA publica una 'Guía de los Compradores' anual que se distribuye directamente entre productores y horticultores profesionales, así como a través de eventos clave de la industria en el Reino Unido y el extranjero.

Conexión con Department for International Trade

La CHA trabaja estrechamente con el departamento gubernamental británico, Department for International Trade (DIT), y sus oficinas comerciales en embajadas, consulados y Altos Comisionados británicos en todo el mundo. A través de DIT, la CHA puede ejercer presión para obtener subvenciones destinadas a empresas británicas que exploran mercados internacionales, ofrecer acceso a investigación y servicios introductorios, y ayudar a socios extranjeros a desarrollar relaciones comerciales con grupos con intereses en el Reino Unido.

Commercial Horticultural Association delivers Key Benefits via Membership

As the UK trade association for manufacturers and suppliers of plants, products and services to commercial horticulture worldwide, the CHA's role is to represent the interest of the British horticultural supplies sector in both UK and international markets.

The following are just some of the services we offer our members:

■ **Mark of export professionalism.** The CHA logo is recognised by international horticultural professionals as a mark of export professionalism, so by being a member of CHA you are viewed as company worth doing business with by international organisations worldwide.

■ **Hands-on guidance and practical support when participating at overseas trade shows.** CHA organises the British exhibitor groups at a number of key international trade shows and exhibitions, including IPM in Essen, Fruit Logistica in Berlin, Greentech in Amsterdam and Fruit Attraction in Madrid. Our team of exhibition experts simplify the whole process of organising your participation and deliver a comprehensive package of organisational support, pre-show promotion to international buyers, expert help and advice in the run-up to, at the event, and afterwards to help you to convert leads into sales.

■ **Access to government cash grants at overseas trade shows.** As an Accredited Trade Organisation (ATO) and Trade Challenge Partner with the British Government's Department for International Trade, we are able to bid for and secure cash grant funding for eligible exhibitors at these shows.

■ **Lobbying to Government with other sector bodies on behalf of the commercial horticulture industry.** CHA is a member of Export Promoters UK and works alongside other leading professional bodies, trade federations and associations to lobby government on behalf of industry.

■ **Discounts at international trade shows.** CHA members receive discounted administration fees when exhibiting on UK Pavilions at all international trade shows in which we are organising the British group.

■ **Low-cost press promotion service to UK and international trade press.** Put your company's news in front of business editors across the world. A low cost and easy way to promote details of your products to the trade press in the UK and overseas markets.

■ **Direct UK and export sales leads.** CHA often receives enquiries from trade buyers from the UK and throughout the world, which we pass on to our member companies. In 2019 the team started using iPads and a new signature based form, so we are now able to pass on GDPR

compliant sales enquiries to our members from growers/buyers at trade shows.

■ **Free advice and signposting by phone, email or via face-to-face consultation.** Our team is always available to assist members with business signposting and export enquiries.

■ **Free editorial showcase – CHA website.** Members receive their own entry on the CHA website with descriptive text, picture, logo branding and a click through to their own site.

■ **Intellectual property protection service.** Designed by chartered patent attorneys Murgitroyd specifically to meet the needs of our membership, this service offers free, one hour Intellectual Property (IP) audit to check that all IP that can be protected has been protected. Members also receive 30 minutes' free advice per issue and a 20% discount on fees for preparing and filing design and trade mark applications at the UK IP Office.

■ **The opportunity to direct mail our extensive database of growers.** Members have exclusive use of the GDPR compliant database of growers. (Dependent on the request, this may entail a small cost for facilitation.)

■ **Publicity of your company and products to buyers via the annual CHA Buyers' Guide, a printed publication.** The CHA directory of members' products and services - distributed directly to growers and horticultural professionals and also through key industry events in the UK and overseas.

■ **Design deposit scheme.** Administered by CHA, this provides a straightforward way for members to produce evidence of when a product design was created.

■ **FREE telephone legal advice line.** For information about business issues such as employment law, contract and company law, marketing law, taxation and health and safety plus personal legal advice from Law Express.



Amanda Sizer Barrett MBE
Director General of the Commercial Horticultural Association's secretariat

■ **R&D tax credit claim service.** This specialist service helps members claim valuable R&D tax credits. In addition to benefitting from this, members might also qualify for the Patent Box Scheme, an opportunity to halve your corporation tax bill and capital allowances of up to 40% of a property's purchase price. Assessments are complimentary to members with no obligation.

