

# **Growing Media Trends in South Africa**

IPPS 3- 5 March, Jules Kieser



# Introduction

- Jules Kieser – Distributor for Jiffy in South Africa and neighbouring countries.  
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- Jiffy – Global manufacturer of peat and cocopeat substrates, seedling pellets, growbags and other horticultural products.  
([www.jiffygroup.com](http://www.jiffygroup.com))



# Methodology

## **Global trends**

- Information gathered by Jiffy.
- Surveyed a number of global sales executives, head of marketing, etc.
- Information is more qualitative than quantitative.

## **South African Trends**

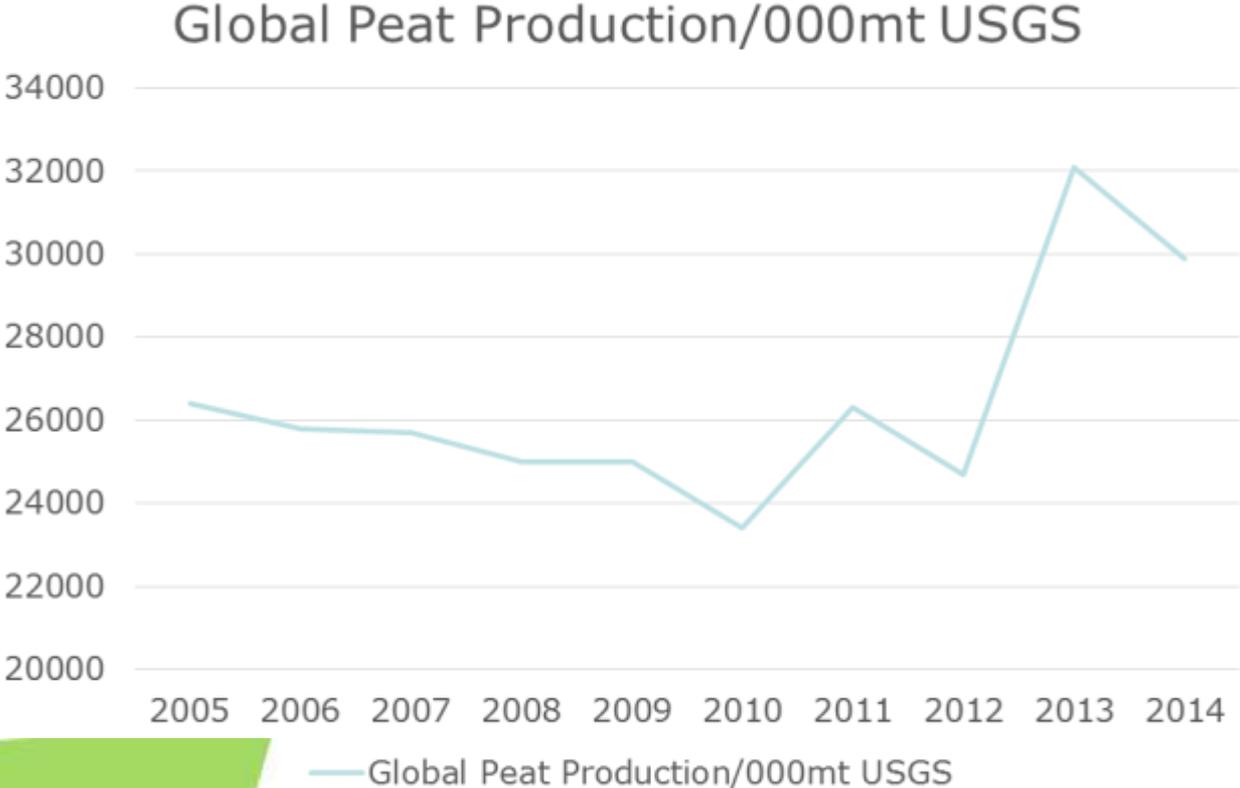
- Information gathered by surveying 33 growers in SA.
- Specific questionnaire was developed.
- Information is more qualitative than quantitative.

