



5 May 2015

New look AIPH International Grower of the Year Awards 2016

The International Association of Horticultural Producers (AIPH) has launched a 'new look' competition for the 2016 AIPH International Grower of the Year Awards.

The Awards which recognise the best of the best nurseries from all over the world, organised with founding partner FloraCulture International, invite growers anywhere in the world to enter.

Top ornamental production nurseries that demonstrate best practice in horticultural production can compete for the coveted Gold Rose with entries assessed by an international jury.

New for the 2016 Awards:

There are now three entry categories to suit different types of grower businesses:

- Category 1 – Finished Plants and trees
- Category 2 – Young Plants
- Category 3 – Cut Flowers and Foliage

Any grower association (not just AIPH members) can nominate growers for each category or growers can nominate themselves.

A translation service is provided so entries can be received in grower's native language.

The Awards will be hosted during IPM Essen in Germany, the world's leading trade fair for horticulture. This will deliver an even bigger and better venue than ever before for the Awards Gala Dinner which will take place at the Messe Essen in January 2016.

Why enter?

AIPH Secretary General, Tim Briercliffe, commented "With a high profile awards dinner during IPM Essen, and new categories and entry options, this year's awards have now moved up to a new level of importance and profile in the industry. This is the natural next step for this important initiative and I would encourage any grower that believes in what they are doing and believes that they are the best, to enter. This is an opportunity of a lifetime."

Winning an AIPH International Grower of the Year Award raises the profile of a grower on a

global scale and improves its reputation as a leading, high quality nursery. The Awards are also a valuable marketing tool, supported by global coverage from the International trade media.

Past winners testify to the benefits that come from winning an AIPH Award:

- ✓ Demonstrate professionalism
- ✓ Raise profile
- ✓ Get the edge over competition
- ✓ Increase customer satisfaction
- ✓ Attract new talent and customers
- ✓ Boost staff enthusiasm and commitment
- ✓ Benefit from a valuable commercial marketing tool

Winner of the Gold Rose in 2014, Peter van de Pol from Schoneveld Breeding in The Netherlands said, "The whole team at Schoneveld were very proud to win the Gold Rose in 2014. Not only did winning this prize give our company international recognition, but it has also provided us with a valuable marketing tool. This international validation of all we are striving to achieve and the recognition by our industry peers means so much."

The deadline for entries is **Friday, 31 July 2015**. Growers wishing to enter are requested to express their interest to maria.wallin@aiph.org by Sunday, 31 May 2015.

For more information visit: www.aiph.org/groweroftheyear

Founding Partner

FCI logo

Contacts

Tim Briercliffe, AIPH Secretary General

Email: sq@aiph.org Tel: +44 (0) 118 9308956 Mobile: +44 (0) 7885 750324

Website: www.aiph.org

Follow AIPH on Twitter [@AIPHglobal](https://twitter.com/AIPHglobal)

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

