

GROWERTALKS

GT in Brief

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AIPH and GreenTech Join Forces for Virtual Conference

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The International Association of Horticultural Producers (AIPH) has partnered with GreenTech worldwide events, the Floriculture Sustainability Initiative (FSI) and FloraCulture International (FCI) to create a virtual online international conference focused on “the path to sustainability in ornamental horticulture” on September 30, 2021. Royal FloraHolland and PERA are Headline Sponsors.

Speakers from around the world will evaluate what the industry is doing to become more sustainable, how we can measure progress and what the future holds. Following a keynote presentation from Dr. David Bek of Coventry University, the conference will discuss the role of certification and progress in key areas, including plastics, growing media, people and marketing.

Other speakers and panelists confirmed so far include:

- Jeroen Oudheusden—Floriculture Sustainability Initiative (FSI)
- Susannah Ball—Ball Horticultural Company, USA
- Steve Harper—Growing Media Responsible Sourcing Scheme, UK
- Melanie Dürr—Fairtrade International
- Maarten Banki—Royal FloraHolland
- Daan de Vries—MPS
- Kiki Fernandes—Marginpar, Kenya
- Dr Audrey Timm—AIPH
- Elise Wieringa—Royal Lemkes, the Netherlands
- Ximena Franco—Florverde Sustainable Flowers, Colombia
- Sven Hoping—Pöppelmann, Germany
- Cecilia Luetgebrune—Growing Media Europe
- Nada van Schouwenburg—Women Win, the Netherlands

- Dr. Charlie Hall—Texas A&M University, USA
- Leo Swart—Cresulant, the Netherlands

Commenting on the launch of the conference, ALPH Secretary General Tim Briercliffe, said, “The global ornamental horticulture industry makes such a positive contribution to the planet in so many ways, but to create a truly sustainable supply chain we need to share initiatives and work together. This conference provides the perfect platform for taking this forward.”

Conference attendance will cost \$27 USD. For more details and to register, visit aiph.org/event/sustainability-conference-2021. **GT**