



Growing Media
Europe

**Interactions between growing media and
organic fertiliser markets, products, companies**

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SOFIE Summit, 6 June 2019, Brussels

Growing Media Europe – the voice of the growing media sector on European level

- Founded 2016, AISBL
- General Assembly (29 Members)
- Board of Directors (5 people)
- Working Groups and Task Forces
- Secretariat in Brussels



SOFIE Summit 6 June 2019

Growing Media Europe – the voice of the growing media sector on European level

4 Fields of Action:

- Political Interest Representation
- Networking and Public Affairs
- Service to the Members
- Membership Development



EUROPEAN COMMISSION



Council of the
European Union

2019

Growing your food & Greening your life!

Global Food Security in an Urbanizing World

By 2050, **2/3** of the world's population will live in urban areas.



In the next 20 years,



of the world's population growth will occur in developing nations.

80%



of food for cities comes from domestic sources in rural areas.

The poorest households in the developing world spend

60-80%



of their incomes on food.

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- Organic fertilizers in growing media - some hard facts
 - 2 main types
 - Manure/ABP- based (bloodmeal, feather meal, bone meal etc)
 - OR
 - Plant-based (corn gluten meal, cacao shells, grape seed meal etc)
 - Dosage: 2-7 kg/m³
 - Nutrient recycling → contribution to circular economy
 - Applications
 - Actually mainly used for „organic“ GM in accordance with organic farming Regulation
 - Fast growing in the hobby market
 - Still low for professional market

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- Organic fertilizers in growing media - some challenges
 - Strong interaction/dynamics between GM and organic fertilizer
 - Microbiological activity to ensure optimum mineralisation
 - Confined environment (out of the soil growing)
 - External conditions (temp, oxygen, moisture) impact microbiological activity hence nutrient availability over time
 - Consistent performances required all year round
 - Safety aspects

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- Organic fertilizers in growing media - facing the challenges
 - Tailor made design in close cooperation between fertilizer producers of and GM producers
 - Mindshift from „waste-treatment“ or „by-products valorisation“ to product and application thinking
- A cheap way of fertilizing growing media in a more sustainable way?

„Organic“ is not per se sustainable

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What is a “sustainable” growing medium with a “sustainable” fertilisation:

- ✓ Fit for purpose = meeting agronomic efficiency criteria
- ✓ Low environmental footprint (product and production method)
- ✓ Economically viable
- ✓ Socially compliant



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Sustainable growing media are the future:

- Objectives of society
 1. Food security for a growing world population
 2. More fruits & vegetables for healthy nutrition
 3. Greener cities and living areas
 4. Afforestation for climate and biodiversity

- Challenges for growers
 1. Lack of labour
 2. Limited resources (water, fertiliser, land, ..)
 3. Extreme weather conditions

➔ Growing out of the soil is THE solution for a more sustainable horticulture!

...and the right organic fertiliser can help to reach this goal

Sustainability Agenda

"Growing Media Europe AISBL is a non-profit industry association representing the producers of growing media and soil improvers at European level. We promote optimum legislation for our sector and act as focal point for political decision makers and stakeholders."



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