# **Global Trends**

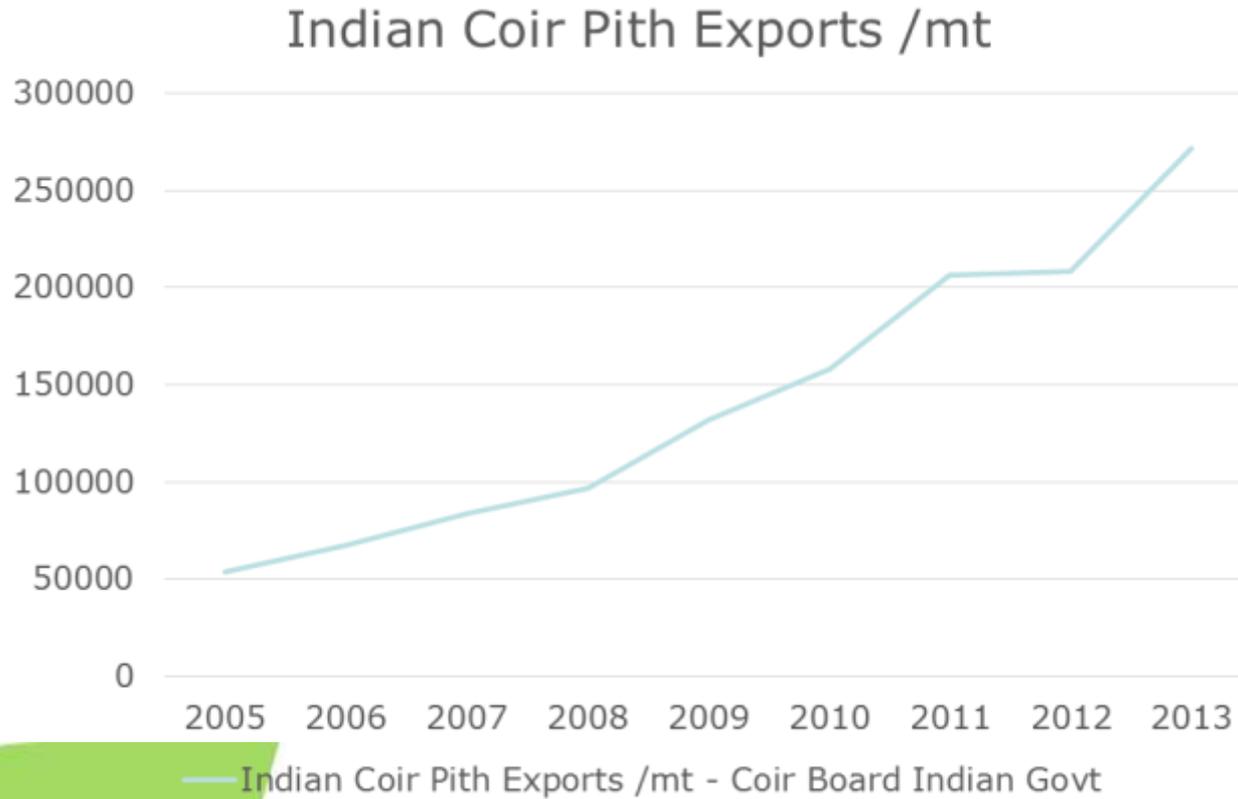
## **Who Surveyed and in what countries.**

- IPPS presentation Niagara Falls 2014 John Ronin, (Jiffy).
- Jiffy staff and distributors– Europe, Australia, North America.
- What are the most significant trends you have observed over the last few years with regards to growing mediums, in particular for propagation purposes?

