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AIPH re-brands and redefines its purpose

The International Association of Horticultural Producers (AIPH) has redefined its purpose and renewed its brand alongside a clear Strategic Plan supported by its members.

The narrative and brand project has seen AIPH clarify its role as 'The world's champion for the power of plants'.

In summary, the purpose of AIPH is now defined as follows:

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.

Vic Krahn, AIPH President, explains the thinking behind the rebrand: "As a global industry our relationship with nature was pivotal in our past. It is fundamental to our future. The state of the world dictates that AIPH is more important today than ever in its history. Tomorrow, it will be more so. With an ambitious, determined and optimistic narrative and a clear Strategic Plan, AIPH can achieve more and build a stronger international community".

To communicate this purpose visually the Association has developed new branding that includes a fresh look logo and new website - www.aiph.org.

Vic Krahn continues, "I am delighted that our new brand captures the spirit of global cooperation and the beauty of plants. With the hope for a world made healthy and prosperous by plants, AIPH can unite people worldwide, both inside and outside the industry. With the tools to campaign effectively, AIPH will continue to earn global recognition for the essential work it does in sustaining our planet for future generations."

The AIPH Strategic Plan focuses on four key areas:

- 1. To stimulate increased demand for ornamental trees, plants and flowers**

worldwide.

Delivered by promoting and approving international horticultural exhibitions (Marketing & Exhibitions Committee) and promoting the role of plants in greening cities (Green City Committee)

2. To protect and promote the interests of the industry.

Delivered by promoting an effectively functioning plant breeders rights system (Novelty Protection Committee) and representing growers interests in certification schemes, plant health and science (Environment & Plant Health Committee)

3. To be the place where growers come to for international industry information and knowledge exchange.

Delivered through the annual production of the AIPH/Union Fleurs Statistical Yearbook, industry events and AIPH meetings

4. To promote best practice in sustainable ornamentals production.

Delivered by the organisation of the AIPH International Grower of the Year competition.

At a time when supporting the role of plants is more important than ever, AIPH is more important than ever. **Visit the new AIPH website at www.aiph.org**

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Notes for Editors:

International Association of Horticultural Producers (AIPH)

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For further details visit www.aiph.org