

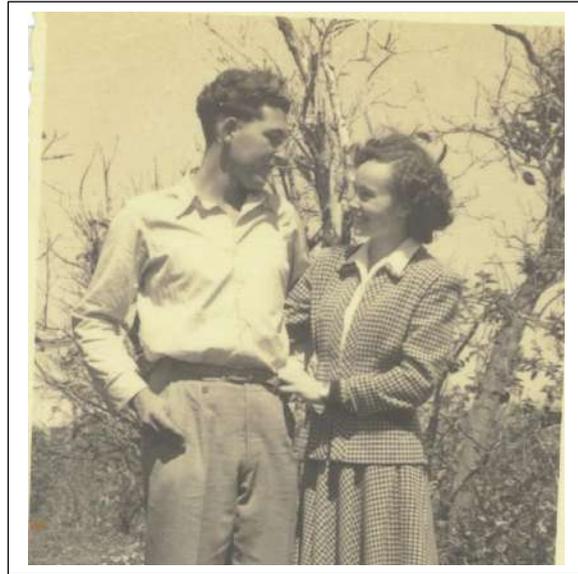
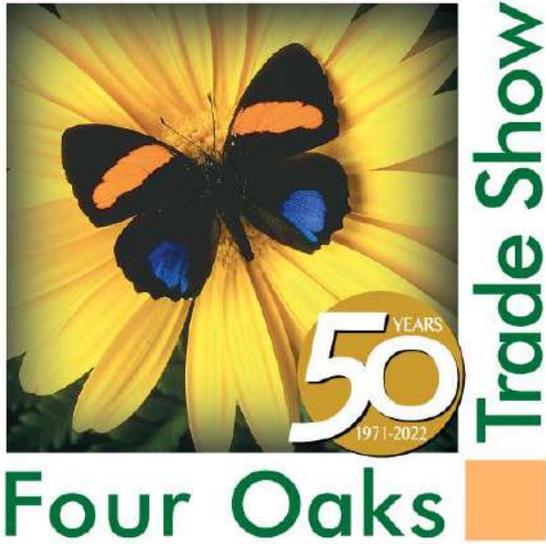
### **CARL BENNETT – DAVID AUSTIN ROSES**

There are so many within our own company as well as the industry, who deserve this award, but we would like to go to the heart of the business and nominate Carl Bennett, Rose Breeder and Head of Rose Breeding at David Austin Roses. The Rose Breeding team are the unsung heroes, who make it all happen behind the scenes. Every single department within David Austin Roses is dependent upon Carl and the team's expertise and success in providing the most beautiful plants and cut rose varieties for us to market and sell; and for the world to enjoy.

Carl began working for David Austin Roses at 18, watching Mr Austin at work, following in his footsteps and eventually becoming his right-hand man. Like Mr Austin, Carl has dedicated his life [over 30 years] to his craft with patience, and a quiet determination and commitment alongside an unfailing dedication as well as immense knowledge and expertise. He watched and understood Mr Austin's vision over many years and subsequently he continues to nurture his legacy with both David and Richard Austin. The intricate skill of crossbreeding requires an unusual combination of science and art. A delicate and meticulous process, yet which operates on a massive scale. The sheer numbers involved in rose breeding are quite astonishing to comprehend, let alone manage on a day-to-day basis.

Carl continues to seek excellence, constantly raising the standards ever further in the pursuit of the finest English Roses. Despite all that has been achieved, the quest continues to breed the perfect rose and bring the delight of English Roses to gardens all over the world.

Looking back over our Special 60th Edition Handbook of Roses, we found a quote from Carl, which is the best testimony and reason for his nomination: "I like to be creative and do something worthwhile. When I see what we have created, something that has taken over 10 years to make, released and sold all over the world, it fills me with joy – it's quite something. I never dreamt my career would lead me to where I am today, having bred so many incredible new varieties. I just want to breed roses. That's all I want to do – breed the best roses in the world." Carl Bennett, Rose Breeder, David Austin Roses.



### **ERNEST AND ZEHAVA DANZIGER – DANZIGER**

Israel, an arid Middle Eastern country with limited resources, is a pioneer in advanced technologies. Its agricultural successes were driven by immigrants that came to Israel seeking a better life, armed with a desire to succeed. Some of these early settlers lived in socialist communes called kibbutzim and devoted their drive and energy to agriculture - since food security was essential to a free and independent nation.

Ernest Danziger immigrated to Israel in 1935 with his mother and learned to farm on a kibbutz. There, he met and married the lovely Polish immigrant, Zehava Baumwell. Together, these two pioneers started a small (2 ½ acre) farm in Mishmar HaShiv'a, near Tel Aviv. The first crop they grew was corn and strawberries (which they loved to eat).

At first, the Danzigers made a living from their small farm, but times were hard. Sensing its potential, Ernest redirected the farm to the flower market. Initially, they grew gladiolus, selling them in the local market and in Europe. Next came cut chrysanthemums, using year-round flowering techniques developed in the U.S.

The Danzigers were also social and economic pioneers. Micha, their son, and current Danziger Chairman, is proud of the advanced labor conditions employed from the start – fair working conditions and wages and equal opportunity for women.

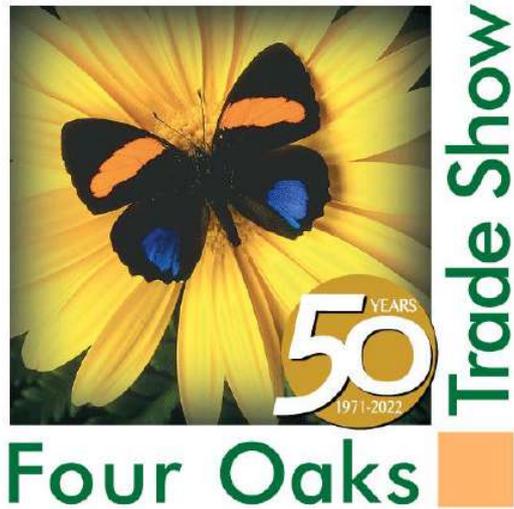
After a Dutch partner convinced them to produce chrysanthemum cuttings, this quickly grew to numerous cut flowers, potted and bedding crops. “We understood that considering Israel’s climate, water, and labor conditions - we needed to think differently. This encouraged us to be creative and accumulate experience that would allow us to expand globally.”

Young plants were more profitable than either corn or cut flowers, but they did not provide the independence the Danziger valued. The company’s DNA led it, in the 1980s, to launch its own breeding program. “We needed to advance our capabilities through our own genetics.”