■ **Business mentoring service.** Whether you have just started in business or have been trading successfully and need to take the next steps for expansion, our service can help. We have negotiated special advice packages for our members from a leading business consultant.

■ **Explore the market services.** If members are interested in particular markets around the world, the CHA team will explore a market on your behalf and provide a brief report on the market opportunities for your products.

■ **Discounted fees for the reclamation of European VAT.** If you are UK VAT registered you can potentially reclaim VAT paid for overseas exhibition costs including meals, hotels, transport and entertainment either by using an agent or by claiming yourself via an electronic system. Both methods can be time consuming and complicated, which is why CHA have negotiated discounted fees with a reputable agent. Agents can traditionally charge anything from 15 to 30%, CHA members pay 12% of VAT reclaimed.

■ **CHA Bulletins.** Receive information bulletins via email, including international news, profiles of members, product and service launches and latest industry innovations. The bulletins are distributed directly to commercial growers, nurseries, trade professionals, trade press, associations and trade bodies. Send in any news you would like publishing.

■ **12.5% discount for exhibiting at the HTA National Plant Show.** Suppliers are able to claim their CHA discount when booking a stand/space in the Nursery Supplies hall at the annual Stoneleigh show.

■ **Discounted computer data recovery by Lazarus.** This UK based data recovery company offers a simple and affordable fixed price service discounted for CHA members for business and personal **computers, laptops, mobile phones** with 'a No fix, no fee' guarantee and free shipping both ways.

■ **Discount on all Strong and Herd Virtual Learning Exporting Courses and Public Training Courses** - The firm provides a wide variety of training courses and guides on exporting and importing. CHA members receive a discount.

■ **25% Discount on AMA Research Market Reports** - AMA is a leading provider of UK market reports. The company typically covers, for example, market size, analysis by product group, channels of distribution share by value, recent trends, forecasts and influencing factors.

■ **20% discount for The Exporter magazine for members.** A new publication for exporters appeared on the scene last year called The Exporter. The magazine looks at the business of international trade and includes lots of practical exporting advice, articles on sectors, international markets and discusses current exporting themes. It also features useful information on customs, finance, export training courses and more. Further details can be found at <https://the-exporter.com/>. Members receive a 20% discount on the annual subscription to the magazine.

■ **50% discounted Social Media Service** - A new service with a package to harness the power of social media in all its forms: Twitter, Facebook, Instagram and much more with analytics to understand how it's working for you. Visit www.eldadc.com for case histories, references and to understand how this can help your business. All at a 50% reduced rate for CHA members.

■ **VOIP and conference call facilities from Cavendish Communications.** As a leading supplier of business phone systems in the UK, its modern office phone systems are all provided with the latest SIP and VoIP technology with the relevant free call bundles. Applications include CRM integration, call recording, call reporting and computer telephony integration incorporating presence and collaboration software. Plus as a separate facility the firm can set up a conference call number for your organisation that can be used for conferences with your colleagues and customers with your choice of Access Code/PIN.

New in 2021 – an international web portal produced in conjunction with the Department for International Trade (DIT). All members appear free of charge on this international information source, a web portal for overseas embassies and 45 DIT offices worldwide but also accessed by growers internationally and in the UK. A central information source for enquiries supported by the British Government and operated by the CHA and trade partners UK Tag and the AEA.

A 20% discount on membership of GoGreen Sourcing, a web portal designed to promote and showcase suppliers' environmental credentials to trade buyers, the press and consumers.

These and more benefits are available to you as a member of CHA, and above all, we are here to help you whatever your business enquiry. We will work on your behalf to provide a successful solution to your requirements. Just ask and if we don't know, we will find out.

For full details on these and other benefits contact the CHA team on info@cha-hort.com

Amanda Sizer Barrett MBE, for the secretariat and on behalf of the CHA Committee

Fruit Attraction

5 - 7 October 2021 – Madrid

Fruit Attraction will go ahead in 2021 with a face-to-face reunion for the fruit and vegetable sector

Alongside the commercial event, the trade fair will provide a year-long Fruit Attraction LIVEConnect platform; a digital tool that enhances and complements the in-person event with new features to enhance both initiatives providing networking opportunities all year-round.

