



WESTLAND INTRODUCES ITS FIRST CARBON NEUTRAL COMPOSTS INCORPORATING BIOCHAR INTO ITS JOHN INNES COLLECTION

Westland Horticulture, home to market leading brands such as Jack's Magic, Boost, Big Tom and Resolva, is thrilled to introduce its **first carbon neutral composts incorporating Biochar**, which is now added to the **trusted John Innes No. 1, 2, and 3 composts**.

Earlier this year, Westland announced a new partnership with **Carbon Gold**, the world's longest standing biochar brand, and it will now be combining **Westland's excellence in growing performance** with **carbon neutral formulations** for its John Innes collection.

The addition of enriched biochar into the Westland John Innes composts will allow gardeners to benefit from improved aeration and water management, and it will also help to hold and release nutrients for when plants need it. Furthermore, the addition of biochar will for the first time allow home gardeners to naturally improve the health of their soil, sequester carbon and mitigate climate in a simple, accessible, and sustainable way. The production of biochar is a scientifically verified **CO₂ Negative Emissions Technology** - a Nature Based Solution.



The Westland John Innes range of composts are trusted, traditional blends made sustainably, and help to deliver improved nutrient retention and water management, as well as providing a home for beneficial microbes, for even better growing results. The range comprises of three composts; John Innes No.1 Young Plant Compost, John Innes No.2 Potting On, and John Innes No. 3 Mature Plant Compost. John Innes No.1 Young Plant compost gives young plants the **best start in life** thanks to a specially developed blend that meets the needs of all young plants and helps them establish. It features added Zinc complex to promote healthy growth, incorporates loam for perfect nutrient and moisture retention, as well as sand and grit for excellent drainage. John Innes No.2 Potting-on Compost **feeds and establishes young plants** with a specially developed blend that includes Potassium humate to assists with

healthy root and shoot development. Finally, John No.3 Mature Plant Compost **nurtures and sustains** mature plants and shrubs, with a long lasting and nutrient-rich formulation that feeds for four months.

Dympna Carron, Growing Media Brand Manager, at Westland, commented: "Westland is a leader in the horticulture industry and the launch of our John Innes collection incorporating Biochar follows extensive development, and highlights our commitment to sustainable horticulture. We know enriched Biochar has an important role to play in the future of sustainable gardening, and we're thrilled to be offering our customers a new collection of composts that naturally improves the health of their soil whilst ensuring plants receive the nutrients they need to thrive."

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Notes to editors:

About Westland Horticulture:

Westland Horticulture, home to brands such as Peckish, Unwins, Kent & Stowe, and Gro-Sure, is a leading horticultural company dedicated to helping people create and maintain beautiful, healthy gardens that encourage a variety of birds to visit. Established in Northern Ireland in 1990, we have a rich heritage and pride our brands on being the trusted partners that our customers can rely on, season after season.

Sustainability is at the heart of what we do. We aim to deliver a positive change through long term investment, from significantly reducing peat across our range, increasingly adapting our packaging to become plastic-free, and always striving to source local ingredients. We're also very proud that all our sites use 100% renewable energy and are zero waste to landfill.

For further information and images contact Sara Bazeley at sbazeley@westland.com.