



**Growing Media**  
Europe

**Baltic Peat Producers Forum**  
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## The Growing Media Industry on a European level

### Growing Media Europe AISBL

- Who we are, what we do and how we operate

### The EU Regulation on CE-marked fertilizing products

- Relevance, state of play, next steps



## Growing Media Europe AISBL - who we are

- 2016, succeeding EPAGMA
- AISBL= International Non-Profit Organization
- Member based organization
- 13 Companies active in the European Growing Media Sector  
= full members
- 12 National associations representing growing media companies  
= associated members



# Growing Media Europe AISBL - what we do

## Mission:

- Promoting the interests of the growing media industry on a European
- Interface between the industry and the European Institutions

## Fields of actions:

- Lobbying
- Networking and Public Affairs
- Service to the Members
- Membership Development



# Growing Media Europe AISBL - how we operate

- Bodies
  - General Assembly (all Members)
  - Board of Directors
  - Working Groups
  - Secretary General
- Secretariat in Brussels for daily interacting
- Activities and projects within the Fields of Action
- [www.growing-media.eu](http://www.growing-media.eu)



## EU Fertilizers Regulation - why to deal with it?

- Harmonized standards on quality, safety and labelling for growing media and soil improvers
- “CE-labelled” and freely traded within the internal market of the EU
- Potential removal of existing trade barriers



## EU Fertilizers Regulation - who is involved?

- European Commission: “DG Growth”
- European Parliament:
  - Internal Market and Consumer Protection Committee (IMCO)
  - Environment, Public Health and Food Safety (ENVI)
  - Agriculture and Rural Development (AGRI)
- Council: Working Party on Technical Harmonization
- Several key players
- Several opportunities to interact and influence



# EU Fertilizers Regulation - where we are

Commission 's proposal published in March 2016



**Basis for EP to start work**

1<sup>st</sup> Reading in the Parliament (ongoing):

- ENVI, AGRI and IMCO adopted reports within their Committees, including several amendments
- All 751 Members of the European Parliament will adopt a position in October 2017



**Official go-ahead for the Council**

1<sup>st</sup> Reading in the Council

- Council can either accept the Parliament 's position or amend it and return it to the Parliament

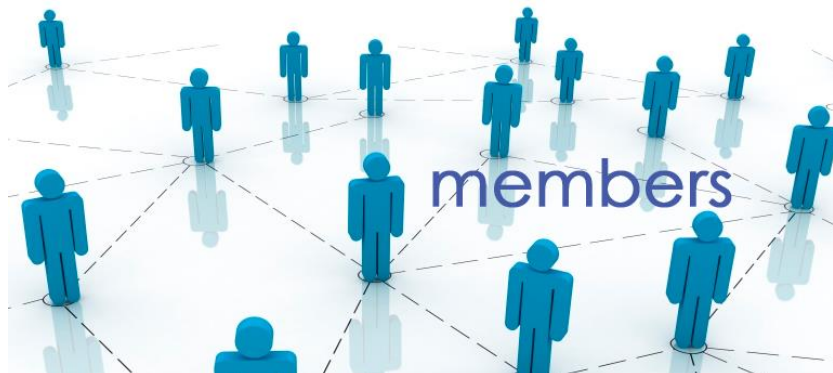




## EU Fertilizers Regulation - next steps

- ENVI, AGRI and IMCO adopted several amendments reflecting fully the position of Growing Media Europe
- Lobby focus until end of the year will be on the Council
  - Representatives from 28 Member States
  - Success depends on the influence of national stakeholders
  - Growing Media has a monitoring and coordinating function

**Key role needs to be played by the members!**





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