The 90s saw Danziger’s first breeding efforts, with Asters and New Guinea impatiens and cut Gypsophila. They pushed hard into the European and North American markets, gaining distribution system experience, and developing solid relationships.

1997 saw a breeding breakthrough that put Danziger on the global map: Million Stars Gypsophila. The secret of its success - it was profitable for the entire value chain.

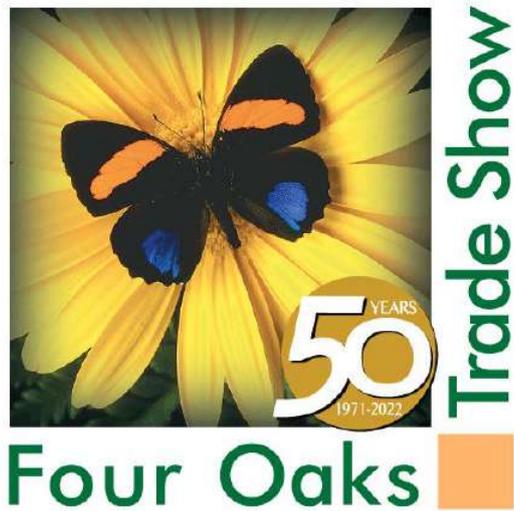
Today, led by Micha, brother Gaby (CEO), and son Ori, (Deputy CEO), the Danziger Group offers more than 100 different annual, perennial, and cut flower crops that compete with the finest in the world, with young plant production expanding to Guatemala and Kenya. They are a partner in Equinom, a Foodtech company using genomic technologies to create non-GMO high protein and high nutrition “superfood” crops.



## **DAVID HIGGINSON – NEW LEAF PLANTS**

I wanted to Nominate David Higginson for the award, he has been the forefront of change within our industry, from being on the board to change the pots from black to taupe, always making sure smaller nurseries have a voice within the HTA and decisions made and he is looking constantly for solutions for using peat free medium. His propagation unit on the nursery is Peat free and he is determined to make the nursery Peat free by 2026. He is constantly trying to make our nursery as green as possible.

Not only is he doing all of this to his nursery, but he has been on the radio advocating for horticulture and why being green is important and he also allows myself the time to run YPHA, as he knows that it will be useful and a great association for our industry. He has been in the industry for over 30 years, and he has come from the bottom working his way up to owner and MD, whilst always fighting for horticulture to be known about more in schools and for it to become a more green and carbon neutral industry.

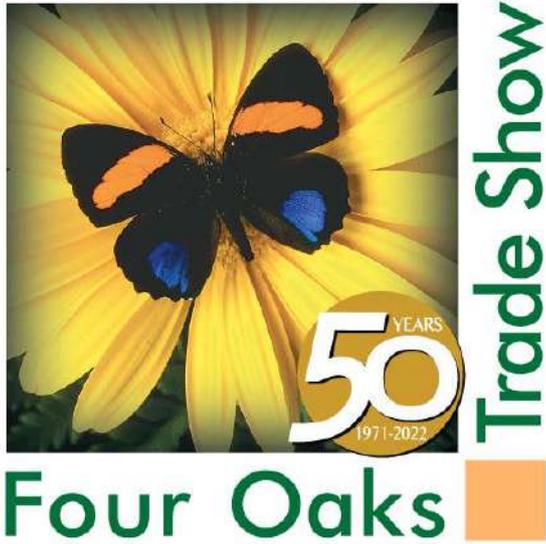


## **FABIO GUIZZO – INNOCENTI & MANGONI**

Fabio was born in the UK, and after successfully completing Agricultural studies in Italy and working for a period in the vineyards of a local winery, he returned to the UK. After spending a year working in a plant wholesaler in South London he moved to Norwich to work in a then unknown nursery (Viking Nursery) first in production and then as his English rapidly improved into sales and marketing.

We promote Fabio for the Pat Cou tts award as a person who from his very early twenties had the courage of not giving up and with persistence, tenacity and hard work stayed in horticulture. Like Pat Cou tts did with the Four Oaks trade show, Fabio took his responsibilities very seriously and with help, time and hard work, managed over the years to make the company he was working for a successful, well-known and respected name in our industry.

After many years he is still dedicated to his work in horticulture and from Norwich he is a sales and marketing consultant for Italian nursery, Innocenti e Mangoni.

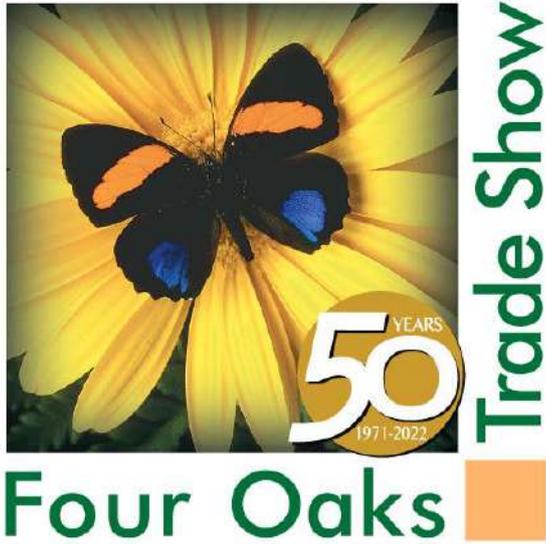


**FELICITY MCDONALD – HAYMARKET**

Felicity has produced the Four Oaks show guide for many years and is an absolute pleasure to work with - she excels in every way and I know that Pat would wholeheartedly agree with her being nominated for this award.

Felicity is a calm professional who takes great pride in the high quality of her work and the excellent service she provides; always responding quickly and efficiently and going the extra mile to accommodate any requests or changes, no matter how tricky or at the last minute they are.

Felicity is truly excellent and I would like to recognise her contribution to the Four Oaks Trade Show guide by this nomination.



### **HANNAH GROOME – ALLENSMORE NURSERIES**

Hannah is one of the hardest working account managers I've ever come across. Nothing is too much trouble and any issues are always dealt with swiftly and with a smile.

Hannah works so hard, always cheerful and completely on the ball with everything!! Very organised and excellent communication skills and the plants are wonderful too!

Allensmore Nursery has gone from strength to strength over the last 10 years. Their attention to detail from the sales team right through to the growers, despatch and drivers is exemplary. I have yet to find another UK nursery that produces such a fantastic range of 3ltr hardy perennials grown to an incredibly high standard at a time of year when everyone else's have run out. There was a big hole in the market that they have filled perfectly.

