

Grower Summary

HNS 163b

Communicating the benefits of
'Home Grown' – Final Phase.

Final 2010

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Before using all pesticides check the approval status and conditions of use.

Read the label before use: use pesticides safely.

Further information

If you would like a copy of the full report, please email the HDC office (hdc@hdc.ahdb.org.uk), quoting your HDC number, alternatively contact the HDC at the address below.

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HDC is a division of the Agriculture and Horticulture Development Board.

Project Number:	HNS 163 project series (HNS 163, HNS 163a and HNS 163b)
Project Title:	Communicating the benefits of 'Home Grown' – Final Phase.
Project Leader:	Stephen Sands
Contractor:	Impetus Marketing
Industry Representative:	Morris May, Planta Vera & Bill Godfrey, W Godfrey & Sons
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Previous report/(s):	-
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Project Cost:	£ 16, 175

Headline

- A 'Home Grown' brand, and supporting materials, has been developed for ornamental businesses to use on plant labels and marketing material.
- The British Protected Ornamentals Association (BPOA) will continue the development of the brand.

Background and expected deliverables

The idea for 'Home Grown' came from nurserymen Morris May and Bill Godfrey, supported by their local National Farmers' Union (NFU) branch, who wanted to tap into consumer interest in local produce.

Initially 'Home Grown' received pump-priming funding from the South East England Development Agency (SEEDA). The HDC then funded work to take the brand to the next stage.

Project HNS 160 demonstrated that the use of the 'Home Grown' symbol on plant labels and point of sale marketing material helped to increase sales of locally-grown plants and produced a very positive response from consumers to the concept. The research conducted in retail outlets demonstrated that when consumers are made aware of the benefits of 'Home Grown' plants, the majority (91%) choose the 'Home Grown' branded plants in



preference to the same plant without the branding. Consumers welcomed the opportunity to support their local economy and were aware of the benefits of plants being produced nearer to them.

Project HNS 163 made the symbol available to growers.

Project HNS 163a promoted the use of the symbol by growers and started to create awareness of the benefits of 'Home Grown' plants with consumers.

This report primarily focuses on project HNS 163b which set out to:

1. Ensure all of the marketing material stands up to external scrutiny.
2. Increase awareness of the 'Home Grown' brand and encourage its use.
3. Identify a suitable organisation to support the brand ongoing.

Summary of the project and main conclusions

1. Ensure all of the marketing material stands up to external scrutiny

A range of 'Home Grown' materials, in addition to the 'Home Grown' logos, were produced under HNS 163 and HNS 163a. HNS 163b updated these materials in response to user feedback.

'Home Grown' consumer leaflet

A professionally designed 4 page, 'Home Grown' consumer leaflet was produced under earlier work. The leaflet was modified in light of consumer feedback and the need to ensure the benefits claimed could be substantiated. This led to a greater emphasis on the two benefits of 'supporting the home economy' and the 'quality of the plants'. Less emphasis was placed on the environmental benefits, as they are more difficult to substantiate in all circumstances. New artwork was produced and leaflets printed after December 2009 bear these changes.

'Home Grown' trade and retail packs

Trade and retail packs were designed and produced. The trade pack included all the information needed by growers to promote 'Home Grown' to their buyers. The pack included an example of a sales letter and press release, the consumer leaflet and photographs of the

point of sale material. The contents of the retail pack were similar but emphasised the benefits of 'Home Grown' from a retailer's prospective.

2. Increase awareness of the 'Home Grown' brand and encourage its use

'Home Grown' press release

A press release was developed and circulated to 23 publications aimed at growers and retailers. The press release promoted the benefits of the 'Home Grown' brand for growers and retailers.

'Home Grown' at trade events

A stand was taken at the GAN Trade show (Bournemouth 2010) to promote 'Home Grown' to the attendees who included growers, garden centre buyers and landscapers. The stand attracted a steady stream of visitors and approximately 45 trade and retail packs were distributed to those expressing a keen interest in 'Home Grown'.



The brand was also promoted to members of HDC's Herbaceous Perennials Technical Discussion Group (January 2010)

3. Identify a suitable organisation to support the brand ongoing

The HDC does not typically invest in promotional activities, when it does it aims to establish if the promotional activity has commercial merit. If the activity is deemed to have commercial merit, the HDC then encourages other organisations to take the activity forward. As the potential of the brand was clearly established under HNS 163a, a major component of HNS 163b was to identify a suitable organisation to continue to support the brand.

Discussions were held with the National Farmers' Union (NFU) who agreed to support the 'Home Grown' brand and continue its development through its specialist group the British Protected Ornamentals Association (BPOA).

The BPOA indicated that it wished to develop 'Home Grown' by:

- Providing a home for 'Home Grown', through the BPOA website.
- Committing the resources and experience to support the scheme and to take it forwards.
- Re-launching the 'Home Grown' scheme at the 2010 Four Oaks trade exhibition.
- Encouraging use of the 'Home Grown' brand across all of the UK ornamentals industry.
- Enhancing its appeal to consumers in garden centres and encouraging greater uptake by the multiples.

Financial benefits

Bearing in mind that HNS 160 showed that the majority of consumers (91%) chose 'Home Grown' branded plants in preference to the same plant without the branding, there is significant potential to increase sales of UK grown plant material via the inclusion of the logo on point of sale material.

Action points for growers

- Consider using the 'Home Grown' brand.
- Consider using your business name and location/address in conjunction with the logo as this is likely to elicit an even more positive response from the consumer.
- Resist the temptation to create your own brand, as there is a danger that this will confuse the consumer. The 'Home Grown' brand has been developed to be a single brand with consistent marketing messages.

- Visit the BPOA website (<http://www.bpoaonline.co.uk/home-grown>) to find out:
 - The Terms and Conditions of use.
 - How to maximise sales advantages afforded by branding your plants 'Home Grown'.
 - How to make best use of the logo, through the various logo formats, on plant labels as well as marketing, promotional, advertising and stationery materials.
 - How to gain the cooperation of your customers, through promoting the benefits to their businesses.

