



British Bedding & Pot Plant Association

Agriculture House
Knightsbridge
London SW1X 7NJ

Tel No: 071-235 5077
Fax: 071-235 3526

Secretary: Jane Connor

CHANGE OF ADDRESS

Please note that from 1 September 1992
British Bedding & Pot Plant Association will be located at
22 LONG ACRE, LONDON WC2E 9LY
Telephone No: as shown left Fax No: 071-331 7382
with the extra telephone number
071-331 7200
The Telex No & Service is discontinued.

Dear Grower

THE FUTURE OF THE BEDDING AND POTPLANT INDUSTRY

You will probably have seen from press reports that the British Bedding and Potplant Association is investigating the possibility of setting up a central extension unit to strengthen the links between Research & Development and the Industry, and to provide total information and advisory services specifically for bedding and potplant growers. This service will be available to all growers at a very competitive price, but it is planned to offer advantageous terms to members of the BBPA and to Horticultural Development Council Levy payers.

The reduction in Government funding of Research & Development in the commercial horticulture sector contrasts with the efforts made in countries exporting to the UK who have aggressively developed the production of specialist crops and have, in many cases, almost totally eroded the traditional growing of these crops in the UK.

The aim is to provide and maintain the highest standards of Research and Advisory services that the bedding and potplant industry can afford. This is absolutely vital to ensure that British growers have the level of support at their disposal to enable them to continue to produce products of unchallenged quality.

At this stage the BBPA needs to accurately assess the requirements of bedding and potplant growers for information and advice. With the object of determining this the Horticultural Development Council have agreed to fund this survey.

Therefore your co-operation in completing the questionnaire will be most valued, since the greater the response the more positive the conclusions, which could concern the well-being of your individual interests as well as the industry as a whole.

Yours sincerely

Malcolm Joyce
CHAIRMAN



NOTES FOR YOUR GUIDANCE

Please make your contribution by giving careful consideration to the completion of this questionnaire.

If you strongly agree put a tick in box number '5'.

If you strongly disagree put a tick in box number '1'.

If your feelings are somewhere in between, put a tick in a box between '1' and '5' which reflects the strength of your feeling.

It is important to us to have your opinion on the items covered. The questionnaire is totally anonymous and once information has been processed individual forms will be destroyed. A summary of the major findings will ultimately be made available, via the media/trade press.

Please seal and return the completed questionnaire in the envelope provided, on or before the 28th October 1992.

Thank you for your time and your help.

BRITISH BEDDING & POT PLANT ASSOCIATION

GROWER SERVICES STUDY

PAGE 1

REF.	CATEGORY / STATEMENT	strongly disagree		strongly agree		
		1	2	3	4	5
1.	GENERAL					
1a.	The current advisory services meet my business needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1b.	I feel that the information provided from various sources is useful to my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1c.	I receive most of my information from:- (Please tick no more than two)					
	Trade / Suppliers	<input type="checkbox"/>				
	Media / Trade press	<input type="checkbox"/>				
	Word of Mouth	<input type="checkbox"/>				
	ADAS	<input type="checkbox"/>				
	HDC	<input type="checkbox"/>				
1d.	My business would benefit from an improved specialist advisory service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1e.	If this service was provided from a new source I would consider using it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	MANAGEMENT					
	My business would benefit from professional advice / specialist services in the following areas:-					
2a.	General Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2b.	Accounting / Cost Control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2c.	Marketing / Promotional Material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2d.	Distribution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2e.	Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GROWER SERVICES STUDY

REF	CATEGORY / STATEMENT	strongly disagree		strongly agree		
		1	2	3	4	5
3.	PROBLEM SOLVING					
	My business would benefit from improved advice/ specialist services in the following areas:-					
3a.	Pest Control					
3b.	Disease Prevention / Control					
3c.	Compost / Growing Media					
3d.	Water Management					
3e.	Environmental Matters					
3f.	Marketing					
4.	INFORMATION / SERVICES					
4a.	Information on research and development reaches me speedily and efficiently.					
4b.	Direct access to information / services via fax / computer / telephone would be beneficial to my business.					
4c.	I would use this information via fax , computer / telephone from a new source if available.					
4d.	Training and Seminars specific to this sector would benefit my business.					
4e.	I would benefit from the availability of marketing / promotional material.					

REF CATEGORY / STATEMENT

5. TURNOVER

Please indicate which of the following categories represent your organisation with regards to turnover in tray bedding and pot plants.

(£..s in thousands)

£0 - 100

£100 - 300

£300 - and over

6. COMMENTS

Please add any comments which you believe would be of help in establishing your specific requirements.

Thank you for completing this questionnaire. All information received will be treated with complete confidentiality and destroyed once analysed.

In order to facilitate the feedback from our analysis please complete the details below. (in block capitals)

COMPANY NAME :

DATE:

COMPLETED BY :

POSITION IN COMPANY:

Please return in the envelope provided to P.O. Box Telford by 28.10.92.

TOTAL
BUSINESS
IMPROVEMENT LTD

Valley Business Centre, 67 Church Rd, Newtownabbey, Co. Antrim BT 36 7LS.
Tel. (0232) 365356 Fax : (0232) 851791

GROWER SERVICES STUDY

CARRIED OUT ON BEHALF OF

BRITISH BEDDING &
POT PLANT ASSOCIATION

NOVEMBER 1992

CONTENTS

1. PREFACE
2. OBJECTIVES
3. METHODOLOGY
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ANALYSIS OF FINDINGS
5. GROWERS COMMENTS
6. APPENDICES :
 - QUESTIONNAIRE
 - LIST OF RESPONDENTS

PREFACE

The overall impression gained from the British Bedding & Pot Plant Association Grower Services Study, is that of a group of growers who are generally enthusiastic with regard to utilising the services of a Central Information and Advisory Body, who will develop, implement and maintain suitable strategies to improve the quality of services offered.

They need an Information and Advisory Service with an effective communication strategy and operation at an affordable cost.

If such a system were developed there needs to be a planned approach to promote awareness of the benefits of this service.

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## **GROWER SERVICES STUDY**

### **OBJECTIVES:**

1. To determine the level of grower satisfaction with current information and advisory services.
2. To assess the requirements of Bedding and Pot Plant Growers for information and advice.
3. To provide objective evidence regarding the need for developing a specialist advisory service to Bedding & Pot Plant Growers.

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METHODOLOGY

THE PROCEDURE

QUESTIONNAIRE FORMAT

The questionnaire style and format was agreed between B.B.P.P.A. and TBI LTD.

