



PRESS RELEASE

EFFECTIVE WEED CONTROL IMPACTS UPON EVERY UK CITIZEN

This was a message from a recent presentation given by John Moverley, Independent chairman of the Amenity Forum. He said that effective weed control was vital for a safe and healthy environment and for maintaining amenity areas fit for purpose and use. This applied to weed control for streets and pavements, our transport networks, parks, sports surfaces, airports, shopping centres and more.

It was important that such control is undertaken by trained professionals working to plans with an integrated approach involving appropriate cultural, non-chemical and chemical approaches. Herbicides currently used are properly tested and extensively regulated by UK and European Authorities and are safe to use, being an essential element in effective control as part of an integrated approach.

John said 'The technology now allows precise and targeted spraying of weeds. He urged those responsible for placing contracts for weed control to seek out professional contractors who demonstrate that they operate to amenity assured standards and are supporters of the Amenity Forum and its objectives'.

The Amenity Forum is the voluntary initiative for the amenity sector promoting best practice and acts as a unified voice for all aspects of weed, pest and disease control. Its members are committed to continuing to drive up standards and ensure safe and sustainable practices. It promotes innovation of all methods of control. Pesticides used correctly and safely remain an important component and often provide the most cost effective solution.

On October 13th, the Amenity Forum is holding its annual conference at Burton upon Trent, an event when leading speakers will address the key issues and a time to network and visit the adjoining exhibition area. It is very much a must attend event for all in the sector and with interest in it but also is of interest to a wider audience. The key theme this year is "Important and Essential"

Duncan Jones from Hortech explains his reasons for attending as " We attend the conference because it sets the tone of debate surrounding amenity herbicides and weed control strategies. As a responsible contractor we must be part of the debate and the conference gives us that opportunity"

Stephen Jacob from BASIS Registration says " The Amenity Forum Conference provides a unique opportunity to network with the key industry leaders"

For further information and to book your place, contact conference@amenityforum.net Due to support from our member organisations, delegate rates are being kept as low as possible at £65 per head.

John Moverley, Independent Forum Chairman, says "This year, even more than previous, is a time to attend this event, not just for the quality of information and networking available, but also so we can send out a strong message of the sector commitment to best practice, the vital importance of the work undertaken and the real professionalism"

Further information on Forum matters can be obtained by contacting Alan Speeding at Alan.Speeding@amenityforum.net or accessing the website at www.amenityforum.co.uk

Notes to Editors

The Amenity Forum is non-profit making and the independent body bringing together professional organisations with an involvement in the amenity horticulture sector. This is a very diverse industry responsible for the landscape management of urban areas, highways and rail network, sports grounds, parks, industrial and utility sites. To establish and maintain these areas to a high standard, the sector requires access to pesticides, efficient equipment and trained and qualified staff. The organisation was formed in October 2003 as a key action to support the Voluntary Initiative, an industry led project agreed with Government to reduce the environmental impact of pesticides.

The membership comprises of organisations from across this diverse industry, covering manufacturers, suppliers, trade associations, local authorities, major users, landscape, sport and leisure. Equally important are those members who represent training and qualification standards. The key Government agencies have an important observer role. The objectives of the Amenity Forum are:

- *To be the collective body representing the amenity industry, in relation to pesticide use*
- *To lead, coordinate and encourage achievement of "Best Practice" objectives in amenity pesticide use*
- *To coordinate and encourage the establishment of sustainable qualifications, training and CPD activity, specifically for the amenity sector*
- *To organise activities within the Amenity Forum membership and linked organisations, such that Amenity Forum objectives are developed in a coordinated way*

For further information on this press release or the work of the Forum, please contact the Secretary, Alan Spedding, or the Chairman, Professor John Moverley OBE. Similarly if you wish to register for future press releases, please let us know.

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