2016 • AIPH INTERNATIONAL GROWER OF THE YEAR AWARDS

Entry closes 31 July 2015

www.aiph.org/groweroftheyear

AIPH

AIPH

The AIPH International Grower of the Year Awards brought to you by the International Association of Horticultural Producers (AIPH) recognise the best of the best nurseries from all over the world.

Founding Partner

FloraCulture international
WWW.FLORACULTURE.EU

Venue

IPM ESSEN · GERMANY

WHAT'S NEW FOR 2016?

Initiated and organised with our founding partner Floraculture International (FCI), the international magazine for ornamental horticulture, the awards promote best practice in global horticultural production. Top ornamental production nurseries will compete for the coveted Gold Rose with entries assessed by an international jury.

This is an exciting time to be involved in the Awards. This year we have made it easier to enter, added new categories, and bring you an even bigger and better venue than ever before.

- **Simpler entry** – This year's entry application consists of a simple entry form 'Entry form (A)' containing a number of key questions. Entrants can also enter in their native language.

- **New categories** – To increase entrants' chance of winning an award we have added three new categories to suit different types of grower businesses

- **New venue and date** – The Awards will be hosted during IPM Essen in Germany, the world's leading trade fair for horticulture, with IPM Essen as our venue. The Awards Gala Dinner will take place at the Messe Essen.

We are delighted to be hosting the Awards alongside IPM Essen which will ensure the largest possible audience of growers and media representatives from across the globe. Winning an award this year will be even more prestigious.

We do hope you will make the right decision to enter your company into the Awards and attend the Awards Gala Dinner in January.

Kind regards,

Vic Krahn
AIPH President

Tim Briercliffe
AIPH Secretary General

AIPH International Grower of the Year Awards 2014 - Qingdao, China

WHY ENTER?

- Demonstrate your professionalism
- Raise your profile
- Get the edge over your competition
- Increase customer satisfaction
- Attract new talent and customers
- Boost staff enthusiasm and commitment
- Benefit from a valuable commercial marketing tool

Big things happen if you are a winner in the AIPH International Grower of the Year Awards. As a winner you will raise the profile of your company on a global scale and improve your reputation as a leading, high quality grower.

With wider industry recognition your company will become even more desirable as a place to work, attracting new talent, increasing staff morale and decreasing staff turnover as a result.

An AIPH International Grower of the Year Award is a priceless marketing tool, supported by global coverage from the International trade media providing winners with maximum coverage. In fact winners receive an estimated €4,000 worth of trade media advertising.

"The whole team at Schoneveld were very proud to win the Gold Rose in 2014. Not only did winning this prize give our company international recognition but it has also provided us with a valuable marketing tool. The recognition by the jury, of our strengths in co-operating through the supply chain and international validation of all we are striving to achieve and the recognition by our industry peers means so much."

Peter van de Pol, Schoneveld Breeding, The Netherlands
Gold Rose Winner 2014

"We were thrilled to have been awarded the Gold Rose in the 2013 International Grower of the Year competition. Global recognition like this really makes our business stand out from the crowd. It undoubtedly has helped us drive growth and the staff think it is wonderful too. I would strongly encourage growers to enter the competition."

Bill Stensson, Sheridan Nurseries, Canada
Gold Rose Winner 2013

NEW CATEGORIES

For the first time in the history of the International Grower of the Year Awards, we will have categories covering different types of grower businesses. These have been introduced so the Awards can better represent the wide range of growers operating around the world and therefore give you a better opportunity to win an award.

THE CATEGORIES ARE:

Finished Plants & Trees
Growers of plants and trees that are ready for final sale.

Young Plants
Growers of cuttings, plugs, liners, seedlings etc., which are sold for growing on.

Cut Flowers
Growers of flowers and foliage which are cut for indoor decorative use.

The overall Gold Rose prize for AIPH International Grower of the Year will also continue, with each of the category winners put forward to be judged for the final and most prestigious award.

You may enter more than one category.

TIMELINE FOR THE ENTRY PROCESS

Sunday, 31 May 2015

Express interest.
If you wish to enter the Awards please contact **maria.wallin@aiph.org** to confirm your interest as well as your company name, contact details and the language you wish to enter in. This is a request and is not compulsory.

Friday, 31 July 2015

Deadline for entries

September 2015

Shortlisting
You will be notified if you've been shortlisted and asked to provide any additional information (if necessary).

October 2015

Judging
Final judging will take place at the AIPH Congress.

January 2016

Gala Dinner
The Awards Gala Dinner will take place at IPM Essen, Germany.

ENTRY CONDITIONS

LANGUAGE

Entries can be in English or in your native language. Each entry must be sent in a MS Word document by email to **maria.wallin@aiph.org** with any supporting documents in a MS Word document or PDF file.

If English is not your native language and you are not fluent, we would advise completing your entry in your native language and paying a small fee for a translation service. This will ensure your entry remains accurate and that the information provided comes across clearly to the judges. You can also receive all documents such as the instructions on how to enter and the full rules in your language.

If you wish to enter and receive documents in your native language please contact maria.wallin@aiph.org.

ADJUDICATION

Adjudication will be by an independent international judging panel selected and approved by AIPH Board Members. The judges' decisions are final.

General comment from the judges on the standard of individual entrants can be requested after the Awards are revealed in January 2016 and are intended as direction to entrants for future years.

ROUTES TO ENTRY

There are two routes to entry into the AIPH International Grower of the Year Awards:

1 Nomination

Nomination by AIPH member

You may be nominated by an AIPH member. Each AIPH member can nominate a maximum of three entrants per category, either from the results of a national competition or by acting as a trade reference where there is no national competition. AIPH members are organisations that represent the interests of ornamentals growers in their countries and regions; visit www.aiph.org to view the current AIPH member list.

Nomination by national trade organisation

Where there is no AIPH member in your home country, you may be nominated by a national trade body based in your home country. National trade bodies can nominate a maximum of three entrants per category either through a national competition or by acting as a trade reference.

2 Direct application

You may enter directly by nominating yourself. This option is only granted where there is no national trade body, or if you have no links to a national trade body in your home country. You will be expected to provide a minimum of two trade references and the jury may request further information. Please read Full Rules & Procedures 2016, at **www.aiph.org/groweroftheyear** to see the restrictions on who can act as a trade reference.

AIPH will contact and verify the organisation(s) that have nominated you or acted as trade references.

HOW TO ENTER

1 Select your category

Choose the category that best suits your business; you can select more than one if applicable. Read Full Rules & Procedures 2016 at **www.aiph.org/groweroftheyear**.

2 Secure your nomination or reference

Are you being nominated by an AIPH member or a national trade body, or do you need to collect trade references? Contact the AIPH member, national trade body or trade references now to ensure they are happy to nominate you/act as a trade reference.

3 Complete your entry

Answer every question on 'Entry form (A)' with as much information as possible and supply supporting documentation as well as trade references where necessary.

4 Sign off your entry

Send your completed entry to your nominator or trade references for review and sign off.

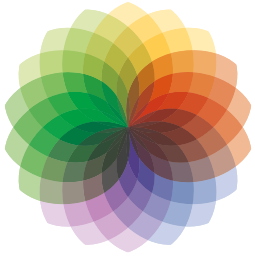
5 Submit your entry

CHECKLIST:

- Entry form (A)
- Trade references (If applicable)
- Supporting documents

Once your entry is complete email it to **maria.wallin@aiph.org** by Friday, 31 July 2015.

We look forward to receiving your entry!



AIPH

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