



## PRESS RELEASE

### **AIPH to define strategy for supporting ornamentals growers**

A new strategic plan is to be developed by The International Association of Horticultural Producers (AIPH) at their annual congress being held this year at Niagara Falls in Canada from 8-12 September. The organisation, which exists to support and represent ornamentals growers across the world, will be re-evaluating its core purpose and how this is best achieved in the 21<sup>st</sup> century.

AIPH is currently active in the following areas:

- Promoting plants, gardens and gardening – This is done through its work in approving, supporting and promoting international horticultural exhibitions. There is a schedule of exhibitions for the years ahead. This year South Korea is running the Suncheon Bay Expo and in the coming years there will be exhibitions in China, Turkey and Canada with more planned for the future.
- Promoting planting in urban areas – This is done through the AIPH Green City Committee which holds regular conferences around the world promoting the benefits of the Green City to policy makers and decision makers.
- Sharing industry data and statistics – This is done through the publication of the annual statistical yearbook in association with Union Fleurs.
- Environment and Plant Health – This Committee tackles issues including pests, diseases, invasive plants, water, peat and many other issues of common international concern.
- Novelty Protection – This Committee lobbies to maintain the rights of growers and breeders and to resist unnecessary legislation that would reduce innovation in the sector.

AIPH also works on the area of science and education and along with the issues above will identify international priorities and a clear plan of action.

Commenting on the upcoming Congress, which is organised in association with the Canadian Nursery Landscape Association (CNLA) and Landscape Ontario (LO), AIPH President Vic Krahn said “This is an important time for AIPH. We have in place a new Secretary General, Tim Briercliffe, based in the UK, and the resources to really make a difference for growers across the world. I am excited at the possibilities for the future and encourage grower trade associations from any country to get involved if they are not already”.

#### **Contacts**

Tim Briercliffe, AIPH Secretary General

Email: [sg@aiph.org](mailto:sg@aiph.org)      Tel: +44 (0) 118 9308956      Mobile: +44 (0) 7885 750324

Website: [www.aiph.org](http://www.aiph.org)

Follow AIPH on Twitter @AIPHglobal

**Notes for Editors:**

**International Association of Horticultural Producers (AIPH)**

AIPH is a co-ordinating body representing horticultural producers' organizations all over the world. It was set up in Switzerland in 1948 to stimulate the international marketing of flowers, plants and landscaping services. Currently membership consists of 26 organisations from 19 countries. For further details visit [www.aiph.org](http://www.aiph.org).

**AIPH Annual Congress**

The AIPH Annual Congress 2013 takes place at the Doubletree Falls View Hotel in Niagara Falls from 8-12 September. Congress details can be obtained from the AIPH Secretary General, Tim Briercliffe, at [sg@aiph.org](mailto:sg@aiph.org). Congress summary:

8 Sep Strategic planning day for all members

9 Sep Congress Day 1 – Committees: Green City, Novelty Protection, Environment & Plant Health

10 Sep Congress Day 2 – Marketing Committee and Council meeting

11 Sep Tours to the site for the Flora Niagara 2013 Expo, Niagara Falls, the Vineland Research Station and Sheridan Nurseries. In the evening there will be the 2013 awards gala dinner for the International Grower of the Year.

12 Sep Tours to Westbrook Nurseries, Blue Sky Nursery and J. C. Bakker & Sons nurseries followed by a farewell dinner

Growers or organisations wishing to join the tours can do so for a small fee. Please contact [sg@aiph.org](mailto:sg@aiph.org) for details.

Issued: 31 July 2013