CONTACT METHOD

A market research survey was carried out by means of a postal questionnaire.

SAMPLE UNIT

Members / non-members of the British Bedding & Pot Plant Association in three geographically defined areas and in three company sizes defined by turnover in £'s - thousands.

SAMPLE SIZE

Twelve hundred and eleven people/organisations were contacted by means of a postal questionnaire.

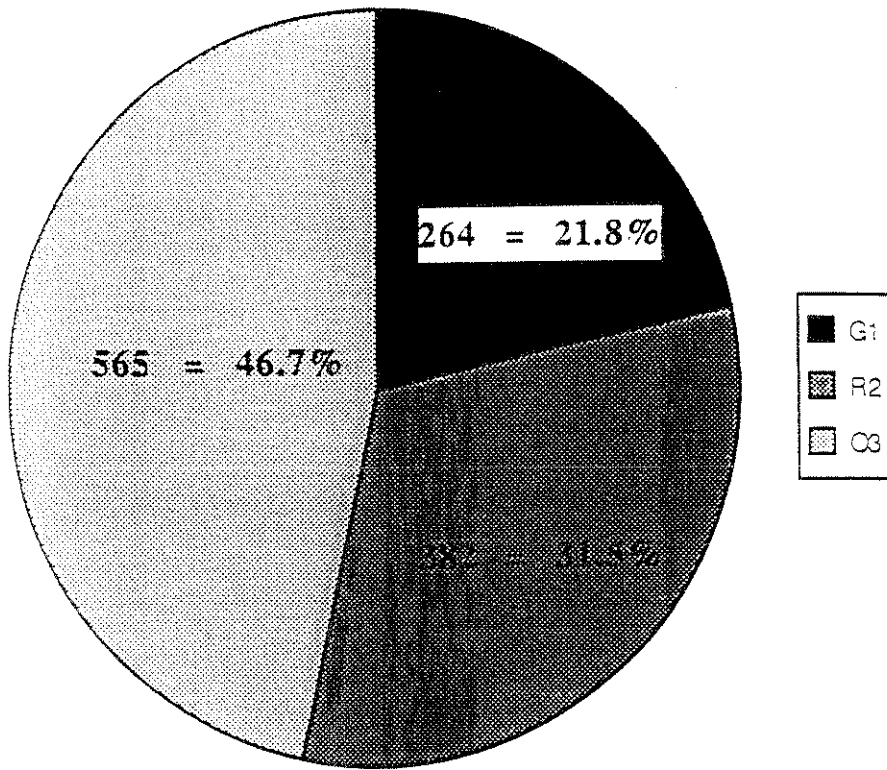
COLLECTION OF DATA

Surveys were returned to a P.O. Box In Telford and forwarded to TBI LTD for analysis.

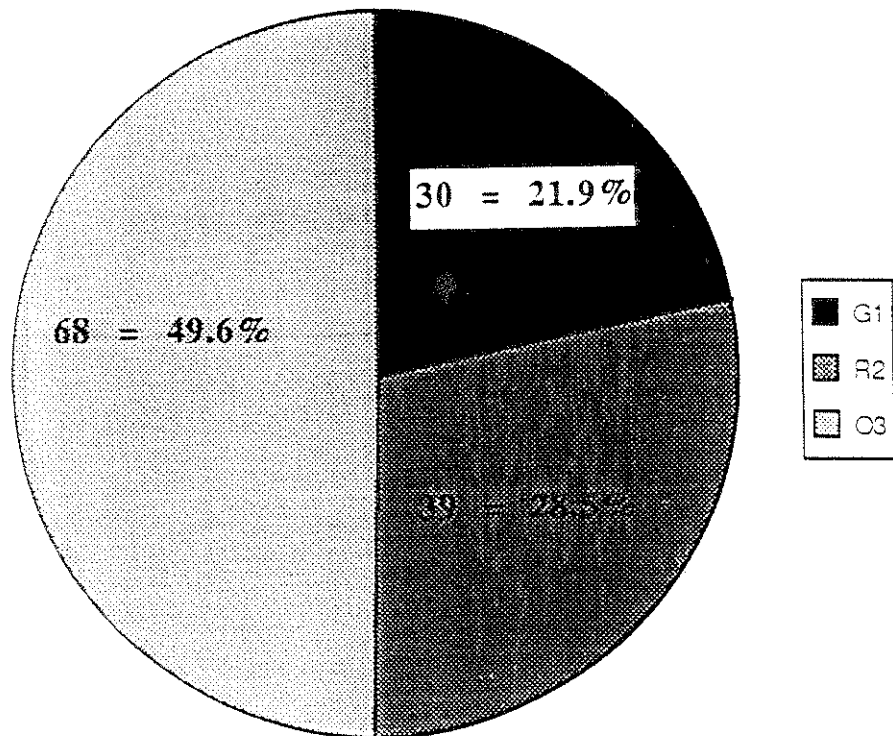
SCOPE

To provide consolidated results only at this stage. If requested survey findings can be analysed according to geographical areas or company size and the survey is designed to facilitate this requirement.