Fruit Attraction is an international show for the fruit, salad and vegetable sector, held in the heart of Spain. For anyone **wishing to trade with the Iberian Peninsula**, Fruit Attraction is an exciting opportunity to meet the growers, middle men and retailers at the end of one growing season and looking forward to the next. The event is also an important international meeting place for South American countries in particular convening in Madrid.

Fruit Attraction's director Raúl Calleja explained how 'fair activity at IFEMA restarted this March with an ambitious health & safety strategy. The institution has developed an ambitious protocol with all essential measures to control the flow of visitors and their mobility, capacity control, social distancing, digital registration, taking temperatures, broadening aisles and using new technologies to count visitors, as well as ensuring effective air renewal in halls, among other innovations in this area'.

The president of FEPEX and of the Fruit Attraction Organising Committee, Jorge Brotons, talked about his commitment to the in-person version of the fair, adding that it is still the main instrument for promoting the fruit and vegetable sector and that it encourages trade among all links in the value chain.

The 12th edition of Fruit Attraction in 2020 was a totally online event held on the LIVEConnect platform. From 1 to 31 October, a new community consisting of almost 7,000 members made more than 15,000 professional contacts and exchanged 40,814 messages. There were more than 500 meetings and 186 video calls on the platform. Hence the decision to complement the 2021 in-person edition with Fruit Attraction LIVEConnect.

For further information contact Lydia Stubbs Email: lydia@cha-hort.com

Tel: +44 (0) 1959 565995

Wishing to visit? Go to www.ifema.es



IPM Essen

25 – 28 January 2022

Reunion of the international horticultural sector

The world's leading trade fair for horticulture is back: after a break due to the pandemic, IPM ESSEN invites the international green sector to a reunion at Messe Essen in Germany from 25 to 28 January 2022. Exhibitors from all over the world will present their innovative products and services to a top-class trade audience. The suppliers in the plants section will show a wide variety of breeds of bedding and balcony plants, vegetable and fruit plants, herbs, cut flowers, green and flowering indoor plants, perennials, shrubs and trees. In the technology section, visitors will find greenhouses, films, machines, pots, soil and substrates. In addition, IPM ESSEN offers a large selection of floricultural supplies such as cachepots, gift cards, decorative articles, plugging sponges and small tools. Shopfitting and equipment, cash register and labelling systems as well as services are also part of the portfolio of the international trade fair. IPM ESSEN is characterised by its high visitor quality. Nearly three quarters of the fair visitors have procurement and decision-making authority. One third orders directly at the fair (IPM ESSEN 2020)

Away from the exhibition stands, IPM ESSEN scores with its extensive supporting programme. The desire for more sustainability is growing. The new special show "Packaging in Horticulture" provides the producing horticulture sector with an up-to-date market overview of products made of recycled plastic, plastic alternatives and reusable solutions. Visitors will experience more retail trends and POS concepts in the IPM Discovery Center. Other highlights such as the Horticultural Infocenter, the BGI Trade Center, the Green City with live floristry and the start-up area of the "Young Innovative Companies" are on the agenda. Also planned are the International Horticultural Forum, the Future Congress of landscaping, the series of lectures on the EU campaign "Green Cities for a Sustainable Europe", floricultural competitions, a careers forum and the Training Day.

For further information contact Lydia Stubbs
Email: lydia@cha-hort.com –Tel: +44 (0) 1959 565995
Wishing to visit? Tickets at: www.ipm-essen.de

