



26 July 2016

AIPH INTERNATIONAL GROWER OF THE YEAR AWARDS EXTENDS ENTRY DEADLINE

By popular demand the deadline has been extended for the International Association of Horticultural Producers (AIPH) International Grower of the Year Awards (IGOTY) 2017. Growers of ornamentals worldwide now have until 14 August 2016 to submit their entries to the awards.

The awards, sponsored by Headline Partner, Royal Flora Holland, are a valuable opportunity for ornamentals growers of:

- Cut Flowers
- Young Plants
- Finished Plants and Trees

Nurseries that demonstrate excellence in five key areas are encouraged to enter: economic performance, level of innovation, market orientation, environmental standards and human resource policy.

This is a unique opportunity to raise company profile worldwide. Through entering the awards, a business is able to demonstrate professionalism, reach an international audience, impress customers, boost staff commitment and get the edge over competition.

Each finalist will also receive two free tickets to IPM Essen 2017, Germany, the world's leading horticultural trade fair and two free tickets to the IGOTY Awards ceremony and gala dinner. They will also benefit from this valuable commercial marketing tool with free PR and advertising.

Growers are reminded that its free to enter, with a simple application process. **Entry forms must be submitted by 14 August 2016 - visit www.aiph.org/groweroftheyear**

Last year ornamentals growers from Canada, China, Germany, Netherlands, Turkey, UK and USA reached the finals, where Costa Farms, US, became IGOTY winner 2016. **Watch the IGOTY Awards 2016 at www.aiph.org/aiph_video/aiph-international-grower-of-the-year-2016/**

Headline Partner



Founding Partner



Venue



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Notes for Editors:

International Association of Horticultural Producers (AIPH)

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. Much has changed in that time. Technologies advanced, cities rose from the ground, and we have become more connected than ever. As a result, our essential bond with nature has been weakened. AIPH strives to reignite and uphold an appreciation of plants that we believe is a basic human instinct. We support the work of grower associations globally and together we champion a prosperous industry, growing plants that enhance lives, advance societies and sustain our planet, for this generation and the next.

For further details visit www.aiph.org

IGOTY Awards

Brought to you by AIPH in partnership with Founding Partner, FloraCulture International (FCI), the IGOTY awards have been championing outstanding achievement in the sector since 2010. They recognise best practice in horticultural production by the top ornamental production nurseries from around the globe, celebrating the expertise and energy they give to horticulture. In 2016 ornamentals growers from Canada, China, Germany, Netherlands, Turkey, UK and USA reached the finals, where Costa Farms, US, became IGOTY winner 2016. The IGOTY Awards 2017 will take place in January 2017 during IPM Essen, Germany.