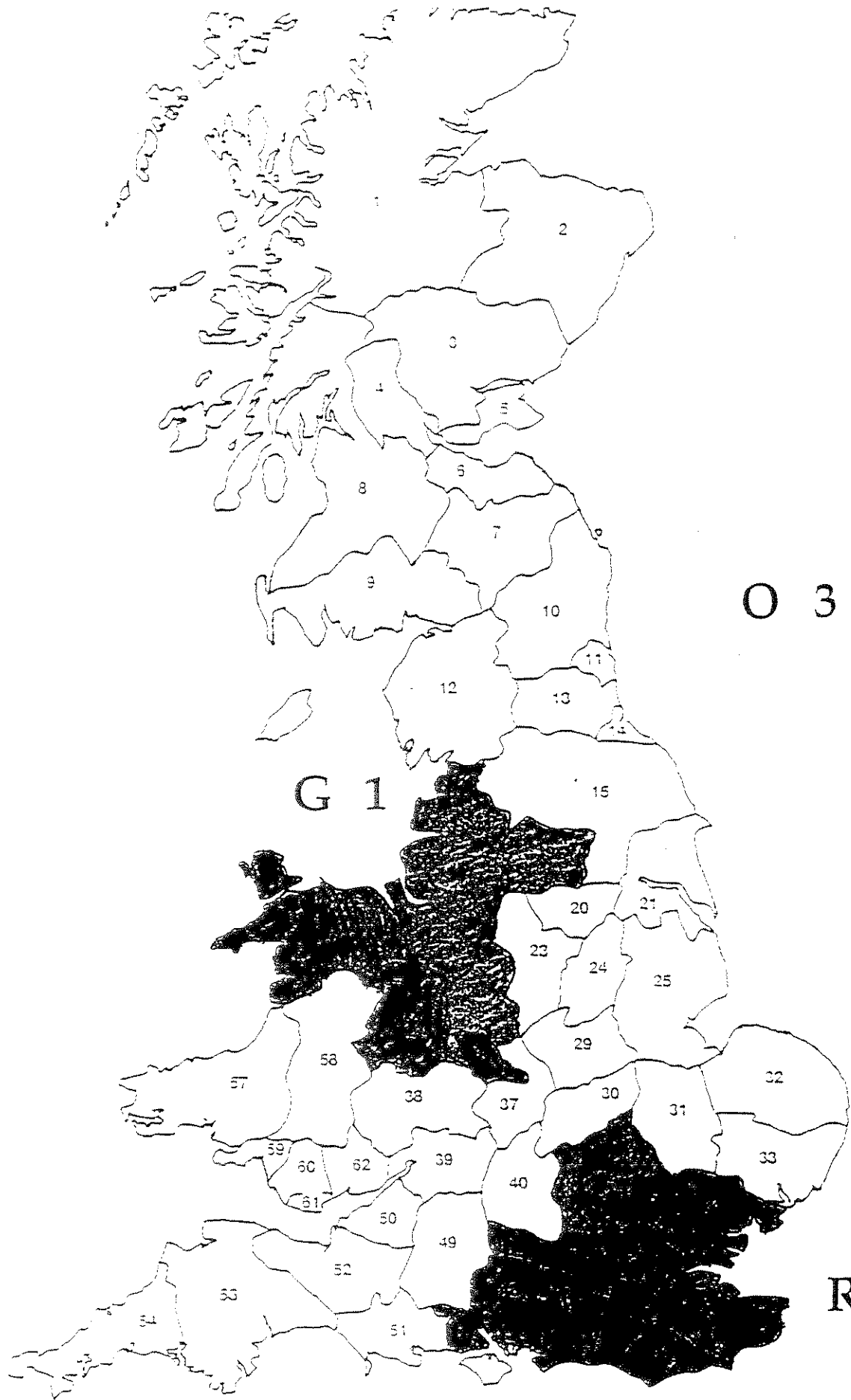
GROWER SERVICES STUDY



SURVEYS ISSUED = 1211



RESPONDENTS = 137



O 3

G 1

R 2

GROWER SERVICES STUDY

AREAS SURVEYED:

- GENERAL
- MANAGEMENT
- PROBLEM - SOLVING
- INFORMATION/ SERVICES
- TURNOVER
- COMMENTS

GRAPHIC ILLUSTRATIONS

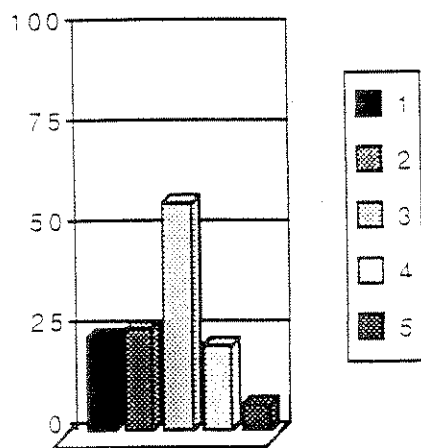
AND

ANALYSIS OF FINDINGS

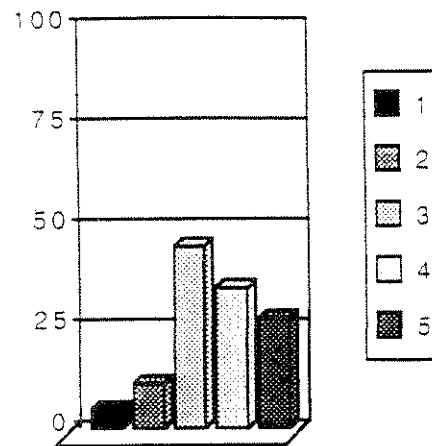
BRITISH BEDDING & POT PLANT ASSOCIATION

GROWER SERVICES STUDY - CONSOLIDATED RESULTS

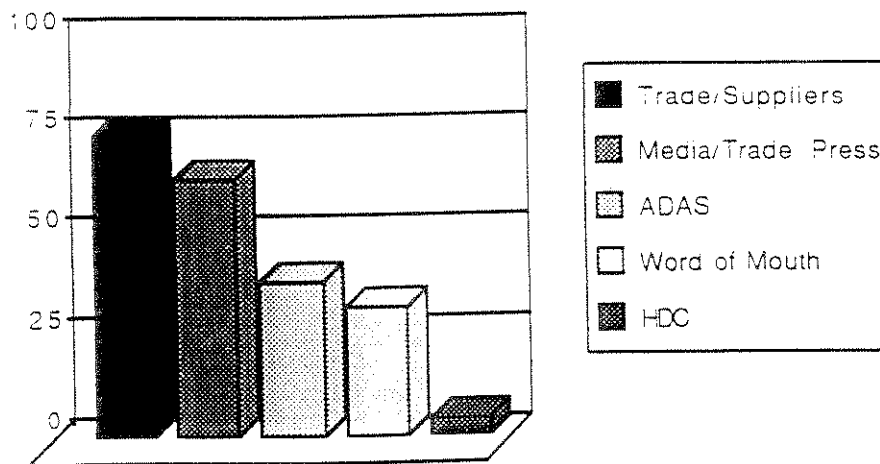
SECTION 1 - GENERAL



1a. The current advisory services meet my business needs.



1b. I feel that the information provided from various sources is useful to my business.