IPM ESSEN on social media

<https://www.instagram.com/ipmessen/>

<https://www.linkedin.com/showcase/ipm-essen>

<https://www.facebook.com/messe.essen/>

<https://www.youtube.com/user/messeessen>

Official hashtags:
#messeessen #ipmessen #ipm

Fruit Logistica

9 – 11 February 2022 – Berlin

International trade fair for fruit and vegetable marketing

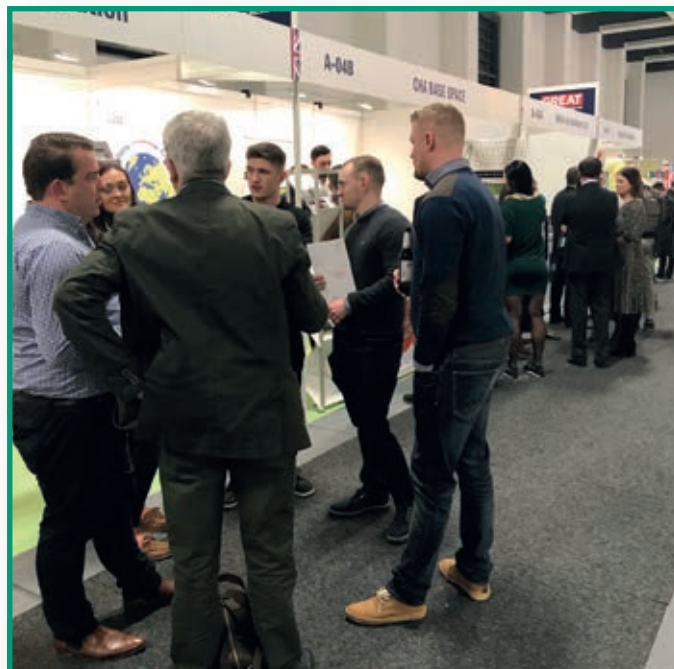
Fruit Logistica covers every single sector of the fresh produce business and provides a complete picture of the latest innovations, products and services at every link in the international supply chain. It therefore offers superb networking and contact opportunities with key decision makers including growers, wholesalers, retailers and suppliers.

Over 78,000 visitors and 3200 exhibitors attended the last exhibition in 2020. Categories in the fresh produce sector include:-

- Fresh fruit and veg
- Dried fruit and nuts
- Packaging and labelling
- Transport and logistical systems
- Produce handling and storage
- Computer and internet solutions
- Cultivation systems

The Commercial Horticultural Association (CHA) in partnership with the Department for International Trade is proud to organise the British Pavilion. Once again we can also offer companies who do not wish to man a full exhibition stand a base. 'My Base Space' gives you a meeting place equipped with table, chairs and brochure display.

For further information contact Lydia Stubbs
Tel: +44 (0) 1959 565995 Email: lydia@cha-hort.com
Wishing to visit? Go to www.fruitlogistica.de



GreenTech

14 – 16 June 2022 – The RAI, Amsterdam

Bringing you to the heart of the horticulture sector

We invite you to visit the world leading horticulture trade show GreenTech Amsterdam 2022. Benefit from 3 action-packed days to make profitable business relationships, exchange ideas and learn all about the latest trends & developments in horticulture technology.

- Meet an estimated 13,000 horticulture professionals from more than 114 countries
- The front runners of the Dutch greenhouse builders and suppliers are present
- More than 500 exhibitors from all over the world
- Special attention for the theme pavilions: Vertical/ Indoor Growing, Autonomous Greenhouse, Medicinal Cannabis and Organic
- The GreenTech Innovation Awards showcase the most innovative products in the horticulture
- With horticulture products and solutions, over 100 inspiring sessions on cutting edge topics in 5 theaters and an in-depth look at the technology of the future, you gain an overview of business opportunities in horticulture and can make informed, investment decisions.

The overall visitor target group is horticulture professionals and investors around the world involved in high-tech vegetable, fruit, flower and medicinal cannabis production. We are focussing on, and are known for, the high level decision makers among our visitors:-

Visitor segments:

- International flower and vegetables growers
- Flower and vegetables breeders
- Medicinal cannabis growers
- Soft fruits growers
- Investment companies
- Universities and research centre's
- Governments
- Cross over industries (water, energy)
- Organic growers (closed environment)



For further information contact Lydia Stubbs email: lydia@cha-hort.com

Tel: +44 (0) 1959 565995

Wishing to visit? Go to www.greentech.nl

Asia Fruit Logistica

7 - 9 September 2022 – Hong Kong

Asia Fruit Logistica – the gateway to the Asian market of fresh produce and flowers, where every link of the international supply chain meets face to face each year to make contacts and do business. Over 13500 visitors, 64.3% from across Asia and 35.7% from the rest of the world met with 826 exhibitors from 46 countries to network and forge partnerships.

- Fresh fruit and vegetables
- Fresh-cut and convenience items
- Exotic products
- Organic produce
- Potatoes
- Dried fruit / Nuts
- Herbs and spices
- Flowers / Plants
- Grading / Sorting
- Transport
- Logistics
- Produce handling
- Storage / Recycling
- Quality control
- Shopfitting
- Packaging

The Commercial Horticultural Association (CHA) will be supporting the British Pavilion in association with the Fresh Produce Journal.