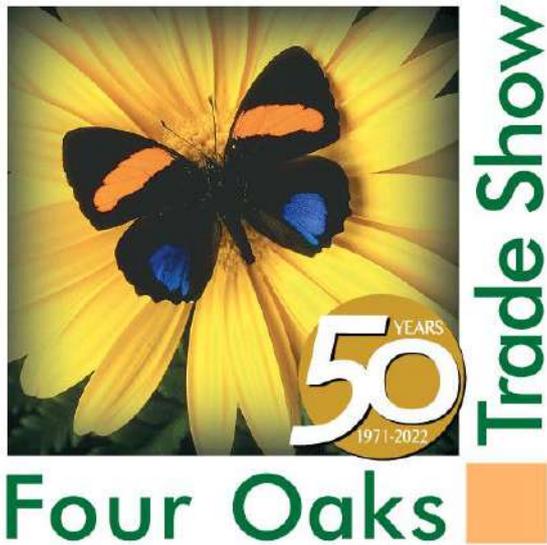
Of course we wouldn't all know about this range if it wasn't for the amazing work of the sales team who ensure they are fully aware of what's looking good and back it up with great horticultural knowledge. They are always able to answer technical questions too about how this are grown and why their products are such good value. On the few occasions i have had to request a credit, there has never been a fuss, just sincere apologies and the clear desire to rectify anything that may have good wrong. Hannah is an absolute star and I am delighted to be able to deal Her and Allensmore Nursery.

Always bright, cheerful and helpful.

I deal with several exceptional sales agents, but Hannah is consistently the most enthusiastic and dynamic of the crowd, she really knows her customers needs and the right time to send out stock - compared to other suppliers, Allensmores' stock is always outstanding and at the perfect stage to sell, I believe this is partly down to Hannah's advocating this on her customers account. I'm always half expecting to be told she has been promoted out of sales, that would be a sad day for me.

Hannah is friendly, polite and always takes the time to get the best quality stock and gives great recommendations as to whats looking good.

Excellent customer service over the phone.



### **CONTINUED / HANNAH GROOME – ALLENSMORE NURSERIES**

Hannah is a superb Account manager. Everything you would expect and more. She communicates efficiently and shares updates in a clear and concise manner. She has a very human approach to our account and is attentive throughout, giving the same level of service to the smallest and the largest sites she delivers consistently week in week out.

She is very thorough with a tremendous attention to detail. Hannah is a credit to Allensmore.

Always professional , Happy and outgoing attitude , who can always do the best for you, customer service is exemplary, has the customer and business at heart , always willing to do that extra bit for you.

I have been dealing with Hannah as my rep for Allensmore for several years now. She is exceptionally good at tailoring her service to the individual client. She clearly spends time seeing whats happening with crops and I have never not known her to be able to answer questions about whats ready soon, looking good or running short etc.

She is always enthusiastic and knowledgeable about Allensmore range and you feel well looked after because she keeps you well informed and is always available if you need answers, info or something put right.

The service has been seeming unaffected despite the difficulties of trading through the Pandemic and recent unprecedented heat waves. This smooth service sets Allensmore apart and Hannah is very much part of this professionalism.

She puts her heart and soul into her work and it definitely shows. I can't think of any better rep and would recommend her to anyone.



### **KYLE ROSS – WYEVALE NURSERIES LTD**

Kyle Ross is a full-time Production Manager at Wyevale Nurseries, where his colleagues describe him as inspiring, supportive, committed to change and great fun. Kyle Ross is a full-time Production Manager at Wyevale Nurseries, where his colleagues describe him as inspiring, supportive, committed to change and great fun. He has a BSc in Horticulture from Pershore College and is one of the company's young 'homegrown' managers, having successfully completed its management training scheme.

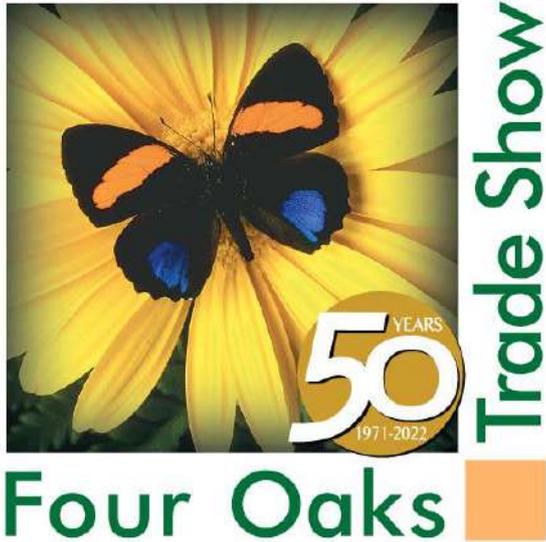
Why Kyle is truly excellent:

Head of Business Support, Carol Dickinson says: "Kyle is a truly inspirational young man and an absolute asset to our business. His work ethic is outstanding and his enthusiasm for plant health and biosecurity is infectious. He is a true ambassador for Wyevale Nurseries, our sector's Plant Health and for the youth in horticulture too."

Kyle started his career at Wyevale Nurseries on its Management Trainee Programme in 2016, which is a two-year course. Eighteen months in, he was doing so well he carved out a vital role in the team as Plant Health Coordinator.

In 2018, he accepted the position as Production Manager for the container production site and has been in that role for more than four years. He manages four internal departments – crop protection, growing, stock control and new product development.

Kyle says: "I thoroughly enjoy my job, as no two days at work are ever the same. I am constantly learning and helping those around me to learn too. The challenge of developing the business to adapt to changes in the outside world – environmental, climate, economy etc is what drives me every day."



## **CONTINUED / KYLE ROSS – WYEVALE NURSERIES LTD**

Inspiration for other young horticulturalists:

He's a proactive committee member for the Young People in Horticulture Association, which he joined in 2021 and is now the Bursary Manager. The association is a great passion of Kyle's, as it helps likeminded young horticulturalists to share thoughts and ideas. It provides a welcoming community and encourages youth into the sector.

He has also received recognition in the media for being one of the horticultural industry's new generation of young, inspirational and influential plantspeople and was nominated for HortWeek's 30 under 30.

Plant health:

In his six years with the business so far, Kyle has been the driving force behind ensuring Wyevale Nurseries was one of the first hardy nursery growers in the UK to achieve a Plant Healthy certified status.

He is a huge champion of plant health, not only at Wyevale Nurseries, but across the industry and is happy to talk to organisations and other nurseries about it.