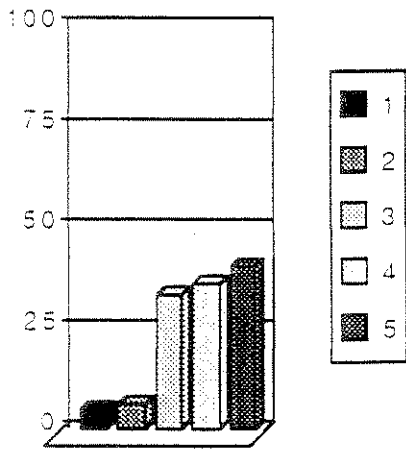


1c. I receive most of my information from:-

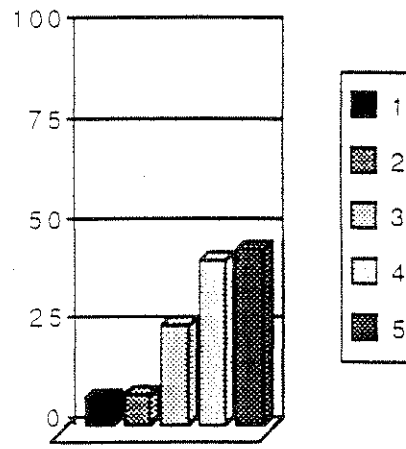
BRITISH BEDDING & POT PLANT ASSOCIATION

GROWER SERVICES STUDY - CONSOLIDATED RESULTS

SECTION 1 - GENERAL



1d. My business would benefit from an improved specialist advisory service.



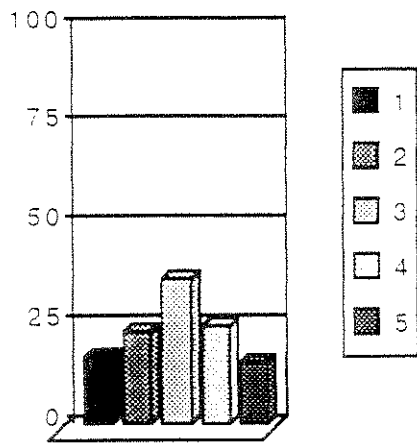
1e. If this service was provided from a new source I would consider using it.

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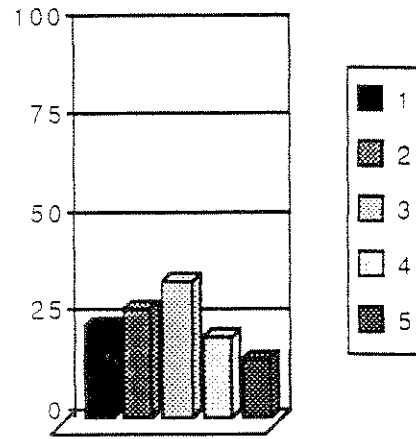
GROWER SERVICES STUDY - CONSOLIDATED RESULTS

SECTION 2 - MANAGEMENT

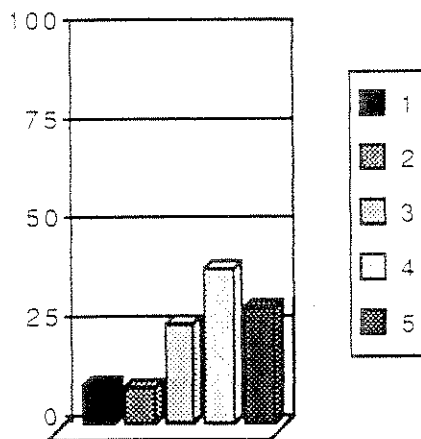
2. My business would benefit from professional advice/specialist services in the following areas:-



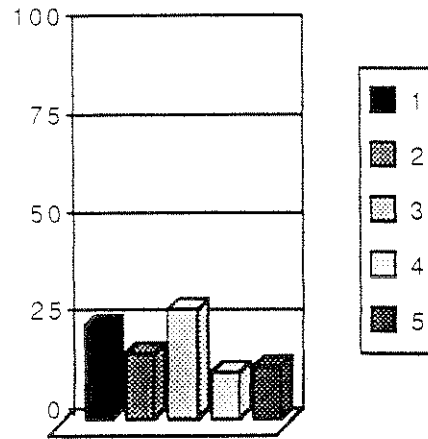
2a. General Management



2b. Accounting/Cost Control



2c. Marketing/Promotional Material



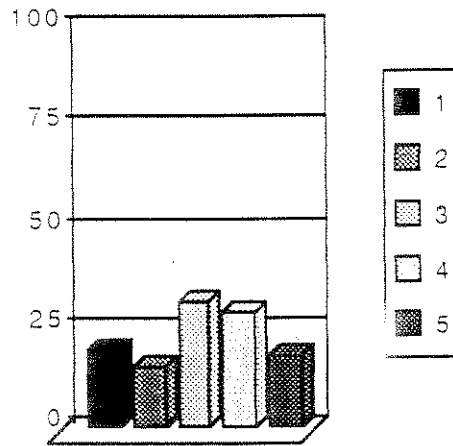
2d. Distribution

BRITISH BEDDING & POT PLANT ASSOCIATION

GROWER SERVICES STUDY - CONSOLIDATED RESULTS

SECTION 2 - MANAGEMENT

2. My business would benefit from professional advice/specialist services in the following areas:-



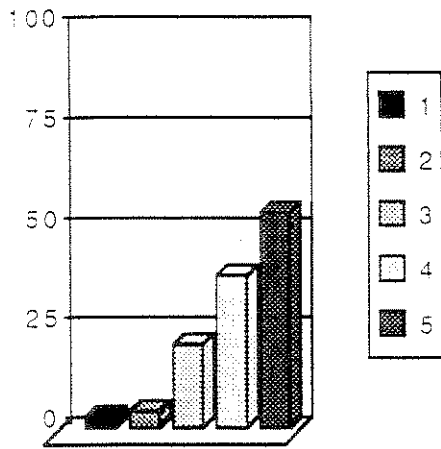
2e. Training

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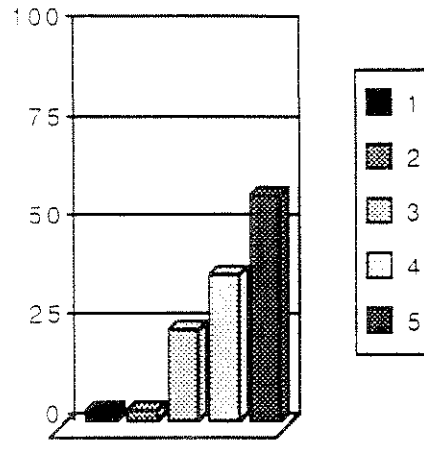
GROWER SERVICES STUDY - CONSOLIDATED RESULTS