For further information contact Mandy Emeny-Smith – Official UK and Ireland Representative Asia Fruit Logistica Email: fruitlogistica@fruitnet.com

Tel: +44 (0) 20 7501 0310

Wishing to visit? Go to www.asiafruitlogistica.com



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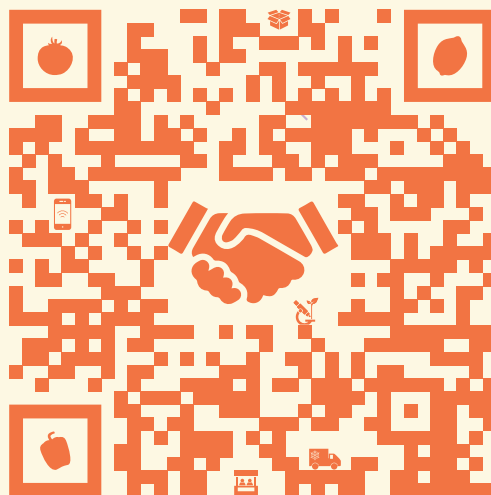
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Technical Contact: Francesca Johnson

Tel: +44 (0) 1285 860015

Email: sales@agralan.co.uk

Web: www.agralan.co.uk

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Email: carlos@anglo-peruvian.com

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Tel: +44 (0) 207 118 0788

Email: info@botanicoir.com

Web: www.botanicoir.com

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Contact: John Phoenix

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Email: bpiagriculture@berryglob.com

Web: www.bpiagriculture.com

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Contact: Alex Julien

Tel: +44 (0) 28 7938 6555

Email: alj@bulrush.co.uk

Web: www.bulrush.co.uk

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Contact: Anthony C Long

Tel: +44 (0) 7508 233184

Email: anthony@gardencentredesign.com

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Contact: The Wholesale Team

Tel: +44 (0) 1902 376321

Email: wholesale@davidaustinroses.co.uk

Web: www.davidaustinroses.com

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West Midlands WV7 3HB
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Contact: The Cut Rose Team

Tel: +44 (0) 1902 376349

Email: cutroses@davidaustin.co.uk

Web: www.davidaustin.com

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Web: www.ecostim.org

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Contact: Stuart Metcalf

Tel: +44(0) 1833 638675

Email: info@ellipsefabrications.co.uk

Web: www.ellipsefabrications.co.uk

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Web: www.fairweathers.co.uk

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Contact: Lindsay Reid

Tel: +44 (0) 1481 245942

Email: lreid@guernsey-clematis.com

Web: www.guernsey-clematis.com

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Contact: Steve Dunn

Tel: +44 (0) 1295 688422

Email: enquiries@hortec.co.uk

Web: www.hortec.co.uk

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Tel: +44 (0) 2380 982022

Email: wthompson@indolighting.com

Web: www.indolighting.com/grow

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Contact: Guy Moreton, CEO

Tel: +44 (0) 1780 480530

Email: guy@morepeople.co.uk

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Technical contact: Francesca Johnson

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Email: sales@agralan.co.uk

Web: www.reminscotland.com

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Contact: Hadyn Craig

Tel: +44 (0) 7925 294629

Email: hadyn@capitalagri.global

Web: www.ripebuilding.com

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Contact: Dr Nayem Hassan

Tel: +44 (0) 1244 281333

Email: info@russellipm.com

Web: www.russellipm.com

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Contact: Dick Holden

Tel: +44 (0) 1243 554090

Email: enquiries@solufeed.com

Web: www.solufeed.com

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Tel: +44 (0) 1664 738755

Email: Jeremy@ppclabels.co.uk

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Email: andy@thermobile.co.uk

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Contact: Richard Jones

Tel: +44 (0) 117 966 9684/07738 764461

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Contact: Chris Greenwood

Tel: +44 (0) 1772 704433

Email: chris@turftech.co.uk

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Contact: James Sword

Tel: +44 (0) 191 261 5757

Email: info@tynemoulds.co.uk

Web: www.tynemoulds.com

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Contact: Ed Marley

Tel: +44 (0) 1626 863328

Email: ed.marley@wpi-ltd.com

Web: www.whetmanplantsinternational.com

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Contact: Owen Lane

Tel: +44 (0) 1404 823044

Email: owen@xlhorticulture.co.uk

Web: www.xlhorticulture.co.uk

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OTTERY ST MARY

Devon EX11 1JZ

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Contact: Clive Pearson

Tel: +44 (0) 1404 823044

Email: clive@xlprobio.co.uk

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Tel: +44 (0) 1622 695656
Email: john.downey@actpub.co.uk
Web: www.actpub.co.uk