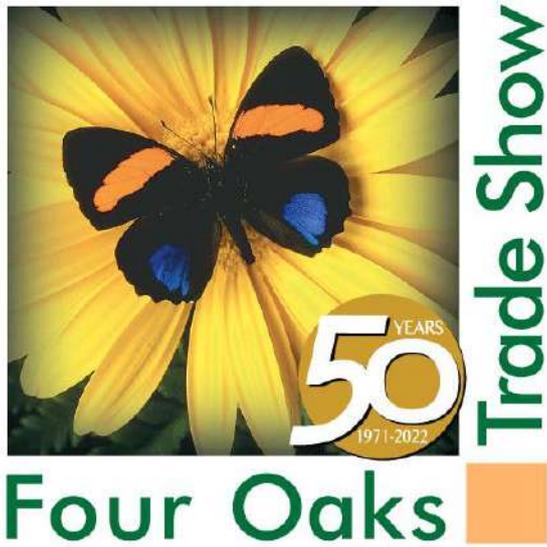
Kyle was also a member of the steering group, which introduced the Defra-endorsed Plant Health Alliance's Plant Healthy Certification scheme.

He constantly educates and raises awareness both at work and to the wider world across his social media, particularly on LinkedIn and has been commissioned to write pieces for HortWeek on the subject.

New product development:

He has helped bring to market several new products in the Wyevale Nurseries' range, which have gone on to be very successful sellers.

Of these, Kyle's favourites, to date, include *Dryopteris Jurassic Gold* and *Euonymus White Spire*.



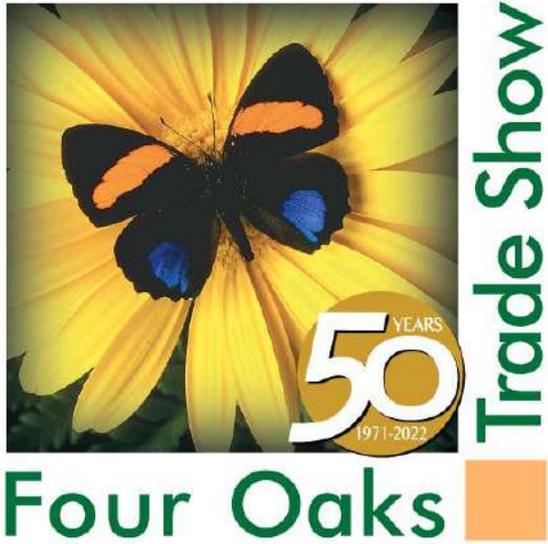
### PAUL HAYNES – ZEST

A well-known member of the garden industry and a valued member of the Zest Outdoor Living sales team, Paul Haynes is the perfect person to win the Pat Coutts award. His generous spirit sees him spending time with his customers - always going above and beyond. Paul is well liked and respected by his colleagues and customers and is always there to support, solve problems or take the time to help in challenging situations. Paul's extensive timber knowledge and experience in the timber garden industry supports the retailer to ensure maximum sales by continually offering an excellent service.

Paul's upbeat whole-hearted personality, which we all love, brings something extra to our short company videos and the new product award presentations on stage at the NEC. Paul's passion for the environment makes him a keen supporter of Zest's environmental initiatives and often focuses the team's attention on continuous improvement and minimising waste.

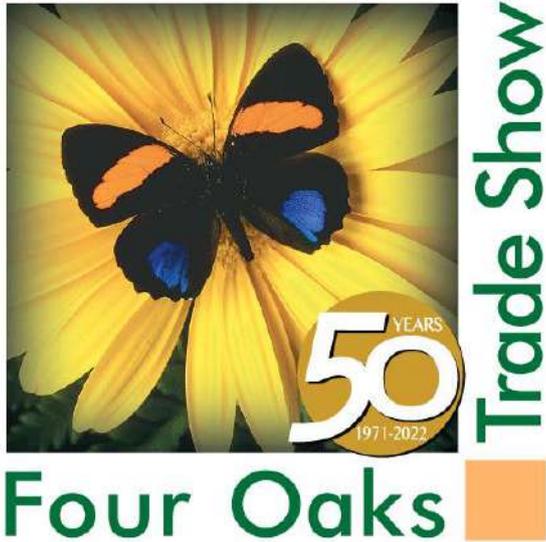
Paul's generous spirit has seen him complete several cycling events and marathons, raising money for a selection of charities. Paul's enthusiasm for fundraising is rewarding and encourages others to fundraise alongside him with other members of the Zest team, for example, the Manchester Marathon in 2022 along with a team of 18 runners.

A well-known and keen supporter of all industry events from trade shows to retail networking, Paul always brings his positivity and enthusiasm to every occasion.



**TRACEY ROWLEY - ALLENSMORE NURSERIES**

Tracey is always consistent with quality of stock. She sends weekly photos of all looking good stock straight to Whatsapp. Very friendly and nothing is too much trouble. Any issues sorted straight away. Best place to buy stonking big plants at a reasonable price!



## ALISTAIR WILLIAMS – SOUTHERN TRIDENT

Al joined Southern Trident just last October as our Digital and E-Commerce Manager and immediately set about reviewing everything we do digitally. He quickly went about learning all about the business, our products and both the demographics and needs of our customers and potential customers.

He then wrote a complete digital strategy into how we best engage with all of our customers be they online retailers, garden centres and ultimately consumers, looking at how we engage with all of those different strands of our business.

After circulating the strategy he spent time engaging with the business, explaining his thought process and opened our eyes into looking at things in a different way whilst still being open himself to comments and discussions to form the final version of the ongoing strategy.

He then set about engaging with our design agency and a web designer as to how we could best communicate with our different customers to give the not only easy to use websites but be as informative as possible.

This led to the complete redesign and relaunch of our corporate [southerntrident.com](https://southerntrident.com) website our [cocoandcoir.com](https://cocoandcoir.com) brand consumer website. Furthermore Al developed and launched a brand-new website [harmonygardens.uk](https://harmonygardens.uk) extolling the virtues of the worlds only carbon neutral and peat-free compost. That's three new websites!

As part of this programme of works Al then developed a Social Media strategy looking at how we communicate not only on Facebook, Twitter and LinkedIn as we had previously but also how we could communicate with younger gardeners through the use of Instagram and more latterly beginning to develop short videos to use on TikTok. To ensure we could truly engage Al started working with influencers like Daisy Payne to create how to videos and created our very own Green Gardeners Guild to encourage consumers to send us pictures of what they were up to, all fantastic ways to drive our business and brand forward [https://youtu.be/2\\_ZqJqH6VRE](https://youtu.be/2_ZqJqH6VRE)

During this process Al put in a massive effort constantly putting the extra effort as each website launched to check, monitor and amend to ensure they ran smoothly. I sometimes wondered if he actually slept at times such was his commitment to get everything right.