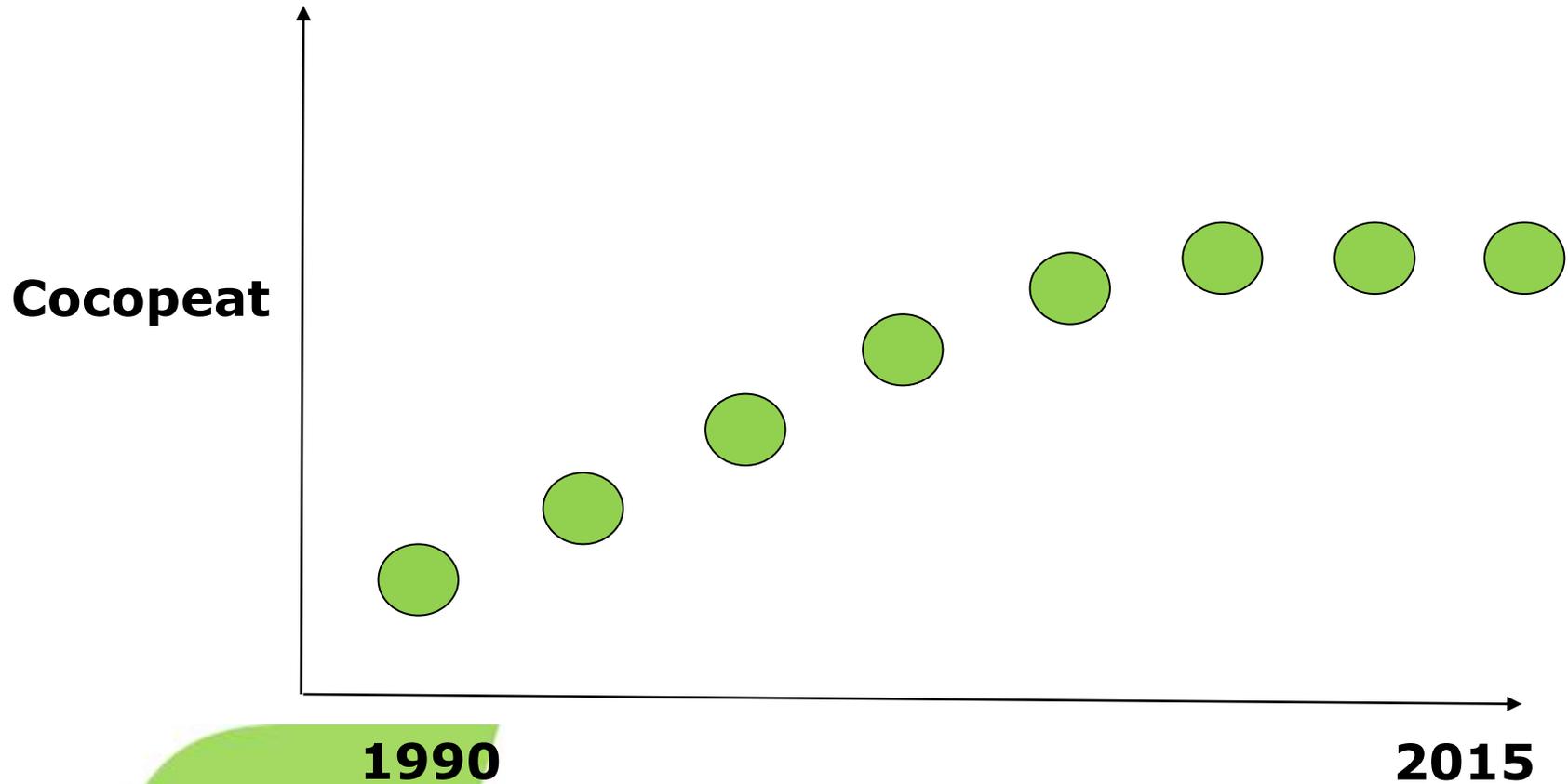
# Peat usage globally



# The growth of Coco Peat



## Cocopeat as a % of Dutch media



**An evolved market?**

# Global Growing Media Usage

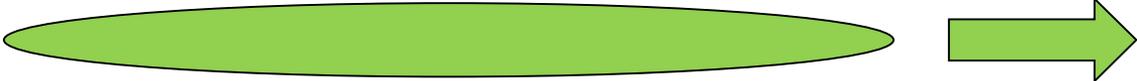
- Holland – tailor made peat mixes delivered directly to propagators;
- Europe – tailor made or standard peat mixes;
- Australia – switching to peat and coco peat;
- USA/Canada – little cocopeat, somewhere in between Holland and Australia, standard and tailor made.