SECTION 3 - PROBLEM SOLVING

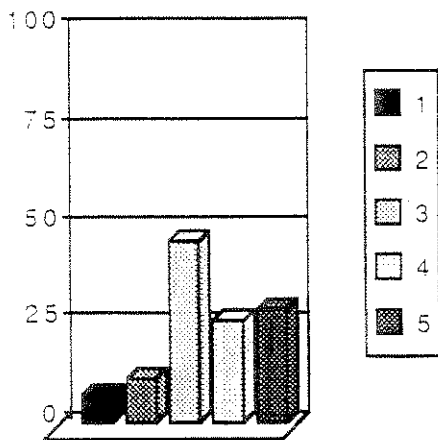
3. My business would benefit from improved advice/specialist services in the following areas:-



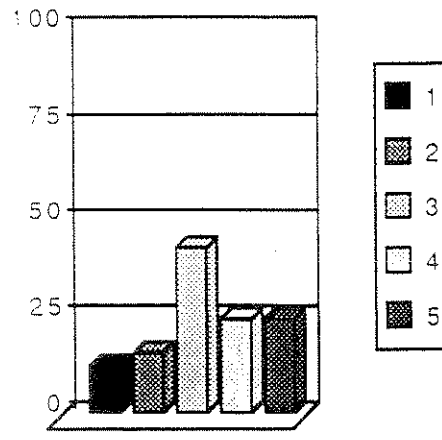
3a. Pest Control



3b. Disease Prevention/Control



3c. Compost/Growing Media



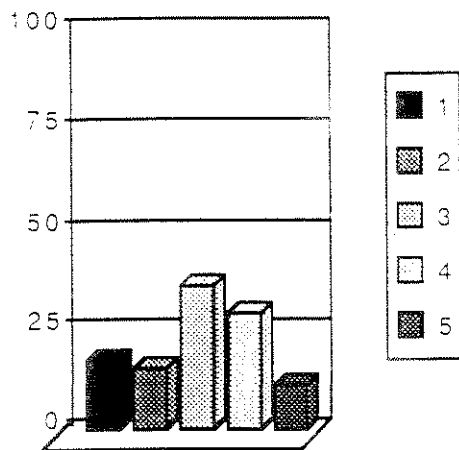
3d. Water Management

BRITISH BEDDING & POT PLANT ASSOCIATION

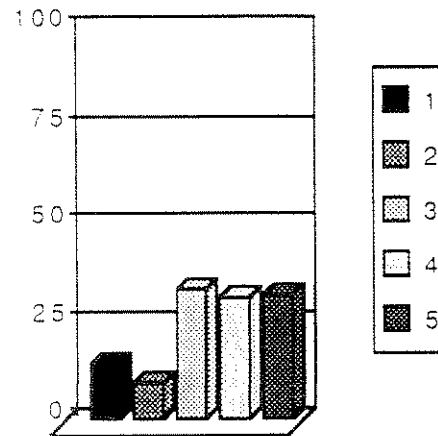
GROWER SERVICES STUDY - CONSOLIDATED RESULTS

SECTION 3 - PROBLEM SOLVING

3. My business would benefit from improved advice/specialist services in the following areas:-



3e. Environmental Matters

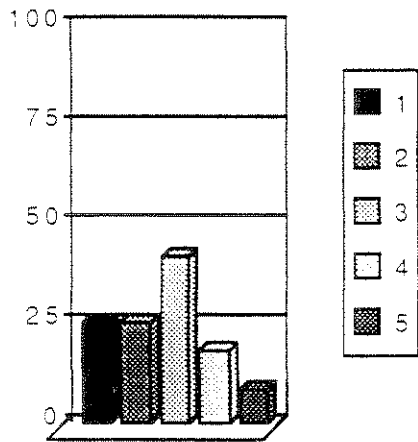


3f. Marketing

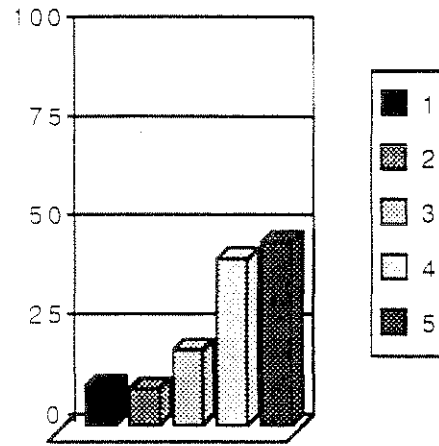
BRITISH BEDDING & POT PLANT ASSOCIATION

GROWER SERVICES STUDY - CONSOLIDATED RESULTS

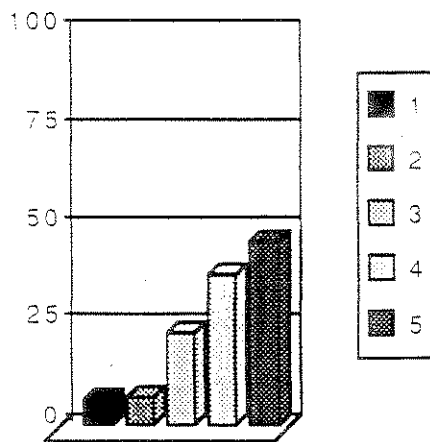
SECTION 4 - INFORMATION / SERVICES



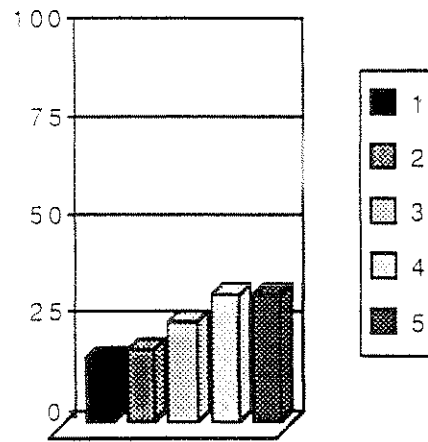
4a. Information on research & development reaches me speedily and efficiently.



4b. Direct access to information/ services via fax/computer/phone would be beneficial to my business.



4c. I would use this information via fax/computer/phone from a new source if available.

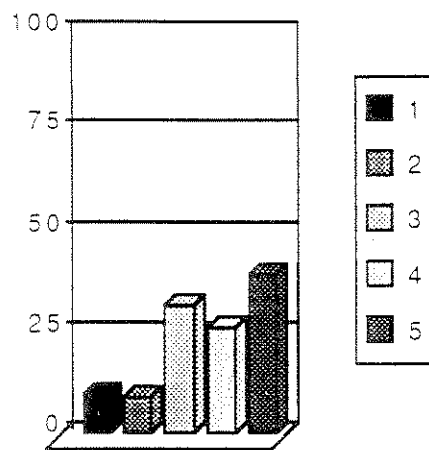


4d. Training & Seminars specific to this sector would benefit my business.