This entire piece of digital marketing and communication was conceived, developed and launched within 8 months of Al joining the business and initially knowing little about the gardening market. An excellent piece of work mixing Al's knowledge and expertise in the digital world and his desire to learn and understand the new business and market he has entered.



## CATHERINE DAWSON - MELCOURT

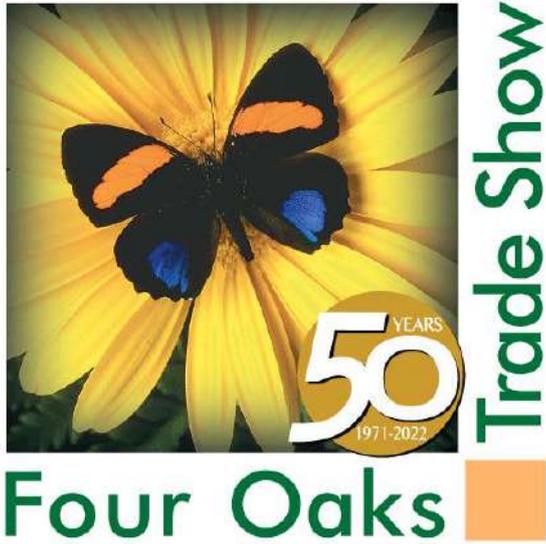
Catherine Dawson joined Melcourt Ltd in 1992 as the Technical Manager and in 2009 was promoted to Technical Director. During the early days of her career at Melcourt she identified a by-product material from the bark industry that could be made into a peat-free growing media and this eventually became the Melcourt Sylvamix Peat-free compost. Over many years of trials this went into commercial production in 2001. Catherine has continued refining the Sylvamix peat-free compost range from those early days to become the UK market leader in peat-free growing media.

In 2014 Melcourt launched the SylvaGrow multipurpose compost which has now developed into a complete retail range of peat-free products. Catherine oversees the quality controls of the raw materials that are used to ensure the SylvaGrow products are market-leading and have achieved numerous 'Best Buy' from the Consumer Association Which? Gardening and these products are the only growing media to be RHS endorsed.

In 2018 Melcourt has been granted the Royal Warrant by HRH The Prince of Wales for the supply and manufacture of Peat-free Organic Growing Media and in 2022 Melcourt has been granted the Royal Warrant for the HM the Queen for the supply of Horticultural Products.

Without Catherine's dedication in all aspects of business, and the driving force we would have not been granted these Royal Warrants. Through Catherine's career she has been Chairperson of The Growing Media Association, she has worked tirelessly with the committee that has developed recently the Responsible Sourcing of Growing Media Scheme. Catherine is also passionate about putting back into the industry, given talks on sustainable growing media to organisations such as the IPPS, colleges and local horticultural discussion groups.

When horticultural students contact her for advice or need assistance with their projects on growing media or need help understanding nutrient analysis - no problem no matter how busy she is with Melcourt work she finds the time to help the next generation. Catherine is the UK leading authority in Peat-free Growing media and without the work that she has done over many years in UK horticulture the industry would not be where we are in the reduction of Peat usage.



### **JOHAN VAN GENT– PLANTLINE UK LTD**

Johan has been our rep for Plantline for many years. He has always been extremely friendly towards his customers, he's very professional and has great knowledge on the plants they sell.

Nothing has very been too much trouble when dealing with Johan.

He truly deserves this award as he's been our industry for many years and always being very helpful and nothing is too much trouble. He's a great asset to Plantline Uk Ltd.



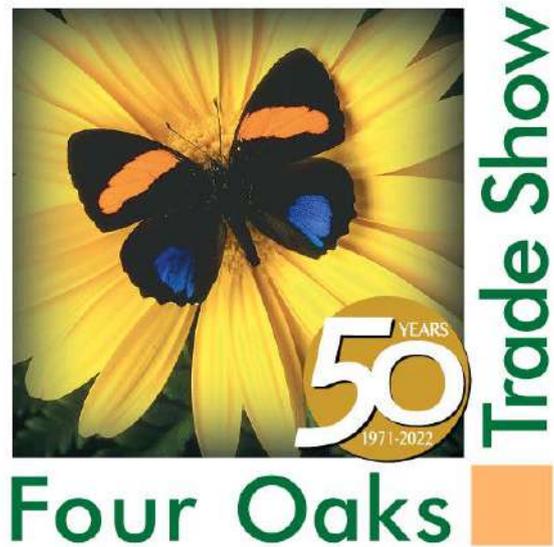
### **LAUREN BARKER – AGRIGEM LTD**

Lauren Barker is a BASIS- qualified technical sales specialist with an unmatched knowledge of all products for the horticultural industry. She has been with Agrigem for almost five years and has continued her journey as leading voice in the horticultural industry.

With the restriction and removal of many chemical pesticides in recent years, Lauren has become a vocal advocate and pioneer of biopesticides as an alternative source, leading to more sustainable and environmentally friendly growing. Within the last year she has also been trialling silicon based horticultural products in a few select nurseries and results have proven a reduction in disease and pest activity, plus an enhanced resilience to stress and extreme temperatures.

Lauren's client base includes large horticultural nurseries, Christmas Tree growers, fruit farms and forestry management. She consistently cares for and nurtures her relationships ensuring her clients have the right products for what they are growing. Always willing to pick up the phone, Lauren also visits her clients regularly, often driving hundreds of miles to maintain those relationships.

Lauren is a bastion of the industry, promoting green and sustainable products and offering unparalleled technical advice. Lauren truly is a jewel in the crown of the Agrigem family.



### **MARC VAN NOPPEN – IMPULSE PLANTS**

Marc is very approachable and passionate about plants, he really strives to upsell top quality plants,

With a laid back friendly approach Marc is really easy to talk to, for us to gain an understanding between supplier and garden centre needs (as we are all different) he will do his utmost to send me any pictures deals promos he can! Marc is very passionate about plants and wants to ensure all garden centres are stocked with the right plant at the right time.

If I have any issues (paperwork/it) related Marc is on it and will go out his way to make sure it is put right. We have discussed webshop and how to make processes easier and more efficient for us to work with, all of which he has taken on board and fed back to his team.

