



Horticultural
Development
Company

New Project

HNS 163a

**Continuation of HNS 163:
Launch of the 'Home Grown'
symbol to UK Ornamental
Plant Producers – Phase 2**

Project Number:	HNS 163a
Title:	Continuation of HNS 163: Launch of the 'Home Grown' symbol to UK Ornamental Plant Producers – Phase 2
Start and end dates:	1 January 2009 to 31 March 2009
Project Leader:	Mr Stephen Sands, Impetus Marketing
Project Co-ordinator:	Dr Bill Godfrey, W Godfrey & Sons Ltd
Location:	Impetus Marketing, Oxfordshire

Background and project objectives

Project HNS 160 demonstrated that the use of a Home Grown symbol on plant labels and marketing material helped to increase sales of locally grown produced plants. This was based on the positive response by consumers to the proposition that buying such plants improved the local economy, reduced the risks of importing non indigenous pests and diseases and could contribute to the environment. Project HNS 163 made the symbol available to all HDC plant producers for their own use. This project will promote the use by growers on a national basis and create awareness of the benefits of Home Grown plants with consumers nationally. The aims of the project are:

- To encourage use of the Home Grown symbol by growers nationally in order to create maximum awareness and impact with consumers through the use of one symbol.
- To create awareness of the Home Grown logo with gardeners nationally and to communicate the benefits to them of purchasing plants bearing the Home Grown logo.

The aims of the project will be achieved through the implementation of the following key activities:

1. Trade Shows: Representation at two appropriate trade shows to promote Home Grown among growers, e.g. GAN
2. Web Site: Development and launch of a Home Grown web site with sections dedicated to growers and consumers
3. PR: Press releases targeting the press nationally to create consumer awareness.

Launch Event: To investigate the feasibility of representation at a prestigious national garden, for example Chelsea through partnering with an organisation such as NFU. To undertake marketing activity at any such show.

Further information

Email the HDC office (hdc@hdc.org.uk), quoting your HDC number, alternatively contact the HDC at the address below.

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