Agricultural Engineers Association

Samuelson House
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Hampton
PETERBOROUGH PE7 8JB
The Agricultural Engineers Association (AEA) has been representing the interests of British farm machinery and equipment manufacturers since its formation in 1875.
Contact: Ruth Bailey, Chief Exec
Tel: 08456 448748
Email: ab@aea.uk.com
Web: www.aea.uk.com

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Contact: Christine Walker
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Email: admin@fouroaks-tradeshows.com
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Contact: Louisa Criscenti-Brown
Tel: +44 (0) 1442 211823
Email: louisa@elsieb.co.uk
Web: www.ifemaukireland.com

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Email: mandy@fruitnet.com
Web: www.fruitlogistica.com

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Tel: +44 (0) 207 501 0310
Email: mandy@fruitnet.com
Web: www.fruitlogistica.com

GreenTech Amsterdam

PO Box 77777
1070 MS AMSTERDAM
The Netherlands
GreenTech is the global meeting place for all professionals involved in horticultural technology, held at the RAI Amsterdam in The Netherlands every year.
Contact: Nigel Hurcomb
Tel: +44 (0) 1306 500512
Email: n.hurcomb@virgin.net
Web: www.greentech.nl

GroSouth Horticultural Exhibition

Newey Ltd
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Contact: Michaela Wilson
Tel: +44 (0) 1243 755952
Email: info@grosouth.co.uk
Web: www.grosouth.co.uk

Horticulture Week

Haymarket Business Media
Bridge House
69 London Road
TWICKENHAM
TW1 3SP
Setting the industry agenda for 180 years, Horticulture Week is the focal point for a range of information services including daily news via their website, business leads and plant health updates. The monthly magazine carries regular columns and interesting features.
Contact: Matthew Appleby, Editor
Tel: +44 (0) 20 8267 4660
Email: matthew.appleby@haymarket.com
Web: www.horticultureweek.co.uk

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Contact: Ilka Zoppa
Tel: +49 (0) 201 72 44870
Email: ilka.zoppa@messe-essen.de
Web: www.ipm.essen.de/world-trade-fair/

Jordan Exporters and Producers Association for Fruit and Vegetables

P.O. Box 930058
AMMAN 11193
Jordan

The Jordan Exporters and Producers Association for Fruit and Vegetables (JEPA) is a non-profit organization and was established in March 1994 by a group of private exporters and producers in the horticultural sector. Jepa provides a wide range of services to its members and to the Agricultural Sector. These services vary from promotion to training, consultancy, advocacy and information.

Contact: Basem Naouri
Tel: +962 6 569 963 1
Email: jepa@jepa.org.jo
Web: www.jepa.org.jo

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Email: enquiries@emr.ac.uk
Web: www.emr.ac.uk

Perennial

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115-117 Kingston Road
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Perennial employs staff around the UK to help and support horticulturists and their families. A team of senior managers and support staff is based at the Charity's Head Office in Leatherhead, Surrey. They are governed by a Board of Trustees who serve on a voluntary basis but all have a common objective of providing the best in support services to those in need in horticulture.

Contact: Phil Swainston
Tel: +44 (0) 1372 373962
Email: pswainston@perennial.org.uk
Web: www.perennial.org.uk

Planteria

Carisa Gardens 2
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Planteria.eu is THE focal news platform for the European Plant sector and beyond! Launched by Phil Evans in October 2013, it rapidly established itself at the forefront of the on-line news media for this industry.

Publishing Editor Phil Evans is well known throughout the Planteria sector having launched Planteria Magazine in the U.K. in 2004. The concept of providing plant news to a specific profile of plant buyers has continued and been developed via Planteria.eu and indeed expanded to include news from around the world.

Contact: Phil Evans
Tel: +44 (0) 7970 817661
Email: planteriaeurope@gmail.com
Skype: phil.evans95
Web: www.planteria.eu

South West Growers Show

Kernock Park Plants Ltd
Pillaton
SALTASH
Cornwall
PL12 6RY

The South West Growers Show is the South West's ONLY trade event that is aimed at growers and plant buyers from local authorities, garden centres and retail outlets. It's a unique business to business event that rings together growers and suppliers of specialist equipment and services. It also spotlights nurseries of excellence that are able to showcase the latest plant introductions to buyers.