I like the fact that Marc is professional, & very knowledgeable, friendly and approachable manner, has taken the time for site visits to build relationships, which has worked as I keep buying from him!



## NEIL WILLIAMS - PETERSFIELD GROWING MEDIUMS

Neil Williams has been the driving force behind Petersfield Growing Mediums for many years, (31), his determination, perseverance and ingenuity have led to award winning products and record-breaking sales for Petersfield. Neil is solely responsible for sales, technical support and product development along with a lead role in raw material procurement.

Neil has led the research into peat free composts for Petersfield for over 30 years, running regular trials and actually developing new assessment / comparison protocols to better judge the trials results. This has also included working with important customers such as RBG Kew, The National Trust, The Royal Horticultural Society, local Authorities etc. there has also been a lot of work with material suppliers to source, improve and adopt new ingredients.

These efforts have led to products that have consistently out-performed competitors' offerings (most of whom are still playing catch-up)

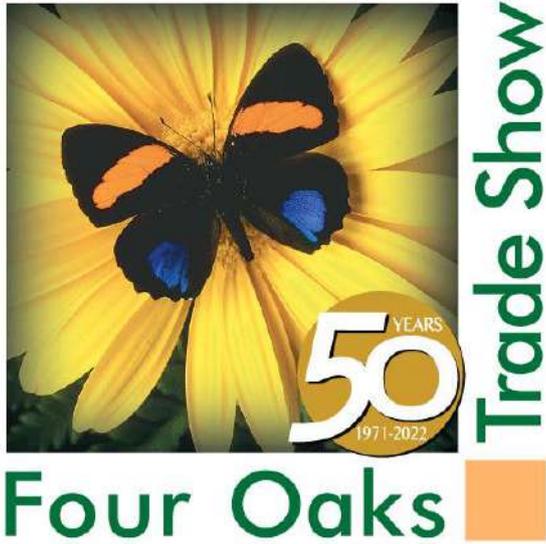
Working initially with RBG Kew 20 years ago, Neil developed a game changing, long term soil profile that has changed the way plants are grown and maintained in plant collections and conservatories. This profile is now in widespread use with excellent results.

Neil was responsible for the product development and sales that led to Petersfield being awarded a Warrant of Approval for Her Majesty The Queen in 2007, something he is justifiably proud of.

His common-sense application of his encyclopaedic knowledge leads Neil to provide very accomplished mixes to perfectly suit the grower's requirements.

Neil has and continues to inform, lobby and generally berate our "political masters" as to the value of our industry and has notably chastised their efforts to use horticulture as a dumping ground for other industries waste problems, to the point that he been described by one government body as "bit of a trouble maker", so far, his favourite accolade!

Since the untimely death 10 years ago of his colleague, the much-missed Chris Husband, Neil has worked largely on his own with minimal support to diversify the product / customer base, enhance the product and service offering and keep Petersfield as successful as they undoubtedly are, a herculean effort that undoubtedly deserves recognition.



### **PATRICK FAIRWEATHER – FAIRWEATHERS**

Patrick exhibits the perfect blend of leadership and human relationship skills, he makes all our team inclusive and is an inspiration, making us productive and as successful as Fairweather's Nursery. He is forever striving for new innovative and sustainable solutions such as LED lighting to grow all year round in Fairweather's propagation unit and a rainwater harvesting system. He is always 20 steps ahead looking into new ideas and projects and although we wish him to slow down, his ideas come to fruition.

Patrick also took the innovation in making Fairweather's the UK's number one Agapanthus grower. Fairweather's now grow half million Agapanthus a year delivered not only around the UK but exporting all over Europe.

Over eight years ago Patrick took on an Agapanthus collection and has since worked alongside the RHS for the AGM trials. He decided to open the nursery to the public so they could see just how wonderful these plants are. Through these open days Patrick and the nursery team have raised over £19,900 for the National Garden Schemes charity!

If running a wholesale nursery wasn't enough, he boldly stepped into his late father's shoes in running Fairweather's Garden Centre. Today Patrick splits his time between nursery, garden centre and 'Steff's Kitchen, the garden centre restaurant. The garden centre team includes his mother – who will be 90 this year and is still working!

One of Patrick's joys in life is travelling to far flung places around the world but we all know that he can't stop thinking about horticulture, new varieties and visiting new nurseries – much to the annoyance of this lovely wife!

Patrick also loves good food and experiencing food from many different countries when traveling and in the UK. He is well known amongst some of the other trade show exhibitors for finding the best, not always expensive restaurant. One favourite restaurant being Yara (Lebanese) in Alderley Edge, a great favourite each year when we attend The Fours Trade Show. Why have we nominated Patrick? As a leader it's really important to make sure that employees are getting the respect they deserve and to recognise employees – Patrick certainly does this and has created a culture that we all enjoy.

Thank you, Patrick, – we wouldn't want you any other way!



### **SARAH WANT - MOREPEOPLE**

Sarah Want joined MorePeople in April 2019 from being a Waitrose employee, and began her recruitment career within Horticulture having no previous experience. Fast forward 3 short years, Sarah is now an expert within Horticulture recruitment and has fully emersed herself into the industry.

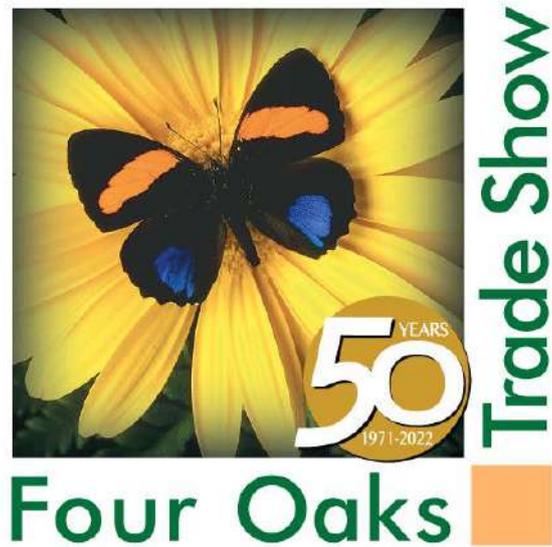
Sarah is proactive in new industry initiatives to fight the cause for young people coming into the sector and in doing so has thrown herself into the world of Horticulture. She joined the Young People in Horticulture Association as Blog & Social Media Assistant off her own back and spends her own time working with the group participating in podcasts, events and so on. Sarah has completed her RHS Level 2 in Horticulture which has only aided her ability to offer great advice to clients on attracting new and young talent into their business.

