



# your weekly NEWS

SPECIAL REPORT: AG PREVIEWS WHAT'S NEW FROM THOMPSON & MORGAN

## Now one can grow fresh organic veg!



AG's Marc Rosenberg and Lucy Halsall look at T&M's new varieties at the trial grounds

PRINCE CHARLES'S organic food company Duchy Originals has teamed up with seed firm Thompson & Morgan to bring out a range of organic vegetable and herb seeds aimed at the UK's growing band of organic gardeners.

Duchy Originals, founded by the Prince in 1990, said it was introducing the seed range due to the rising popularity of grow-your-own vegetables and herbs. Sales of organic food are growing at a rate of 30 per cent a year.

Prince Charles is a passionate organic

### "Varieties were chosen for flavour"

gardener and is keen for domestic gardeners to adopt a similar approach.

There will be 51 varieties of vegetables, herbs, peas and beans in the Prince's line-up. Duchy Originals claims varieties were chosen for flavour and vigour, as well as natural pest and disease resistance.

Chief executive of Duchy Originals, Andrew Baker, said the range's launch comes at a time when people were increasingly concerned about eating healthy food and reconnecting with the land.

"I hope the launch of the seeds will help



Prince Charles aims to get more gardeners growing veg organically with the launch of his Duchy Originals veg and herb seed range



### How to find out more...

FOR A free copy of T&M's 2009 catalogue, call ☎ (01473) 695224.

To find your nearest T&M stockist, call ☎ (01473) 688821.

To place an order, dial ☎ (01473) 695225.

Find out more details or to order online, go to [thompson-morgan.com/seeds](http://thompson-morgan.com/seeds)

generate more funds for The Prince's Charities Foundation to which Duchy Originals donates its profits," said Andrew.

The Duchy Originals organic seed range has been certified by the Soil Association and features Forest Stewardship Council (FSC) approved packaging, which is made from 75 per cent recycled materials.

T&M UK retail sales and marketing manager Neil Sharpe said the Duchy Originals range

would be priced at "a slight premium but not a massive premium". Seed packs range from £1.99 to £3.99.

Popular varieties in the line-up include runner bean 'Scarlet Emperor' (£2.89), lettuce 'Little Gem Delight' (£1.99), pepper F1 'Atrix' (£3.99) and tomato 'Gardener's Delight' (£2.49).

Seeds are on sale at 250 UK outlets now and are set to be available at 500 retailers before the end of the season.



## Garden Explorers for little gardeners

AG READERS with children or grandchildren are the target of a new seed range aimed at junior gardeners with green-fingers.

T&M joined forces with the Royal Horticultural Society to introduce the range of 17 varieties, called RHS Garden Explorers, for kids. All seeds are said to be easy to grow

and provide results for summer colour and autumn tasting.

Launched as part of the RHS's Garden Explorers initiative, aimed at getting children to garden, the set of seeds includes 10 vegetables and seven flowers.

The launch of Garden Explorers seeds follows the expansion earlier

this year of the RHS Vegetable Seeds range, also by T&M. It now includes 15 new varieties of veg and 10 of peas and beans, bringing its total to 57 varieties. All were picked for top garden performance, yield and flavour. To find out more about the RHS Garden Explorers scheme visit [rhs.org.uk/explorers](http://rhs.org.uk/explorers).