



John Innes Manufacturers Association

Information Sheet No 11

BENEFITS OF JIMA MEMBERSHIP

All of the major UK producers of John Innes Loam-based Composts are members of JIMA, the John Innes Manufacturers Association. This Information Sheet summarises the benefits of JIMA Membership - for both producer and customer.

For the Customer:

- **QUALITY ASSURANCE**
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.
- **CONSUMER ADVISORY SERVICE**
JIMA offers illustrated leaflets, technical data sheets and practical advice on the many applications of John Innes Loam-based Composts. Bulk supplies of leaflets are available for Garden Centres, Horticultural Societies etc.
- **JOHN INNES WEBSITE**
JIMA maintains a comprehensive website of information on the grades and applications of John Innes Compost, together with a list of manufacturers with their contact details and links to their websites.
- **CUSTOMER COMPLAINTS SERVICE**
In the unlikely event of dissatisfaction with a bag of J.I. Compost customers may ask JIMA to investigate and resolve the matter to their satisfaction with the Member Company concerned.

For the Producer:

- **TECHNICAL MANUAL**
JIMA provides Members with a detailed Technical Manual on the formulation and production of John Innes Loam-based Composts written by the late Chris Bunt when he was Consultant to JIMA.
- **QUALITY CONTROL PROCEDURES**
JIMA provides Members with a detailed Quality Control Manual on the testing of J.I. Composts, also written by the late Chris Bunt.
- **PRODUCT SPECIFICATIONS**
JIMA specifies the range of physical properties and nutrient levels required for each grade of J.I. Compost.
- **SEAL OF APPROVAL®**
JIMA Members who produce John Innes Composts in accordance with the above procedures and specifications are listed as Registered Producers authorised to use the JIMA Seal of Approval® on their packaging and literature.
- **TECHNICAL REPRESENTATION**
JIMA has a seat on the British Standards Committees responsible for the drafting of National and International Standards for Growing Media and Soil Conditioners, and also for the associated work on volume out-turn testing and eco-labelling. Members are kept informed and consulted on relevant details.
- **TECHNICAL DATA SHEETS**
JIMA publishes a series of Technical Data Sheets and Information Sheets which are mailed regularly to all Journalists, Retailers, Horticultural Societies etc. in order to promote J.I. Composts carrying the Seal of Approval®
- **CONSUMER LEAFLETS**
JIMA produces and distributes consumer leaflets on the Benefits of John Innes Loam-based Composts - these are free to JIMA Members and their customers.
- **MARKET INTELLIGENCE SERVICE**
JIMA provides Members with a comprehensive press clippings service plus other commercial and technical information relevant to the UK peat and compost market.
- **TRADE & CONSUMER ENQUIRIES**
JIMA responds positively to numerous enquiries from consumers, retailers and professional users of J.I. Copies are forwarded to all JIMA members.
- **MEMBERS MEETINGS**
JIMA Members meet once a year to review current technical developments, trade and consumer enquiries etc., and to plan future marketing and public relations campaigns.

John Innes Manufacturers Association

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J.I.M.A. IS AN ASSOCIATION OF INDEPENDENT JOHN INNES COMPOST PRODUCERS