# Canada and North America

- Access to an abundance of cheap peat.
- “Low quality” peat by European standards?
- Scale before quality.
- Relatively low cocopeat usage in their mixes.
- Moving toward “better” quality peat mixes and more cocopeat.

# Where they fit

Australia



North America, Canada



Europe, Holland



Own composts

Coco Peat

Standard peat mixes

Tailor made peat mixes



# South African Trends

- Who surveyed – 33 of SA's propagators
- Questionnaire
  - 1.) Crop type?
  - 2.) Medium used currently?
  - 3.) Own or bought in?
  - 4.) Concerns with current media?
  - 5.) Intended changes/changes?
  - 6.) Your view on future media types?

## Growing mediums used

Type of Growing Medium	% Of Users
Local compost	36%
Coco Peat	30.6%
Peat Mixes	33.3%

## Concerns Regarding Media

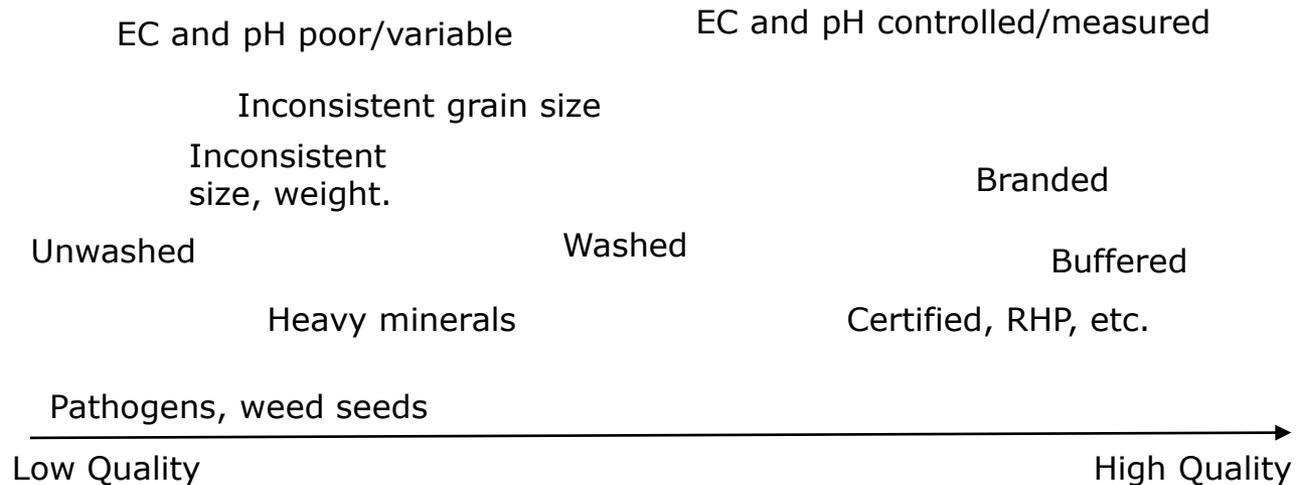
Media type	Concerns
Local (Sawdust, Bark, Composts)	Availability, consistency, quality, growing ability.
Coco Peat	Price, EC, pH, consistency, buffering, heavy minerals, grain size, carbon footprint.
Peat mixes	Price, availability, carbon footprint, lack of information.

