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‘Sustainable Growing Media’

Webinar by FloraCulture International

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

- 22 companies
- 15 nat. associations
- 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
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