



## **Making the Switch to Peat-Free Growing Media**

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Technical Director

Metcourt Industries Ltd

# Melcourt Industries Ltd

- Landscape / Play
- Grower
- Retail
- Biofilter
- Equestrian /Reptile / Poultry







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Industries Limited  
Proven • Safe • Sustainable





Tetbury  
site











Bishops Castle, Shropshire





A W Jenkinson Forest Products

# 1. Will demand outstrip supply?

- Competing industries
- Suitability of raw materials
- New sources to feed the power stations
- Changes to incentives



## 2. Bark already a 'known' ingredient



Effect of poorly  
structured  
growing medium









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### 3. The absolute need for grower confidence

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## 4. The benefits of early adopters being industry leaders





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National Trust

## 5. The benefits of external stamps of approval

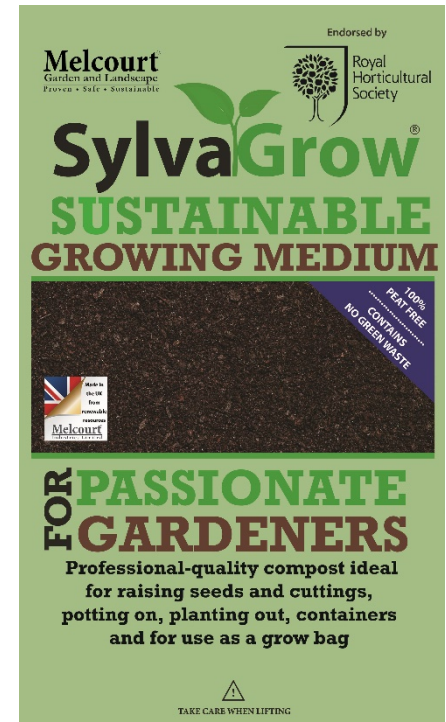




Inspiring everyone to grow

- **Which? Gardening Best Buy**
- 7 reports in a row
- Unprecedented!

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# Royal Warrant



By Appointment to His Royal Highness  
The Prince of Wales  
Supplier and Manufacturer of Peat-Free Organic  
Growing Mediums  
Melcourt Industries Ltd  
Tetbury

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## 6. The future....

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# Future developments

- Responsible Sourcing Scheme
- Novel materials













Pathogen suppression

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## Future developments

- Responsible Sourcing Scheme
- Novel materials
- Greater acceptance that there is life after peat

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For peat's sake...

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# PLANTLIFE

## EDITORIAL

Supporters will receive **Plantlife** thrice yearly, a Christmas, Easter and Summer issue. This happy coincidence with holidays is as it should be; however you approach **Plantlife**, dipping in now and again, giving it a quick scan or reading it from cover to cover, it should be a pleasure and not a chore.

Thanks to your support, someone is working for plants, all plants and nothing but plants. **Plantlife** will be bringing you the details: the battles that are being fought for the threatened homes of plants, hostages to motorways, ski lifts and theme parks; the efforts being made to get stronger legal protection in Europe; to bring rare plants back from the verge of extinction; and to celebrate our heritage of wild plants.

We also want to hear from you. Your ideas, comments and stories are needed urgently. **Plantlife** draws its strength from its supporters. You cared enough to join **Plantlife**; only if we can

## For peat's sake

**Plantlife** has joined with five other leading conservation organisations in a campaign to save peatlands. **Plantlife's** President, David Bellamy, who launched the campaign at the London Ecology Centre on the 26 March, urged gardeners to use substitutes for peat, and called on garden centres, chain stores and supermarkets to stock alternative composts and mulches. Alternatives can be as good as, or better than, peat. To prove the point, Geoff Hamilton of BBC TV's 'Gardener's World', brought along plants growing in a range of substitutes. These can be made from coconut fibre, garden compost, leaf mould and mixtures of sewage and straw. Geoff proceeded to stick his hand in a trayful of sewage-based



Photo: Jane Smart

## THE CAMPAIGN CONTINUES AND YOU CAN HELP

- ★ Buy alternatives to peat.
- ★ If no alternatives are available at your garden centre, ask why not and point out the threat to our few remaining bogs. You can always take your custom elsewhere.
- ★ Write to your local council and ask them to consider banning peat and using alternatives.
- ★ Write and ask your MP to intervene to save the remaining peat bogs, especially SSSIs where planning permissions given years ago still permit their destruction.



## GLOBAL PRIORITIES IDENTIFIED FOR PEATLANDS

3 Intact  
peatlands  
conserved



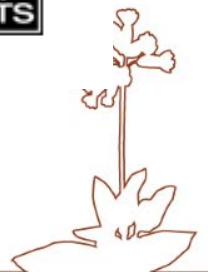
4 Prevent  
degradation



5 Restoration  
and  
sustainable  
management



9 True cost  
of peatland  
products  
accounted for

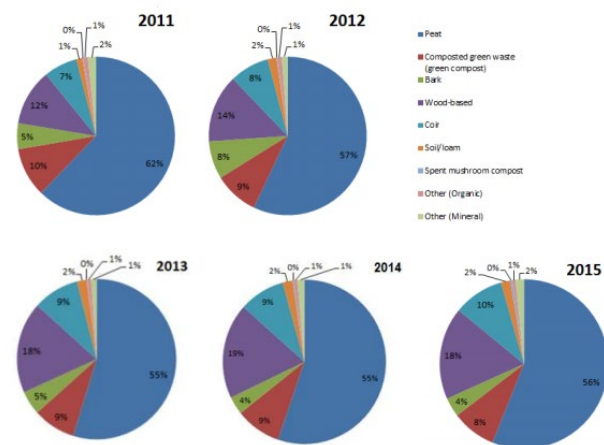


1.44 million cubic metres (m<sup>3</sup>) of peat used in retail (amateur) markets

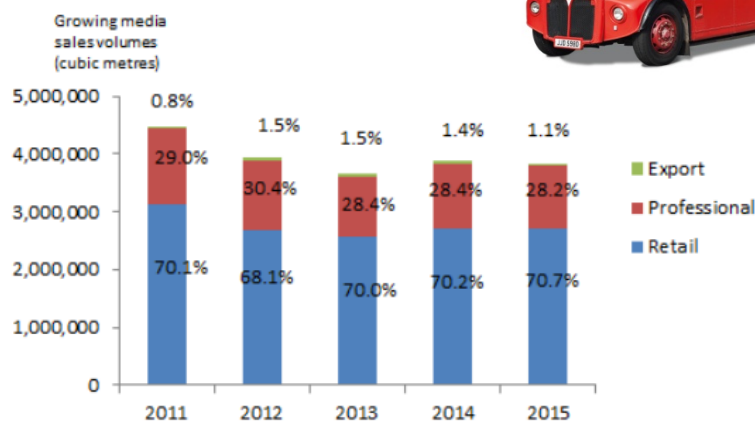
+ 0.69 million m<sup>3</sup> in professional horticulture and gardening

**Total of 2.13 million m<sup>3</sup> in horticulture....**

Equivalent to ???.... 21,300 ha of deep peat ?.....19,000



**Figure 1.** Summary of the proportion of overall growing media supply accounted for by different ingredients



**Figure 2.** Proportion of volume of growing media which goes to retail, professional and export markets, 2011 to 2015<sup>2</sup>







*love*

+

A

*action*

=

public  
change