BRITISH BEDDING & POT PLANT ASSOCIATION

GROWER SERVICES STUDY - CONSOLIDATED RESULTS

SECTION 4 - INFORMATION / SERVICES

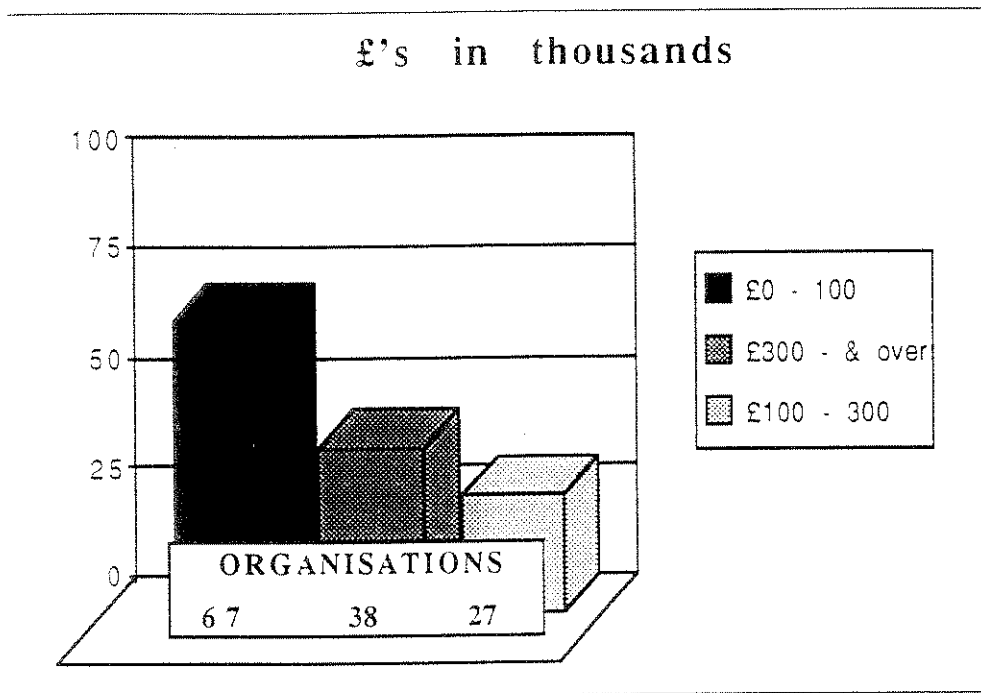


4e. I would benefit from the availability of marketing/promotional material.

BRITISH BEDDING & POT PLANT ASSOCIATION

GROWER SERVICES STUDY - CONSOLIDATED RESULTS

SECTION 5 - TURNOVER



5. Please indicate which of the following categories represent your organisation with regards to turnover in tray bedding & pot plants.

GROWER SERVICES STUDY

SECTION 1 - GENERAL

It would appear from the responses to this section that growers fall into three categories - satisfied, indecisive or dissatisfied - with current advisory services as they relate to existing and future business needs.

Respondents indicate an appreciation for the dissemination of information and value the applicability to company/organisational needs. However there are growers who may be questioning the relevancy of current information to specific business needs.

Sources of information to growers is mainly provided by non-advisory bodies i.e. Trade/Suppliers and Media/Trade Press with ADAS and Word of Mouth having a lesser but still significant role in the communication process.

It is quite clear that the majority of respondents are strongly in favour of an improved specialist advisory service. Although it is apparent that there needs to be an awareness promoted by B.B.P.P.A regarding the benefits of this service.

SECTION 2 - MANAGEMENT

It is clear that if professional advice/specialist services were offered in each of the specified areas of management, there would be growers interested in availing themselves of this facility.

Growers have expressed a strong preference for support and advice in Marketing & Promotional Material.

SECTION 3 - PROBLEM-SOLVING

Although advice would be beneficial in all areas of Production Management and Technical Control, strong interest has been shown in the specific areas of Pest Control and Disease Prevention/Control.

The area of marketing has been identified as a service which would considerably benefit growers.

SECTION 4 - INFORMATION - SERVICES

There is a high degree of dissatisfaction amongst growers with the way in which information is dispatched to them. Their perceptions would suggest that information is not processed competently or efficiently and would indicate a need for the implementation of effective communication systems.

Respondents are strongly in favour of having direct access to information via fax / computer / telephone / and express interest in the use of a new information service if available.

Although there are growers who demonstrate a positive interest and commitment to the continuous up-dating of knowledge and techniques and would most likely avail of training programmes if provided. There are those however who require encouragement and direction regarding the benefits of knowledge and advice to business activities.

Preferences are strongly in favour for the provision of a service aimed at helping growers to market their products with the aid of promotional material.

SECTION 5 - TURNOVER

Over half the respondents represent small companies with the remainder of growers divided between medium and large companies.

The results generated by this survey in relation to company size as defined by £'s in thousands, is very significant and has implications for post-survey follow-up.

GROWER'S COMMENTS

BRITISH BEDDING & POT PLANT ASSOCIATION

GROWER SERVICES STUDY

SUMMARY OF QUESTIONNAIRE COMMENTS

32.12% of respondents took the opportunity to respond with personal comments at the end of the grower survey services study.

This should be seen in a positive light as it provides considerable insight with regard to the views and values of growers generally, country wide.

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# *KEY ISSUES:*

\* COST OF SERVICE

\* QUALITY SERVICE

\* CUSTOMER ORIENTATED

\* AVAILABILITY AND  
DELIVERY OF SERVICE

## *Specific Requirements:*

Growers have requested help in the following areas:-

- \* Marketing & Promotional material:-
  - Industry Wide
  - Company Orientated
  
- \* Information on:-
  - Pest Control
  - Disease Prevention
  - P & D
  - Off - label approval of relevant chemicals
  - Plug production techniques
  - Handling systems in nursery for box / pot movement
  - Factors of Growth Control
  - Legal developments, tax pitfalls
  
- \* Training

## *GENERAL COMMENTS*

The greatest need in the future is the promotion of bedding plants nationwide - a painless method of raising the funds for doing this should be exercising the minds of B.B.P.P.A.