Contact: Caroline James
Tel: +44 (0) 1579 350561
Email: swgs@kernock.co.uk
Web: www.swgs.co.uk

UK TAG

Technology for Agriculture and Genetics
Trumpington Mews
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Orchard Farm Nursery
Lower Tysoe
WARWICK
CV35 0BU

Contact: Steve Dunn
Tel: +44 (0) 1295 688422
Email: enquiries@hortec.co.uk
Web: www.hortec.co.uk



GARDENEX

THE FEDERATION OF GARDEN AND LEISURE MANUFACTURERS

Amanda Sizer Barrett MBE
Director General

The Federation of Garden and Leisure Manufacturers Ltd
The White House, High Street
Brasted, Kent TN16 1JE
Tel: +44 (0) 1959 565995
Fax: +44 (0) 1959 565885
Email: info@gardenex.com
www.gardenex.com

The Federation was founded in 1961 with the trading name of Gardenex and has the twin aims of helping British garden and leisure product and service companies to achieve their export potential and helping overseas trade buyers to source British garden products. The Federation has grown substantially over the years in membership and in services offered. In 2006 the Federation formed a separate division, PetQuip (the International Trade Association of Pet Equipment Suppliers) in order to assist and promote the development of international trade in the pet equipment sector. Further expansion in 2009 saw the Federation take responsibility for the administration of the Commercial Horticultural Association and this is adding a new dimension to the UK and international activities of the CHA.

A significant part of the Federation's services involves lobbying government for exhibitor grants and the meticulous planning of British groups of exhibitors at international trade shows around the world; the Federation is one of the top 10 trade associations accredited by the British government for the high standards it attains. Experienced support is provided to firms to ensure that they achieve the maximum success while at the shows and in the overseas sales follow-ups. The Federation works closely with British embassies and consulates in order to achieve this aim. Among the many other services offered to member companies are:

- regular 'Meet the Buyer' events where British suppliers have one-to-one discussions with key overseas buyers;
- representation at international trade shows via the Federation's British industry information stands;
- access to government subsidies to exhibit at international trade shows;
- opportunities to participate in outward and inward missions involving major buyers;



- exclusive research on consumer and retail trends, distribution patterns and important trade customers in overseas markets;
- providing access to our exclusive database containing contact details and important market information on major importers, retailers, central buying organisations and agents in nearly 50 export markets;
- an export telephone help-line;
- an intellectual property protection service;
- a design deposit scheme;
- direct sales leads from international buyers;
- international trade press coverage;
- stand space discount at shows such as Independent Garden Centre Show in Chicago and at Glee;
- regular magazines containing topical export and industry news, information bulletins and newsletters.

The Federation is continually adding to its services and looks forward to working with CHA members to expand their businesses in 2021 and beyond.



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Micropropagation Microvermehrung
Micropropagation Micropropagación
Whetman Plants International



Mulching Mulch Paillage Acolchado
Berry bpi Agriculture
Bulrush Horticulture
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N.F.T Nährfilm Technik Techn de Culture sur Film
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Index of advertisers

AM PM Transportation	20
Farm Fos	11
Fruit Attraction	11
Gardenex	17
GBH Exhibition Forwarding	20
Hortec	13, 16
Huntmore Ltd	13
Lubing	IFC
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Tildenet	11
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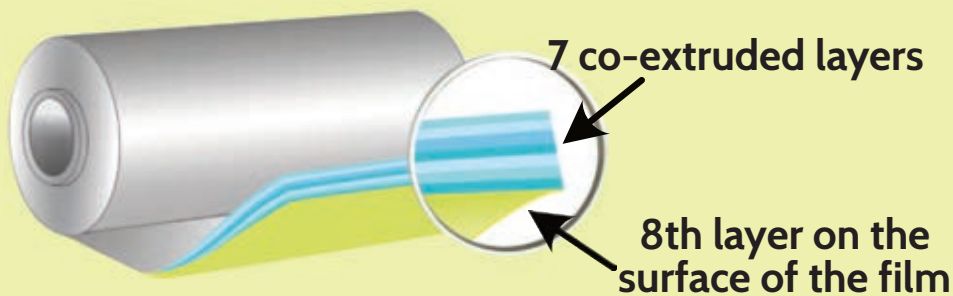
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