



John Innes Manufacturers Association

Technical Data Sheet No. 7

"WHAT COMPOST DO I USE?" - That is the question!

In 1992 the Horticultural Trades Association conducted research exercise to find the most common customer queries fielded by Garden Centre Staff? In HTA News, May 1993, they reported that, according to hundreds of HTA Members up and down the Country, the most frequent question asked was:-

"What compost do I use?" - or a variant upon that theme !

Therefore, before your next Customer asks the same question, may we ask:-

- ***Are you and your Staff aware of all the benefits of John Innes Loam-based Composts?***
- ***When is a loam-based compost better than a peat-based, or peat-substitute compost?***
- ***Can your Customers make an informed choice on which is best for their needs?***

John Innes loam-based Seed and Potting Composts can be used for most types and sizes of plants, except the ericaceous acid-loving types such as azaleas, heathers and rhododendrons. John Innes Composts are most frequently recommended by many gardening experts for the following popular applications and types of plants, as well as for many others:-

APPLICATIONS:

- Bedding plants
- Hanging Baskets
- House plants
- Interior planters
- Patio planters
- Pot plants
- Roof gardens
- Tubs and troughs
- Vegetable beds
- Window boxes

ORNAMENTALS:

- Alpines
- Begonias
- Carnations
- Chrysanthemums
- Fuchsias
- Geraniums
- Primulas
- Rock plants
- Roses
- Sweet peas

VEGETABLES:

- Beans
- Brassicas
- Celery
- Courgettes
- Cucumbers
- Leeks
- Lettuce
- Marrows
- Melons
- Tomatoes

The John Innes Manufacturers Association (JIMA) provide a FREE information leaflet on the Benefits of John Innes Loam-based Composts for distribution through Garden Centres and Horticultural Societies. A sample leaflet is enclosed, and we should be glad to send you a supply for distribution to your Staff, Customers and local Society Members. Please use the enclosed Request Card.

JIMA represents the leading UK Manufacturers of the traditional loam-based John Innes Composts, who all use the JIMA Seal of Approval on their packaging. The JIMA Seal of Approval is a Registered Trade Mark which can be used only by JIMA Members, who all maintain the highest standards of quality assurance.

***NOTE: When buying John Innes Compost, look for the JIMA Seal of Approval on the bag
a guarantee of satisfaction!***

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