

PRESS RELEASE

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Call for entries for AIPH International Grower of the Year 2014

Grower associations around the world are invited to enter a candidate into the prestigious International Association of Horticultural Producers (AIPH) International Grower of the Year awards 2014 in association with FloraCulture International. There can only be one candidate from each country but now is the time to be thinking about entering.

AIPH Secretary General, Tim Briercliffe, commented "There is no higher accolade for a nursery than to win the prize of International Grower of the Year. I want to encourage every country, whether they are an AIPH member or not, to select the best of their best growers of flowers, ornamental plants or trees, to enter the competition."

Entrants will be assessed against detailed criteria by an international jury of industry experts. One of the judges, Gery Heungens from Belgium, commented "We will carefully scrutinise all entrants to ensure the Gold, Silver and Bronze rose winners are worthy of the title. Past winners have shown the high standard we are looking for and truly demonstrate the outstanding businesses that exist within our industry. We are looking for strong economic performance, high levels of innovation, an effective marketing strategy, high environmental standards and exemplary human resource management amongst other things."

Winners will be announced at a Gala Awards Dinner in Qingdao, China in September 2014 and finalists will be flown to the event for what will be an occasion they will never forget.

Commenting on their success the 2013 winner of the Gold Rose, Bill Stensson from Sheridan Nurseries in Canada, said "We were thrilled to have been awarded the Gold Rose in the International Grower of the Year competition. Global recognition like this really makes our business stand out from the crowd. It undoubtedly has helped us drive growth and the staff think it is wonderful too. I would strongly encourage grower associations to enter candidates for the competition."

For more information on entering the competition contact the AIPH Secretary General, Tim Briercliffe, on sg@aiph.org or phone +44 118 930 8956.

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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.