

THE IMPORTANCE OF PEATLANDS

You may be wondering, why should I care about peat, I just want to buy a houseplant?

OUR ANSWER – choosing peat free plants is one of the easiest ways you can help fight climate change.

Here's everything you need to know

WHAT ARE PEATLANDS?

Peatlands are wetland landscapes that are supported by a layer of peat that have naturally accumulated over time. Peat is created by waterlogged soils made of dead or decaying plants.

It takes...

1 year for **1mm** of peat to form

10 years for **1cm** of peat to form

100 years for **10cm** of peat to form

You may know peatlands by a different name:

- moors
- bogs
- mires
- peat swamp forests
- permafrost tundra
- peat moss
- muskegs
- fens



3%

Peatlands cover 3% of the world's land area



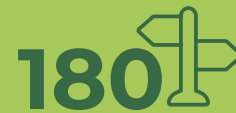
Store at least 550 Gigatonnes of carbon globally



Peatlands store 30% of global carbon



It takes 10 years for 1cm of peat to form



Peatlands are found in 180 countries worldwide



Nearly 3 million m³ of peat is sold every year in the UK



Losing 5% of UK peatland carbon is equivalent to the UK's entire annual greenhouse gas emissions



PEATLANDS COVER JUST **3% OF THE WORLD'S SURFACE**, YET HOLD NEARLY **30% OF THE SOIL CARBON**

UK PEATLANDS

Covering around 10% of the UK land area – nearly three million hectares - peatland habitats are coming under increased pressure from human activity, with 80% now said to have been damaged or affected in some way.

WHY ARE THEY IMPORTANT?

Peatlands have been referred to as a “Cinderella” habitat as they are often overlooked and undervalued in tackling climate change.



Peatlands have many important roles to play

GLOBAL CARBON STORE

As the plant matter decomposes incredibly slowly in peatlands, rather than the carbon stored in the plants being released into the atmosphere, it is trapped and locked away in the peat.

Peatlands store huge amounts of carbon, at least 550 gigatonnes of carbon globally (more than twice the carbon stored in all the world's forests) even though they only cover 3% of the world's land area. This makes peatlands the world's largest terrestrial carbon stock.

WILDLIFE HABITAT

Peatlands are remarkably untamed areas that are home to uncommon and unique flora, animals, and insects. They support species and provide habitats that are crucial for the preservation of biodiversity.

FLOOD PREVENTION

Peatlands play a crucial role in water regulation, by assisting in slowing the water loss running off from hilly areas and lowering flood risks brought on by increased rainfall due to climate change. Their water storage capability also aids in preserving base flows during dry spells.

WATER FILTRATION

Up to 70% of the drinking water in the UK comes from peatland catchments. Healthy peatlands naturally produce high-quality water with minimal contaminants and low nutrient levels that only needs simple treatment once it gets to a water treatment facility.

WHAT DOES THIS HAVE TO DO WITH HOUSEPLANTS?

In the UK, despite the use of peat becoming increasingly controversial in recent years, nearly 3 million cubic metres of peat is sold each year for horticultural use, in particular amateur gardeners.

It seems hard to believe that our little leafy friends are having a negative impact on our environment. It is a plant after all! Particularly when many houseplant brands use words such as 'sustainable', 'eco-friendly' and 'green' to manipulate their customers into thinking their

products are more environmentally friendly than they actually are.

This is called 'greenwashing'.

That's why we formed Geb & Green. We want to provide an easy, sustainable alternative for our plant obsession – removing nasty peat from our plants and horticulture – growing happy, healthy, plants grown in a recycled peat free medium.



TO US, IT SEEMS BONKERS THAT OTHERS CONTINUE TO USE SUCH AN IMPORTANT AND FRAGILE RESOURCE
THERE IS AN ALTERNATIVE!

HOW ARE WE TACKLING THE PROBLEM HEAD-ON?

When we buy a plant, it's hard to believe that it could be negatively impacting our planet. However, this is the reality of the UK houseplant industry. There are currently extremely limited options to buy peat free house plants in the UK. We are here to help you make a positive change.

We are the biggest growers of houseplants, using a recycled peat free growing medium right here in our UK glasshouses – laying the roots and building the branches for a sustainable houseplant industry. One plant at a time.

Our soil is currently 97% peat free. We are currently working on the last 3%.

We are committed to creating a clean and sustainable peat free future for our children.

Sustainability is at the core of our business. We promise to never stop working towards making positive change in the houseplant industry.

For more information head to:
IUCN – International Union for
Conservation of Nature



www.iucn-uk-peatlandprogramme.org



GARDENING'S MUDDY SECRET

Making a 'green choice' should be simple! But brands continue to use muddied, misleading messaging when it comes to peat grown plants.



OUR PUSH FOR PEAT FREE

Our plants are already 97% peat free, and we're working hard on the rest. We want to change the houseplants industry - one plant at a time.



PEACE OF MIND SHOPPING

We are handing you the power to make positive change. Shop our beautiful, UK grown, planet-friendly plants without compromise.