



Nursery & Garden Industry
Australia

Grower case study

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EcoHort a natural fit for Jamberoo Native Nursery

When Jamberoo Native Nursery (JNN) was approached by the local council about chemical spray drift, responding was easy.

As part of maintaining its EcoHort™ accreditation, the company had fully documented the control measures in place to ensure there was no impact on surrounding properties, and that was the end of the matter.

EcoHort is an industry-developed environmental management system aimed at encouraging nurseries to rise to the environmental challenge, so as to improve business outcomes while proactively addressing natural resource responsibilities.



Image 1: Jamberoo Native Nursery team

It builds on the industry best practice management system Nursery Industry Accreditation Scheme, Australia (NIASA), which is a pre-requisite to EcoHort accreditation.

Located two hours south of Sydney, JNN is a specialist wholesale production nursery that grows a range of Australian natives for the landscape, retail and revegetation markets, and was the first nursery in New South Wales (NSW) to become EcoHort accredited.

For owners Geoff Bailey and Kate Malfroy, the environmental scheme provides formal recognition for the best practice management and in-house advancements made by them since day one.

“Growing hardy, healthy native Australian plant species, and educating customers and the community on their importance in the environment, is the philosophy that underpins everything we do,” Mr Bailey said.

“We first started the nursery on five acres of open farming land 25 years ago, with no background in nursery production but a passion for the environment and working outdoors.



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“When NIASA and EcoHort first came on the scene, we applied because we felt both programs went right to heart of addressing issues around industry licensing and placing a higher value on plants in the commercial environment.



Image 2: Aerial View of JNN (Col Douch).

“Becoming accredited hasn’t included drastic changes to the way we run our business, but does provide guidance on how to formalise some of the processes – which can be handy when you have the local council asking questions about what you’re doing.”

Mr Bailey says EcoHort was a natural fit and provides a framework which can be easily explained to customers or those interested in finding out more.

“It allows us, as an industry, to demonstrate our sound environmental credentials, and to show due diligence in everything that we do, from protecting local water ways to recycling materials.

“Ultimately, it provides greater awareness of the nursery’s role in the environment, which can be translated back to the local council, developer or landscape architect, that we’re seen to be more of a green industry by following EcoHort’s guidelines.”

The growing arm of JNN has two sides. The first is potted stock, which includes over 145 species – some of which are very specialised – distributed to major retail garden centres, chain stores, wholesale nurseries and developers, amongst others.

The second involves working closely with its sister company, Southern Bushland Repair, which carries out collection and contract growing of provenance-specific plant material for revegetation projects and the growing of tube stock to service that market.



Image 3: JNN

“We were one of the first businesses in NSW to offer our client base a range of bush rehabilitation works including documentation, seed collection, propagation, planting out and maintenance of the completed project.

“These clients, such as developers, mine owners and corporate bodies, now incorporate our services into their planning of the project.



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“As examples, over the years, we have worked on rehabilitation projects involving large scale riparian works and offset plantings around mine sites in areas of high environmental importance.

“These companies want to deal with businesses who have a commitment to the environment and, in the past, NIASA and EcoHort have helped in providing this assurance, especially with the propagation of tube stock.”

Mr Bailey says growing is becoming much harder, and it’s important to understand the evolving business landscape and change practices to suit.

“As an example, our wastage is about 1.3% of what we grow, which involves separating the growing media from our green waste. We take the green waste to the local council recycling centre, and the growing media – which is the bulk of the throw-out – is used by local farmers to top-dress their paddocks.

“We also have strategies in place to minimise our impact on the local environment, including minimal use of pesticides, recycling of water and waste materials. EcoHort and NIASA helped us to develop the skills and knowledge to develop these strategies.

“The programs are based on principles of continuous improvement, which means we’re constantly reviewing procedures, and ensuring the company remains vigilant in what is an increasingly challenging operating environment.”

EcoHort™ and NIASA were developed by Nursery & Garden Industry Australia in partnership with Horticulture Innovation Australia using nursery industry levies and funds from the Australian Government. For information on how to get involved, go to <http://nurseryproductionfms.com.au> or contact NGIA on 02 8861 5100 or info@ngia.com.au

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