# Influencers of growing medium decisions

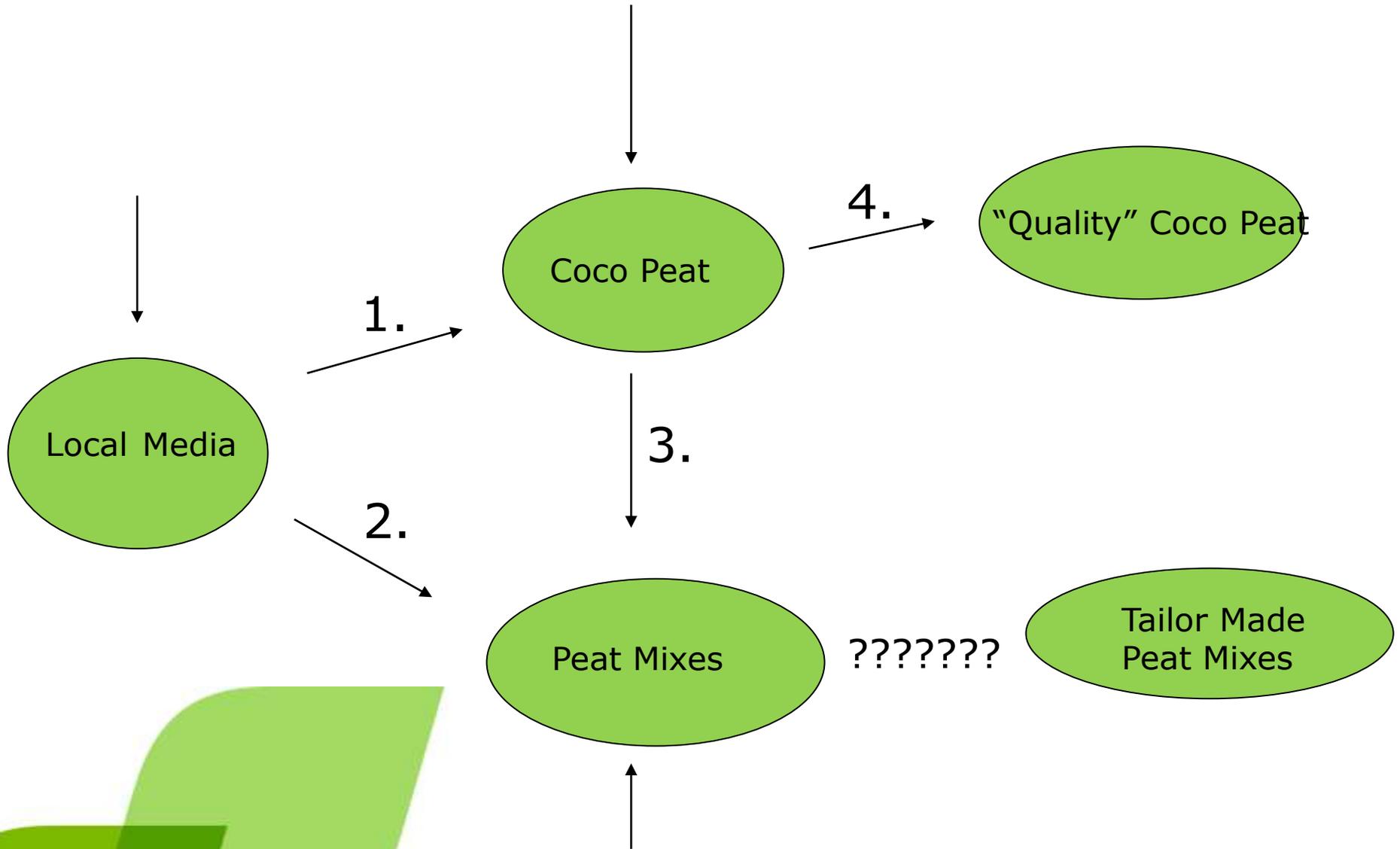


(EC and pH not charted.)

