

The HTA is indebted to the following who all gave freely of their time in representing their particular sectors of the horticultural industry whilst serving on the working party that developed and tested this code of practice.

Retailers

Sue Allen - Millbrook Garden Co
Ian Rankin - Homebase

Growers

Geoff Caesar - Bransford Plants
Neil Robertson - Farplants Sales Ltd

Gardening Media / Consumer Representatives

Adam Pasco - BBC Gardeners' World
Peter Seabrook - Journalist and broadcaster
Rosemary Ward - Gardening Which?

Label Producers

Brian Pinker - Burall Floraprint

Industry Bodies

John Adlam - Horticultural Trades Association
/ Dove Associates
Malcolm Berry - Royal Horticultural Society

Working Party Chairman

Graham Barley - Industrial Marketing

The resultant drafts were also tested amongst a far wider audience of growers, retailers and label producers too numerous to mention but whose comments and support were invaluable.

The HTA Code of Practice for Plant Labels

This code of practice has been developed at the request of the horticultural industry in recognition of the variability that currently exists in plant identification, description and information. This variability is not in the interests of the consumer as it can engender uncertainty, confusion and irritation and can impact upon plant sales and the image of the industry.

The aim of the code is to improve the consistency and effectiveness of communication of information to the consumer. The adoption of the code is not obligatory. It will only be adopted if it delivers an improvement over the existing situation. Implementation of the code will neither incur extra costs, apart from redesign at the reprint time, nor restrict creativity or innovation in design.

The code is not overly prescriptive. This would be impractical given the widely differing views of the various elements of the supply chain. A common sense approach has been applied where this is in the greater interest of consumers and therefore the wider industry.

It is recognised that labels take widely differing forms, shapes and sizes, so it is impossible to prescribe what information must appear on all plant labels. Size apart, there is the issue of vastly different types of information that will be deemed necessary for the variety of plant types or groups - and indeed horticulturalists often disagree on something as basic as the name of a plant. The code therefore has adopted a matrix approach, prioritising the data that needs to be portrayed for the various groups of plants.

For further information on the code of practice please contact the Information Centre at:



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labelling?



The retailers code of practice
for plant label identification

Key:
 1 = Required
 2 = Recommended

KEY ELEMENTS - ALL PLANTS WITHIN A GROUP	Aquatics	Alpines	Bamboos	Bedding and Patio Plants	Bonsai - houseplant	Bonsai - garden plant	Dry Bulbs	Bulbs in pots	Cacti & Succulents	Citrus -houseplants	Climbers	Christmas Trees	Conifers	Conservatory plants	Ferns	"Fruit, soft"	"Fruit, top"	Grasses - ornamental	Hardy palms	Heathers	Hedging	Herbaceous	Herbs	Houseplants	Houseplants plantable outside after use in house	Indoor planted arrangements	Orchids	Outdoor planted arrangements	Roses	Shrubs	Trees	Vegetables	Wall plants				
Plant name	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
English name	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2			
Latin name	1	1	1	2	1	1	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1			
Size/Age	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Height and spread (at maturity)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2													
KEY ELEMENTS - VARIETIES WHERE RELEVANT																																					
Plant Breeders Rights	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Hazardous plant warning	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Dwarfbacks	1		1										1																								
OTHER HELPFUL PLANT INFORMATION																																					
Avatars	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
Plant photo (eg trailing/bush; HT/floribunda)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Colour photo (eg trailing/bush; HT/floribunda)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Period of flowering (season rather than month)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Flower colour	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Scent	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Deciduous or evergreen/semi evergreen	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
OTHER HELPFUL PLANT INFORMATION																																					
Position requirements: sun/shade/shelter	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Protect from frost (for varieties where relevant)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Hardiness rating	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Specific soil requirements	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Plant spacing																																					
The need/frequency to lift/divide																																					
The requirement to stake																																					
The need/time to prune																																					
Other specific plant care issue (see notes)					2c	2c						2a					2b																				

Notes
 a = after care in the home
 b = pollinator requirements
 c = must specify indoor or outdoor
 d = for species roses



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