

## P R E S S   R E L E A S E

Brussels, 4 June 2021

### **World Environment Day 2021 – The growing media industry actively contributes to peatlands restoration**

Our sector is committed to ecosystem restoration, the theme of this year's World Environment Day, the United Nations initiative to raise awareness and encourage action to protect our environment. Growing media enable nature conservation in many forms, from growing trees, greening up cities, and changing diets to wetlands restoration.



Peatlands play a key role for our sector, and we are dedicated to managing them responsibly, including their restoration.

Peat is the most important constituent used in growing media production. Our sector, for which the demand is sharply rising, is aware of the value that untouched wetlands have for nature conservation and biodiversity. Growing Media Europe strongly encourages its industry members to answer this increasing demand in the most sustainable way possible, promoting industry standards like [“Responsible Produced Peat” \(RPP\)](#), that lower the environmental impact linked to growing media production.

Abiding by the RPP standard means that:

- 1) only previously degraded peat bogs are used for peat harvesting (High Conservation Value areas are left untouched);
- 2) the restoration of peat bogs is carried out in the best way possible (an after-use plan has to be implemented to turn production fields into areas with a positive ecological impact, maximizing environmental benefits);
- 3) during production, mitigation measures are taken where necessary to prevent impact on adjacent areas with High Conservation Value.

Growing media also contribute to nature preservation by enabling sustainable and resource efficient food production, using less fertilisers, water and arable land, as well as promoting healthy diets, greening up urban areas and providing the best rooting environment for young trees.

\*\*\*ENDS\*\*\*

NOTES TO EDITORS: Growing Media Europe AISBL is an international non-profit organisation representing the producers of growing media and soil improvers at European level. For more information, please contact Cecilia Luetgebrune, Secretary General - [cecilia.luetgebrune@growing-media.eu](mailto:cecilia.luetgebrune@growing-media.eu)