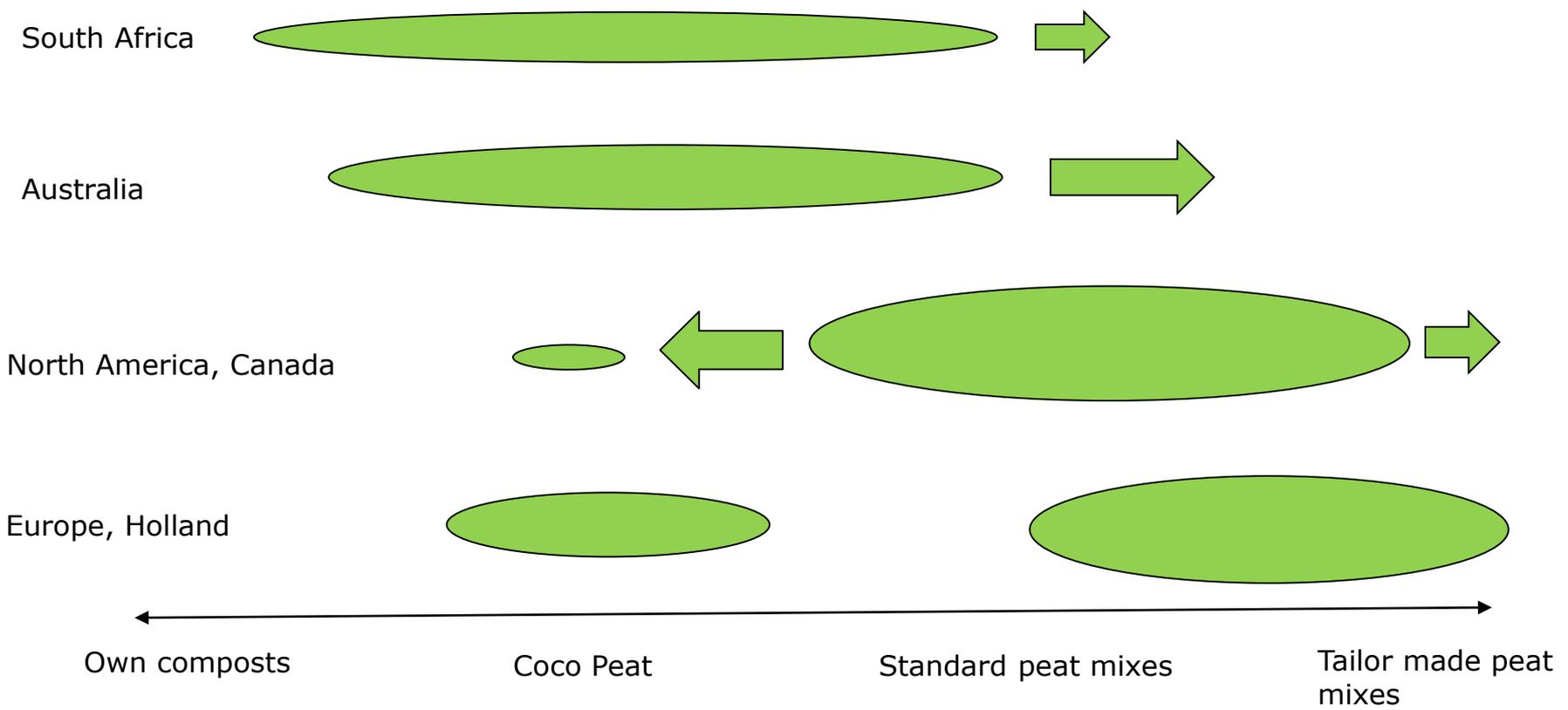
# Coco Peat Progression



# Trends in South African Growing Media usage



# Where we fit



## In Conclusion – Global Trends

- **Holland/Europe** – stable in standard or tailor made peat mixes, coco peat usage stabilised.
- **North America/Canada** – improving quality of peat mixes and increasing usage of cocopeat.
- **Australia** – similar to SA, moving to peat mixes and increasing cocopeat usage.

## In Conclusion – South African Trends

- A general move into cocopeat and peat mixes
- A move out of “local” growing media and into peat mixes and cocopeat.
- Some movement out of cocopeat and into peat mixes – more predictable.
- A move out of “low quality” cocopeat into “high quality” cocopeat.
- Overall movement to better quality and consistency.

**Thank You**

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