

Melcourt News Archive

Melcourt among the first members of the Growing Media Initiative (October 2008)

Melcourt Industries was among the first companies and organisations to be granted membership of the Growing Media Initiative (GMI), the UK garden industry scheme working towards reducing the use of peat in the domestic horticulture market. B&Q, Homebase, Scotts Miracle-Gro, Westland Horticulture and Vital Earth were the others. The scheme developed by the HTA in conjunction with the Growing Media Association, DIY, supermarket and garden centre retailers, DEFRA, the RSPB the Royal Horticultural Society and the National Trust, seeks to help the UK garden industry reduce peat usage.



Catherine Dawson of Melcourt being presented with the Gold membership of the GMI by Tim Briercliffe, Director of Business Development of the HTA

Tim Briercliffe, Director of Business Development at the HTA and GMI Scheme Manager said, "It is extremely encouraging to see manufacturers and retailers sign up to this initiative illustrating their commitment to reducing peat use. We encourage others to do the same so that as an industry we can have real impact." He continued "Of the first audited members of the scheme we are delighted to announce Melcourt Industries and Vital Earth as Gold members, Westland Horticulture and Homebase Ltd as full members and Scotts and B&Q as provisional members. In addition the Royal Horticultural Society have joined the scheme as associate members."

Growing Media Association chair Catherine Dawson from Melcourt Industries, explained why it is important for them to be scheme members, "We believe that the scheme will rapidly gain industry-wide recognition as a worthwhile aid to managing gradual peat reduction, and being externally audited it will be independent of any particular interest groups. We also believe that as an industry, growing media manufacturers need to be seen to be taking positive steps towards greater use of alternatives."



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