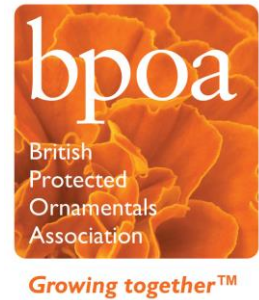


Home Grown – Mark and Labelling Scheme for ornamental horticulture products / plants, which primary function is to identify their ‘home grown’ or local nature.



“A Home Grown product is one that has undergone a modification and growing process with the input of substantial horticultural management and skill in the UK.”



Clarifications:

1. A product’s origin must be traceable to the grower/ producer who must be part of the Scheme.
2. An applicant for the Scheme must be registered by the BPOA and sign an agreement to the principles of the Code of Practice. Upon completion of this procedure, the mark (image files etc) will be distributed from the Executive Office directly to the Scheme Member who may then pass the information to the printer advising them of the contract terms and obligations, already agreed, which govern the use of the mark.
3. It was agreed that young plants and seedlings would not normally be labelled with the mark for traceability reasons. The Home Grown mark is only applicable to plants/ products ready for retail.
4. Any query regarding the status of propagation material, part finished plants imported from outside the UK or products comprising plants of varying origin, is to be referred to the Executive Officer.

## How to use Home Grown Labels and Marks Scheme

1. Use of the Home Grown logo to mark produce is free to members of the BPOA. Follow the link on the website <http://www.bpoaonline.co.uk> or write to BPOA at the postal address

BPOA  
PO Box 691  
Chichester  
PO19 9NA

Or email [bpoa@btconnect.com](mailto:bpoa@btconnect.com)

2. You will be supplied with an application form which you complete with details of your business and the use you propose for the mark.
3. You will be required to sign this agreement to signify your assent to the Code of Practice and self audit procedure also the rules governing the reproduction of the mark.
4. The completed application plus membership fee should be forwarded to BPOA. Upon receipt you will receive an acknowledgement.
5. Once the application has been accepted and approved you will receive a pack with further information including you certificate of registration and Scheme reference number. The image files will be distributed by email to you.

The Application form should also have with it the notes covering the 4 principles of the Home Grown code of practice and the rules governing the reproduction of the mark and a brief description of the self audit procedure.