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New members strengthen AIPH

AmericanHort (U.S.A.) and Ibraflor (Brazil) have been accepted as full members of the International Association of Horticultural Producers (AIPH) as the association grows in importance to the global ornamental horticulture industry.

AmericanHort (www.americanhort.org) represents the US ornamental horticulture industry which is worth around \$163 billion and supports over 1 million jobs. The association was formed in 2014 by the consolidation of the American Nursery & Landscape Association and OFA—The Association of Horticultural Professionals.

President and CEO of AmericanHort, Michael V. Geary commented “AmericanHort is involved in numerous international initiatives on behalf of our members, and we are pleased to have the U.S.A. once again represented in AIPH. Our industry and the economy are global and it’s important we all work together.”

Ibraflor is the Brazilian Institute of Floriculture (www.ibraflor.com), representing 489 ornamentals growers across the country including major co-operatives supplying the significant Brazilian market. Brazilian ornamental plant production is worth €1.7 billion and Ibraflor members are responsible for much of this. The mission of Ibraflor is to represent, coordinate, guide and defend the interests of the Ornamental Sector both nationally and internationally.

Commenting on their membership of AIPH, Ibraflor representative Milton Hummel, Director General of Cooperflora said “The Brazilian economy is growing rapidly as is the ornamental horticulture industry alongside it. As we grow in scale we want to work with the best in the world and we are confident that AIPH will provide a valuable network for us.”

In welcoming the new members AIPH President Vic Krahn said “I am delighted to welcome AmericanHort and Ibraflor into the membership of AIPH. The ornamentals industry now consists of a truly international supply chain and as the world gets smaller so the importance of co-operating internationally increases. AIPH provides that forum and network. These new members strengthen our representation in the Americas giving even greater value to them and our existing membership.”

Growers associations can apply to join AIPH by contacting AIPH Secretary General, Tim Briercliffe at sq@aiph.org or visit www.aiph.org/join-aiph for more information. AIPH run two meetings a year for membership and for an annual membership fee of only €1,500. Other businesses involved in the industry can join AIPH as Affiliate Members for just €500 per

year.

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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.

The next meeting of AIPH is the Annual Congress to take place near Milan, Italy on 20-23 October 2015.

AIPH members receive the following benefits:

- Access to a network of associations representing ornamental horticulture from all over the world.
- Sharing of information and best practice between similar organisations at meetings and online.
- Access to the latest developments in the trade.
- Involvement in initiatives for the promotion of flowers, plants and the green landscape worldwide such as the Green City.
- Increasing the benefits from plant breeders rights and working together to protect the industry.
- Joint lobbying of international organisations on subjects including pesticides, plant health, invasive plants and other environmental issues.
- Access to the latest statistical data on worldwide production and trade in ornamental plants and flowers.
- Opportunity to enter candidates for the annual AIPH International Grower of the Year competition.
- Opportunity to seek approval for hosting international horticultural exhibitions.

For further details visit www.aiph.org

AmericanHort

AmericanHort was formed in 2014 by the consolidation of the American Nursery & Landscape Association and OFA—The Association of Horticultural Professionals. With a combined history of 220+ years, AmericanHort supports nearly 16,000 member and affiliated businesses that include plant breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry's production, wholesale, retail, and landscape service components have annual sales of \$163 billion, and sustain over 1,150,000 full- and part-time jobs. Their mission is to unite, promote, and advance the horticulture industry through advocacy,

collaboration, connectivity, education, market development, and research. The association has offices in Columbus, Ohio for administration and member services, and in Washington, DC to facilitate government relations and research activities.

Ibraflor

Ibraflor was formed in 1994. Its key areas of activity include:

- Promoting increased consumption of Flowers and Plants in Brazil;
- Working seamlessly with Federal Chamber of Industry and Flowers Ornamental plants in Brazil;
- Encouraging training, professional and technical qualifications;
- Defining and propose structural diagnostics, cyclical and prospective segment;
- Developing sectorial policies.