Through MorePeople Sarah has volunteered herself for opportunities and situations many her age wouldn't, taking part in various speaking events around the industry – including being on an expert panel at this year's Four Oaks event. Sarah has visited universities to talk first hand with students on working in horticulture, including RAU, Writtle and Nottingham. She has also attended our own Industry Networking events, often being the only female in attendance, but holding her own due to her passion and knowledge.

This year, she is close to being the top performer within the business in terms of financial performance – only sitting behind our two most long-standing employees who have been here 10 and 12 years! This proves the hard work, understanding and passion Sarah has for the horticulture industry, enabling her to successfully place so many candidates and build such an amazing group of clients who want to work with her.

At 25 years old Sarah is just getting started and is regularly used as an example and yardstick for new joiners into MorePeople, frequently involved in our interviewing processes and was also promoted to Team Manager earlier this year where she is successfully showing others the ropes and progressing their recruitment careers.

We're sure you'll agree why we think Sarah deserves an Award for Excellence.



### **ANDY CHINNERY – EXCELERATE LTD**

With a wealth of experience in the packaging industry, Andy Chinnery possesses a high awareness and in-depth knowledge of a client's everyday requirements, relating to their own product wrapping operations. His ability to listen and comprehend the numerous issues that nurseries face, including logistics, storage, and temperature control, allow Andy to put together solutions that genuinely help the client's ability to reduce costs while also maintaining high quality output of plants and other products.

Andy has worked for Excelerate Ltd since its inception as Technical Director and has maintained this role throughout his career. His long service has provided him with a detailed appreciation of the needs and challenges facing the horticultural industry to this day. This allows him to propose new products that significantly improve the wrapping and storage of plants, increasing efficiency and return on investment as a direct result.

Going the extra mile for prospects and existing customers is simply an everyday routine for Andy. Realising just how important an established or new business is to their owner or manager, he prefers the personal touch to his method of operation; Andy will go out of his way to make a direct visit to site, be it for product trials, demonstrations, quarterly reviews or problem solving. Andy is tireless in ensuring customers receive the best possible service to achieve their own targets, carefully building relationships over months and years to the point where he intuitively knows the best possible solution for their operations.

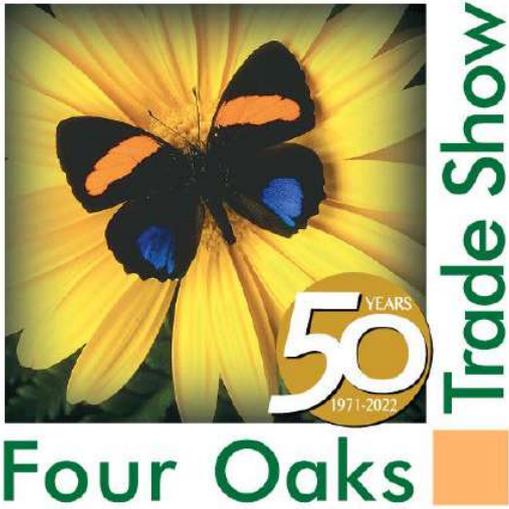
Andy is a genuinely amenable individual who willingly takes his time to learn more about his various clients. His patient, thoughtful approach rewards customers with a more tailored solution to their needs and maintains the highly valued contact that Andy seeks from each and every visit made.



## **ANDY DORMAN – MOCKRIDGE NURSERIES**

I would like to nominate my Dad for this award. He has built up our family business from absolutely nothing with nothing and made it the blooming company that it is today. He has put all of his time and effort into making a family business that can be passed on so that the family can take it on and be part of it. We have our ups and downs like every family but it's something that I'm extremely proud of to show what we have created. My dad always goes out of his way to help others.

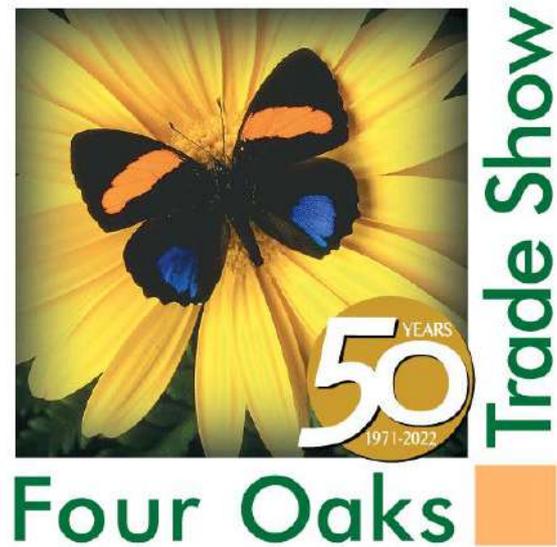
Pat helped us set up with our first show a number of years ago and was always extremely helpful every year in making sure we had what we needed. It will be extremely sad to not see her around at the shows.



**AMY MOORE – BLOCKBLITZ LTD**

Amy is like a ray of sunshine! She brightens our day on a daily basis and you can always rely on her for a smile.

She always works very hard and the workplace just wouldn't be the same without her. Lovely to have this chance to say a big thank you :-)



## **JOE HIGGINS – BLUEPOINT TAGS AND LABELS**

500 words may not be enough to praise Joe, despite being new to the industry, he's really embraced Bluepoint's strong customer-focused ethos, especially wowing our horticultural clients with his energy, efficiency and good nature.

He's enthusiastic and eager to learn - and there's a lot to learn with our premium range of labels, manufactured for multiple sectors. Joe goes the extra mile to ensure our clients are completely happy, with great communication, keeping them informed and feeling truly valued.

Joe's looking forward to attending his very first trade show and what better show to attend than Four Oaks, the premium Show for the Horticulture Trade! He'll welcome our new and existing clients to the stand with a warm smile, friendly nature and willingness to help.

Joe's infectious, upbeat personality brightens the office and all who work with him. It's certainly great to have the opportunity to recognise the important contribution colleagues make especially in a relatively small company, with a big future. He really cares about his work and our customers, that's why we really care about him and feel this should be recognised not just by us!



