

GERMANY

## IPM returns to Essen in January 2022

Messe Essen, organiser of the world's premier horticultural trade show IPM Essen, is adamant that the IPM show will go ahead on its planned dates between 25-28 January 2022.

After a break due to the pandemic, **IPM ESSEN is back**. The theme for the 2022 show is 'sustainable packaging'. With its products, horticulture makes a decisive contribution to climate protection. The industry's need to exchange ideas in person is therefore significant. Thanks to rising vaccination rates, the signs for the next IPM ESSEN are green. Numerous exhibitors from Germany and abroad have already confirmed their participation in the year's industry event and booked a stand.

Concerning the demand for flowers and plants, the conditions for a successful IPM ESSEN 2022 could not be better. The home as a cosy retreat and the garden as a lush green oasis of well-being play an even greater role with the consumer in times of pandemic. Self-sufficiency in fruits and vegetables is also back in fashion – especially among the younger generation.

About travel and accommodation

requirements, the starting position for IPM ESSEN in January 2022 has improved considerably. "Tests, vaccinations and a comprehensive hygiene concept allow trade fairs to be held safely again. We have the claim to confirm our position as the world's leading trade fair and continue to orient our trade fair planning to the international market," explains Oliver P. Kuhrt, managing director of Messe Essen. "We assume that we will organise an IPM ESSEN which, due to its cutting-edge subject matter and the communication needs of the industry, will be able to build on the successes of previous years."

New in 2022 is a show dedicated to sustainable packaging, providing a comprehensive overview of the market and offering sustainable packaging solutions. In addition to products made from recycled plastic, the focus is on plastic alternatives and reusable systems.



## CLIMATE CHANGE IS HERE

Dr David Bek is a Reader in Sustainable Economies based at the Research Centre for Business in Society at Coventry University (UK), where he co-leads the Sustainable Production and Consumption Cluster

The last decade has been the warmest on Planet Earth for 125,000 years, with average temperatures being 1.1 degrees higher than the pre-industrial era less than two centuries ago. According to the IPCC's 2021 report, this warming is causing discernible changes in weather and climate across the globe. What does this mean for the horticulture industry? Taking the floriculture industry as an example, there are clear threats in the major global production areas – East Africa is predicted to be a global 'hotspot' for temperature increases, whilst Holland and England's fenlands will confront erratic weather patterns and increased threats from rising sea levels. Furthermore, these changes are happening now, they are not a distant, existential threat. Changes in locations of production are inevitable in the very near future aligned to greater use of technology to control growing environments.

Horticulture has a key role to play in the drive towards 'net-zero' carbon emissions. Horticultural products themselves lie at the heart of wider climate change mitigation policies, especially the greening of spaces in urban areas. Whilst ornamental horticultural products offer every citizen the opportunity to contribute to the larger battle against climate change – each garden plant helps to trap carbon in the soil where it belongs, every garden or even window box can help to promote local biodiversity. The industry as a whole needs to loudly promote these benefits and bring consumers along the sustainability journey. Commercial players must get their own houses in order. Noise around sustainability in horticulture has grown exponentially in the last five years, with 'green' products and branding exploding within the horticultural marketplace. Now measurable and transparent actions are needed across the industry to make sure that initiatives are truly sustainable and not greenwash. Programmes such as the multi-stakeholder HortiFootprint project, which provides a robust tool for assessing environmental impacts suggest that the industry is grasping the nettle. The stakes could not be higher and it is vital that impactful sustainability measures are adopted as the norm across the industry as a whole as soon as possible. There is no more time to waste.

**Dr David Bek is the keynote speaker at AIPH Sustainability Conference on 30 September 2021**



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quintessentially floral holidays such as Valentine's Day and Mother's Day are leading indicators for France's €11 billion ornamentals industry. Sales for this year's Valentine's Day have been buoyant, with Jardin des Fleurs seeing a seven per cent and 14 per cent increase in turnover in 2020 and 2021, respectively. Mother's Day spending at Flora Nova's shop also was on the rise, with Jardin des fleurs reporting a 20 per cent increase in turnover for 2020 and Oya Fleur 28 per cent in that same year. Opening shops in the Var department, including new sales outlets in Draguignan, Sainte-Maxime and Fréjus, has also helped the company to be able to service the whole of France.

Of the 14,000 florists in France, only five per cent are franchised, although they account for 25 per cent of total turnover. Flora Nova strongly believes in its franchising formula.

Although Covid-19 and a series of lockdowns heavily battered French florists (-13 per cent of turnover in 2020 among independent florists), the Oya Fleurs & Le Jardin des Fleurs shops have been able to pull through thanks to the power of a national network and locations in city centres. Flora Nova has also been able to boost sales thanks to its website: the volume of orders has increased by 70 per cent this year.