Professional advice services would be a great asset to the industry and would compliment Scottish Agricultural Colleges.

I am a relatively small Producer of bedding plants but for the last few years this sector has been buoyant therefore anything that helps me to be more efficient is of interest. I suppose it all comes back to value for money. We have always had a good relationship with ADAS but with retirements of key field officers I fear we will not be so well served in the future.

We grow and retail a very wide range but in such small quantities it would not be economically viable to purchase advice on any one item.

A reduction in added costs of service, i.e., ADAS charge, HDC, NFU, Plant Passport.

We find that in our area whether we use the latest methods or present the newest plants, our customers are still completely mystified. They buy and do what the television tells them whether the programme is shown in season or out. Lack of education in our schools is our main problem.

At the moment we keep paying out for research and advice with very little return seen for the cost involved. Any advisory service would have to be cost-effective.

If membership subscriptions are kept low more small growers would join and this would be to everyone's advantage.

Thought should be given to purchasing units of both R & D and advisory time from ADAS. The energies and skills of the individuals allocated to B.B.P.P.A. members would be secured without duplicating overheads while still leaving growers with access to the totality of ADAS skills and services.

As I am only a small grower I have never been a member of B.B.P.P.A.. I would be willing to become a member if there was more help to members like myself.

ADAS should be made to work at an affordable cost and strong representation to government made. Alternative research is fine but at what cost.

An Advisory Service will increase the membership and provide a better service for the members.

Advice would be helpful, but on a small scale it would need to be fairly cheap or available in selective "chunks."

A simple reliable and most up-to-date source of information if specific to bedding & pot plant production would make funding correct and potentially profit making information a lot easier.

I have found that ADAS have been very good in the past. I also get a lot of help from suppliers.



The most helpful way of improving advisory services would be to give support to ADAS rather than go to the expense of duplicating resources.

Our business is a 1.5 person specialist growers of fuschia and cannot afford time off to gain expert knowledge and keep up with new ways.

As a college with a small production unit our requirements would be served best by a low cost technical / research up-date service.

As our area of production requires specialist knowledge which we already possess it is unlikely that a general horticultural advisory service would assist us in the horticultural aspect of our business. The Agricultural Training Board already provide adequate training. Whilst marketing / promotional advice might be useful, our present advertising is very cost-effective and any significant increase in our advertising budget would not be possible in the current economic climate.

As a small grower I feel that the cost of any service is an over-riding factor.

Any new service must be value for money if it is to succeed.

As a member of B.B.P.P.A. and a levy payer of HDC, I don't consider any extra charges should be considered. If all were included in paying , this new service could be offered free even the possibility of a reduced levy might be considered. I consider too few are paying too much.

Someone on the end of a phone that knows what he/she is talking about, or a speedy reply.

## *SPECIFIC REQUIREMENTS*

Regular affordable visits to the nursery by competent specialist advisors able to earn their fees through results.

Factors of growth control.

Handling systems in nursery for box/pot movement.

Promotional material for plants sold green.

Educational material for release to green.

Sub group to concentrate on the problems of hanging baskets.

What we need is expert assistance from completely outside the industry to teach us how to sell well.

We are satisfied with our present advice but would value help on the marketing side.

I am interested in specialised plug production techniques as I am thinking of setting this up in the near future.

We need more research in the control of pests and diseases and the marketing of our produce. Our industry should put a great deal more into marketing to attain greater public awareness.

Rapid response to problems, i.e. P.&D. off - label approved of relevant chemicals.

Any service that is fast i.e. pest control.

Legal developments, tax pitfalls.

A register of imported plant material so that as a grower I could approach a company who buys in finished plants from abroad to offer them a "British" alternative.

It would be nice to have seminars etc. in South Wales. If you are a small business it can be very difficult to travel to London.

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# OUTLINE OF RECOMMENDATIONS

\* *ADVISORY SERVICE IS REQUIRED*

\* *POST -SURVEY FOLLOW UP*

\* *LEADERSHIP*

\* *POLICY & OBJECTIVES*

\* *RESOURCES*

*APPENDICES*

# BRITISH BEDDING & POT PLANT ASSOCIATION

## GROWER SERVICES STUDY

PAGE 1

| REF. | CATEGORY / STATEMENT                                                                                     | strongly disagree        |                          | strongly agree           |                          |                          |
|------|----------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      |                                                                                                          | 1                        | 2                        | 3                        | 4                        | 5                        |
| 1.   | <b>GENERAL</b>                                                                                           |                          |                          |                          |                          |                          |
| 1a.  | The current advisory services meet my business needs.                                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1b.  | I feel that the information provided from various sources is useful to my business.                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1c.  | I receive most of my information from:-<br>( Please tick no more than two )                              |                          |                          |                          |                          |                          |
|      | Trade / Suppliers                                                                                        | <input type="checkbox"/> |                          |                          |                          |                          |
|      | Media / Trade press                                                                                      | <input type="checkbox"/> |                          |                          |                          |                          |
|      | Word of Mouth                                                                                            | <input type="checkbox"/> |                          |                          |                          |                          |
|      | ADAS                                                                                                     | <input type="checkbox"/> |                          |                          |                          |                          |
|      | HDC                                                                                                      | <input type="checkbox"/> |                          |                          |                          |                          |
| 1d.  | My business would benefit from an improved specialist advisory service.                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1e.  | If this service was provided from a new source I would consider using it.                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2.   | <b>MANAGEMENT</b>                                                                                        |                          |                          |                          |                          |                          |
|      | <b>My business would benefit from professional advice / specialist services in the following areas:-</b> |                          |                          |                          |                          |                          |
| 2a.  | General Management                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2b.  | Accounting / Cost Control                                                                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2c.  | Marketing / Promotional Material                                                                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2d.  | Distribution                                                                                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2e.  | Training                                                                                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