### **MARTIN MOBBS – LINESIDE NURSERY**

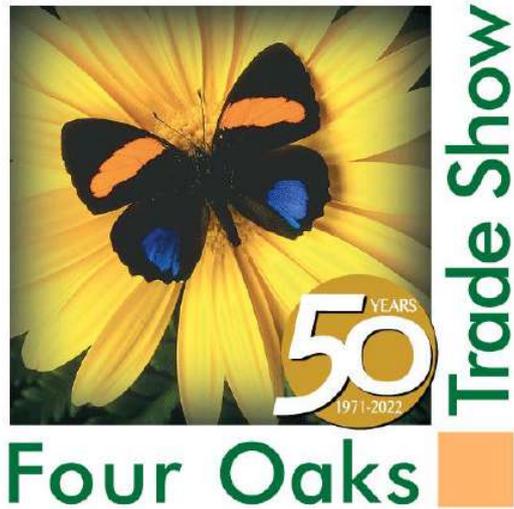
Martin trained and worked in horticulture for 15 years before achieving his ambition of running his own nursery, which he has done for the past 30 years. During all this time he has been committed to improving his skills and knowledge in order to deliver the best experience to his customers, colleagues and casual workers. He is also happy to pass on his expertise. We have helped many nurseries to repair, reclad or replace their polytunnels. As well as taking time to answer questions posed by newcomers to the industry, he has given practical demonstrations to local gardening clubs and WIs. He is now exploring opportunities to offer work experience or apprenticeships at his nursery.

As with all businesses, especially those that depend so heavily on the weather and plant growth, there have been challenges to overcome, but Martin's forward planning and tenacity have minimised the impact of these. Initially renting a nursery site which had facilities at either end of a cattle yard, it took 4 years to find a suitable affordable site to move the business to, followed by a 12-month battle to get planning permission. By this time Martin's fear had been realised – foot and mouth had returned to this country and vehicle movements through the farmyard were prohibited. But he carried on delivering customers' orders by disinfecting his boots and the wheelbarrow tyre on the numerous trips that it took to get the plants from walled garden to Land Rover and trailer.

On the few occasions when a batch of plants have failed to reach a high enough standard, Martin's disappointment has been led by a worry that he has let his customer down, rather than a concern for his profit margin. Some of those customers have bought plants from him for all 30 years, while others came to us at the start of the pandemic when their usual suppliers were unable to continue as normal. Determined not to contract the virus, Martin employed only close family members and he adapted a newly-acquired van to allow us to travel freely without coming into contact with anyone else.

In other years, Martin has employed people from the local community as casual labour, none of whom had previous nursery experience. He himself works whatever hours are necessary to complete the job, through rain, frost, gales and heatwaves. He carries out nearly all the production, and most deliveries, himself. Hence the nursery's slogan: 'From cutting to customer'.

Perhaps his most admirable quality is to have the courage to take bold new steps. With no other horticulturists in his family, he left home at 18 to do his pre-entry year and OND 100 miles from his native Birmingham. He was brave enough to go self-employed when his wife was a full-time Mum of two children under the age of 3. More recently, he abandoned the use of peat-based composts when many in the industry said it couldn't be done. Through trial and error, he has shown that it can!

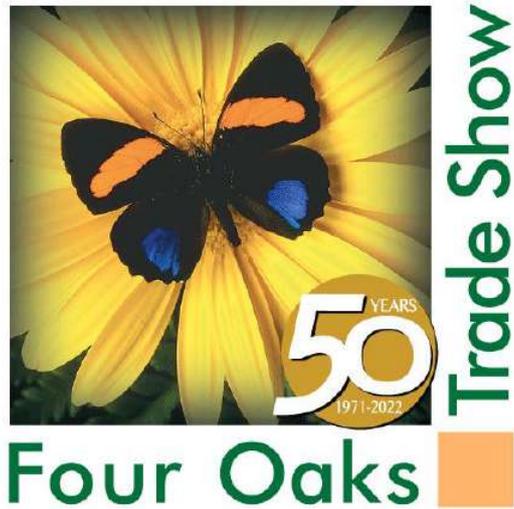


## **PAUL JACKSON – MNP FLOWERS**

Paul has had a significant impact on the industry over the years in his various roles which deserves recognition.

Currently working as Brand Ambassador for MNP/Suntory, previously supplying cuttings from Channel Island Plants, Paul has helped a significant number of growers over the years. His quiet manner underplays the attention to detail & assistance Paul has always freely given.

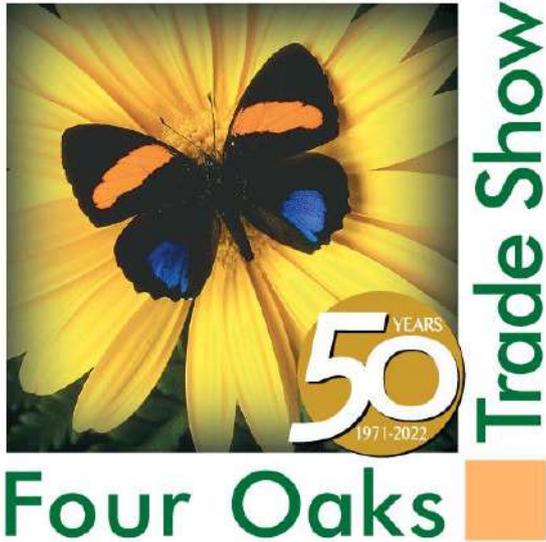
Whether that be in time, advise on varieties, suggestions in changing a production system or testing new varieties. Probably all bedding plant growers & most of the retailers have been helped in some way by Paul's work in the background.



### **PAUL STOLWIJK – STOLWIJK'S**

Very polite, knowledgeable and friendly, always trying to his customers exactly what they require, supplies superb quality plants and very tasty waffles!

Like Pat he always goes out of his way to get the job done. :)



### **PHIL CROCKER – EBTECH GLASSHOUSE SYSTEMS**

Phil Crocker joined Ebtech Glasshouse Systems as our Sales Manager 5 years ago coming from a growing background

Phil gets stuck into so many different roles from general sales, surveys, project management, estimating, problem solving and even on site installing

Regularly in the office as the sun rises and leaving when it sets, Phil's work rate is way and above beyond what is expected of an employee and goes about his work without any fuss.

If a job needs completing, he will stay away from home on that Friday night to ensure it is finished.

Phil has been known to have worked on site till late at night in Ireland and then travel to the next job in Scotland to only have a few hours sleep between, just goes to sure the pure dedication he has to the company and says a lot about the character of the person

To have an employee like Phil at the company is a massive asset that should not and does not go unnoticed and he doesn't just go that extra mile, he goes way beyond that, supporting the company and myself to make our business a success

Phil's attention to detail on projects helps reduce needless costs and wins the trust of the client and coming from a growing background he understands the needs of a grower better than most.

A more than worthy candidate for special recognition as Phil just keeps doing this week on week without asking for praise and without complaint.