



Growing Media Europe

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‘Sustainable Growing Media’

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Growing Media Europe – the voice of the growing media sector on European level



- ✓ Science-based
- ✓ Transparent
- ✓ All constituents
- ✓ Focus on end-product



- NGOs
- Related industries
- Media
- Science



Growing media - market perspective

- Fruits & vegetables consumption going up
- Trends in architecture, landscaping
- Afforestation efforts
- Lockdown, increased awareness of mental health
- Growers challenges:
 - ✓ Labour
 - ✓ Weather/climate
 - ✓ Resources (fertilisers, plant protection, water,...)



→ Transformation in horticulture ongoing

Growing media – political perspective – Enabler of the Green Deal



Contributing to:

- ✓ Food security
- ✓ Resilient supply chains
- ✓ Healthy nutrition
- ✓ Less fertilisers and pesticides
- ✓ Sustainable water management
- ✓ Afforestation
- ✓ Green cities, living areas
- ✓ Biodiversity
- ✓ Soil protection
- ✓ ...

→ Growing media enable sustainability

What is a sustainable growing medium?

- ✓ Fit for purpose (agronomic efficiency)
- ✓ Low environmental footprint
- ✓ Economically viable
- ✓ Socially compliant



- No “good vs bad”, all materials have an impact
- All constituents can be sustainable if sourced responsibly
- Ensure responsible and sustainable practices along the whole production chain of all growing media

The industry's approach

Science

- LCA project on environmental footprint of all constituents
- Data gathering

Public Affairs

- Communication tools (position papers, image movies etc)
- Webinar series on Green Deal objectives and growing media
- Bilateral meetings with decision makers on EU and national level to educate and raise awareness

Alliance building

- EU level: related industry sectors (fertilisers, biostimulants, (vertical) farming sector etc)
- International level: Canadian Sphagnum Peat Moss association (CSPMA) and International Peatland Society (IPS)

Focus on END PRODUCT and its key role in sustainable horticulture



Growing Media
Europe

thank you!

www.growing-media.eu