# BRITISH BEDDING & POT PLANT ASSOCIATION

## GROWER SERVICES STUDY

PAGE 2

| REF. | CATEGORY / STATEMENT                                                                                                              | strongly disagree      strongly agree |   |   |   |   |
|------|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---|---|---|---|
|      |                                                                                                                                   | 1                                     | 2 | 3 | 4 | 5 |
| 3.   | <p><b>PROBLEM SOLVING</b></p> <p>My business would benefit from improved advice/ specialist services in the following areas:-</p> |                                       |   |   |   |   |
| 3a.  | Pest Control                                                                                                                      |                                       |   |   |   |   |
| 3b.  | Disease Prevention / Control                                                                                                      |                                       |   |   |   |   |
| 3c.  | Compost / Growing Media                                                                                                           |                                       |   |   |   |   |
| 3d.  | Water Management                                                                                                                  |                                       |   |   |   |   |
| 3e.  | Environmental Matters                                                                                                             |                                       |   |   |   |   |
| 3f.  | Marketing                                                                                                                         |                                       |   |   |   |   |
| 4.   | <p><b>INFORMATION / SERVICES</b></p>                                                                                              |                                       |   |   |   |   |
| 4a.  | Information on research and development reaches me speedily and efficiently.                                                      |                                       |   |   |   |   |
| 4b.  | Direct access to information / services via fax / computer / telephone would be beneficial to my business.                        |                                       |   |   |   |   |
| 4c.  | I would use this information via fax / computer / telephone from a new source if available.                                       |                                       |   |   |   |   |
| 4d.  | Training and Seminars specific to this sector would benefit my business.                                                          |                                       |   |   |   |   |
| 4e.  | I would benefit from the availability of marketing / promotional material.                                                        |                                       |   |   |   |   |

REF.

CATEGORY / STATEMENT

5.

**TURNOVER**

Please indicate which of the following categories represent your organisation with regards to turnover in tray bedding and pot plants.

( £..s in thousands )

£0 - 100

£100 - 300

£300 - and over

6.

**COMMENTS**

Please add any comments which you believe would be of help in establishing your specific requirements.

Thank you for completing this questionnaire. All information received will be treated with complete confidentiality and destroyed once analysed.

In order to facilitate the feedback from our analysis please complete the details below. ( in block capitals )

COMPANY NAME : .....

DATE: .....

COMPLETED BY : .....

POSITION IN COMPANY: .....

Please return in the envelope provided to P.O. Box Telford by 28.10.92.



BRITISH BEDDING & POT PLANT ASSOCIATION

LIST OF RESPONDENTS

TO THE

GROWER SERVICES STUDY

( 1 of 4 )

1. R.H. Higgs & Sons
2. John Housby
3. R & M Simkin ( Essington Fruit Farm )
4. W. Robinson & Sons
5. Foster Nurseries Ltd
6. Ashwood Nurseries
7. Ridgeway Nurseries
8. E.B. Cookson & Son Ltd
9. Cannock Chase Council
10. J.R. Jackson & Son
11. Eastwick Plant centre
12. C. Piper & Sons Ltd
13. W.J. Hartley & Son
14. Dove cote Nurseries
15. Peter Eastwood Plants Ltd
16. Fountain Place Nurseries
17. Cheshire View Nursery
18. Gordon Rigg ( Nurseries ) Ltd
19. Carwood Nurseries
20. Burton Nurseries
21. Baginton Nurseries
22. Newcroft Nurseries
23. Four Oaks Nurseries Ltd
24. A Wright & Sons
25. B Crosby's
26. Ryedale Nurseries
27. Lomax Nurseries
28. Bourne End Nurseries & Garden Centre
29. Newlands Nursery
30. Great Gardens of England

LIST OF RESPONDENTS ( cont. - 2 of 4 )

31. W.R. Cox Ltd
32. Bracknell Forest Borough Council
33. W.D. Smith & Son
34. V.R. Ashby
35. Rolts Bedding Plants Ltd
36. Barrs Bedding Plants Ltd
37. CBE Nurseries
38. Bartrop Brothers
39. London Borough Harrow Cannon Lane Nursery
40. Elite Garden Nursery
41. Layer Marney Nurseries
42. Stourton Nursery
43. High grove Nursery
44. A.P. Elite Plants
45. Woodlea Nurseries
46. Burston Nurseries Ltd
47. Briarwood Nurseries Ltd
48. Ditton Cottage Nursery
49. Shantock Nurseries
50. J.Brooles
51. Paddock Nurseries
52. Summerfield Nurseries
53. Helmut Gimmler Ltd
54. Cottage garden Plants
55. Newington Nurseries
56. J.E. Archard
57. Kathin Oak Nursery
58. Henry Street
59. Flowers Green Farm Nursery
60. Pantiles Nurseries Ltd
61. J.C. Plants
62. Barnwood Nurseries
63. Greenbank Fuschias
64. D, Hurford
65. Coursehill Farm Nurseries
66. Blossom Ridge Nurseries
67. "Sperrinks" Cherry Tree Nursery
68. Abermule Nursery Gardens
69. Mill Lane Nursery
70. Kinder Garden Plants Ltd

LIST OF RESPONDENTS ( cont. - 3 of 4 )

71. Askew ( Fuschias ) Nurseries
72. G.M. Baldwin
73. Broad House Farm
74. L.E. Geater & Sons Ltd
75. Richard Smith Ltd
76. Newton Rigg College
77. Chubbs Nursery
78. Fir Croft Nursery
79. Beckfield Nursery
80. Colourgro ( was D. Beadsmore Flori Culture )
81. Allensmore Nurseries Ltd
82. Plough Penny Field Nursery
83. Maron Landscapes
84. Whitehall Cottage Nursery
85. Neil Scott Farm Shop Nursery
86. J.& D.A. Hutchinson
87. John Burns & Son
88. Bosworths Nurseries & Garden Centre
89. Wards Nursery Centre
90. Hartlepool Borough Council
91. Styngam Nursery
92. Heath Nurseries
93. Wellesbourne Nurseries
94. Park Farm Nurseries
95. Roundstone Nurseries
96. Brown Nurseries
97. J.B. Plants
98. Dr. M.J. Hill
99. Woolpit Nurseries
100. Fairview Nurseries
101. South Bank Nurseries
102. M.B. Nurseries
103. Dalby's Nurseries
104. Green Lane Garden Centre
105. Ravensthorpe Nursery
106. Brookside Nurseries Ltd
107. Valley Nurseries Ltd
108. Chota Ghar Nurseries
109. Ivor thompson Nurseries
110. High Riggs Nurseries

LIST OF RESPONDENTS ( cont. - 4 of 4 )

- 111. J. Beweridge
- 112. Engber Nursery & Garden Centre
- 113. Severndale Nurseries
- 114. Midge Hall Nurseries
- 115. Ashley Nurseries
- 116. Markhany Grange Nurseries
- 117. Avoncross Ornamentals
- 118. Crom Hill Nursery
- 119. R.A. Meredith & Son
- 120. Harrowly Nurseries.
- 121. Brookhouse Nurseries