

New Sales Manager for France & Switzerland

Below Andréa Gayet, Biogrow's new Sales Manager for France & Switzerland, tells us about her educational and professional background before arriving at Biogrow.

"Since high school, my choice has mainly been focused on agricultural schools. I started with a horticulture technician diploma and then went to the Angers agricultural school, where I completed training in commerce and management then completed a master's degree in Agribusiness. After numerous internships carried out during my studies in different structures in the agricultural sector, I began my professional career as a fruit and vegetable salesperson.

Being the daughter of an apple producer, I have always been attracted to the agricultural sector. It is a very interesting sector with multiple facets and offers great professional opportunities.



There are numerous reasons that made me want to join Biogrow. What I liked first of all was working with a renewable product, which corresponds to both current and global issues.

For me it is important in our work to be in line with our personal values. In addition, Biogrow is a developing and dynamic company that is always open to new projects. Its international openness through its subsidiaries is also a plus, it allows you to discover and exchange with companies from all continents.

Finally, the position I currently hold within the company allows me to have a good balance between technology and business, which are the two areas in which I wanted to perform."

In addition to visiting customers & distributors in France Andréa has also had the opportunity to visit the Biogrow production sites in India & Sri Lanka.



Connect with us:


www.bio-grow.com

contact@bio-grow.com


+33 (0) 468 373 939

Edition

08

Made with VISME

"The growing media industry wants to develop a set of principles and criteria for the responsible production of coir in order to provide certainty and unambiguous answers regarding the origin and history of coir materials."

Responsibly Produced Coir

The need for sustainably produced products is growing rapidly. New regulations and legislation at national and international level, critical retail and a more conscious consumer promote this development. This also has major consequences for products produced by the horticulture industry and the supplying companies, including growing media. Growing media are an essential part of the cultivation of many horticultural crops. These can be crops such as fruits, vegetables or herbs, but also ornamental and tree nursery crops. Fruits, vegetables and herbs form the basic food supply. Ornamental products, including shrubs and trees, are important for human well-being and the greening of cities. In addition, tree nursery products are also important for the preservation and expansion of forests.

The producers of growing media are confronted with questions and demands about performance and transparency. Answers to this need to be found and solutions must be devised. Coir products such as coir-pith and coir-fibre are an important component for growing media nowadays. The development mentioned with regard to sustainability, has led to questions about the responsible production of coir products. For this reason, a group of coir producers has asked RHP, knowledge centre for growing media, to develop a scheme to secure responsible practices in the coir supply chain. This development fits in with the European regulations that will be implemented in the nearby future, including CSRD (corporate sustainability reporting directive).



Following the initiative of the coir producers, RHP organised a kick-off meeting in Woerden, the Netherlands in May 2023. Representatives of the supply chain were invited to discuss the usefulness and need for responsible sourcing. The meeting provided input and support from a wide range of stakeholders. The discussions in Woerden have convincingly shown that there is a need for transparency in the coir supply chain. RHP will therefore work together with the coir companies to develop principles and criteria (P&C) for responsible sourcing of coir components for growing media. In the growing media sector, P&C have already been developed for responsible sourcing of peat materials (RPP). Stakeholders have expressed their preference for responsible sourcing of *all components* for growing media. When developing a scheme for coir products, it is kept in mind that a system and method could ultimately also be applicable for other materials that are processed in growing media. Foundation RHP is the principal for the development of the RPC scheme. For the management and application of RPC in practice, the scheme will be embedded in the RHP organisation.

Vision

The growing media industry wants to develop a set of principles and criteria for the responsible production of coir in order to provide certainty and unambiguous answers regarding the origin and history of coir materials. To ensure that the requirements are met, independent and objective assessment takes place at production companies and in the value chain. This is reflected in Responsibly Produced Coir (RPC) certification. Of all aspects of a responsible coir value chain, the following are essential for a credible and relevant certification program: *Social responsibility*: a safe and healthy working environment is a prerequisite, which includes protection against coconut dust, heat and dehydration with sufficient personal protection for the safe handling of machines. *Environmental Responsibility*: wise water and chemical use at processing sites and proper wastewater treatment are essential to prevent local water scarcity and pollution.

Read the full article on our website



Connect with us:



www.bio-grow.com



contact@bio-grow.com



+33 (0) 468 373 939

EDITION

08

Made with VISME

"At Biogrow, we are constantly looking for new ways to make our production facilities as environmentally friendly as possible."



Solar energy increasingly used at Biogrow sites

Biogrow Substrates is proud to announce that we're one step closer to running our operations sustainably. Not only is the coconut a sustainable product, but now we will be using renewable energy in the form of solar power, to run some of our grow bags production.

While full sustainability is our long-term goal, every step we take towards preserving the environment, helps us protect our planet for future generations. To achieve this we are constantly looking for new ways to make our production facilities as environmentally friendly as possible. Over the last 18 months our teams in Sri Lanka & India have installed solar panels on the roofs of multiple buildings and at each site we're aiming to produce around 170,000 kWh each year, which equates to an annual saving of 170 tonnes of carbon.

The longer-term project is to produce all the electricity needed at our production sites through solar panels.



News in brief:

- Phase 2 of solar panel installation completed in Sri Lanka
- New maintenance department inaugurated in India.
- Follow the progress of the 2024 4L Trophy via Instagram

@les.echappeesbelles.



Come & meet us:



- **Hortiflorexpo IPM Beijing**

When : 23rd to 25th May 2024

Where : China International Centre, Beijing, China

- **Fruit Focus**

When : 10th July 2024

Where : NIAB, East Malling, Kent, UK

Connect with us:



www.bio-grow.com



contact@bio-grow.com



+33 (0) 468 373 939

EDITION

08

Made with VISME