

"He who plants a tree, plants a hope"
Lucy Larcom



carbon offset PROGRAMME



WORKING IN PARTNERSHIP
with The Sustainable Food Project
and the Harmony Project

FRUIT TREES FROM GROW AT BROGDALE

AN INTRODUCTION

Grow at Brogdale is the on-site fruit tree nursery based at the home of Brogdale, the National Fruit Collection in Faversham, Kent.

The Collection boasts the largest collection of fruit trees in the world, with over 2,400 apple varieties alone! It has a rich and interesting history as it was ordered by King Henry VIII during his reign, with the sole purpose being to protect rare and heritage varieties.

The objective remains the same today and many of the varieties of apple, pear, cherry and plum are only held in this unique living museum. The part our team at Grow play, is to regenerate the trees by grafting them and through this work we are able to replicate the DNA exactly, ensuring that these special varieties will be around for future generations to enjoy.

Our customer base is varied, from a special tree being grafted perhaps to remember a loved one, to historical restoration projects. For example: we are actively working with His Majesty King Charles III on the Harmony Project; Raymond Blanc chef patron at Le Manoir; The National Trust; The Royal Parks; Matt Baker Countryfile presenter and Fulham Palace to name a few.



PLANTING FRUIT TREES

It is no secret that planting trees is an effective and quick medium to reduce our carbon footprint.

Currently, there are many schemes and opportunities to plant native trees, which are widely available through the Woodland Trust etc. The trees themselves create a habitat for many species securing biodiversity for many years to come. Studies have shown, many rare species have been found in areas where orchards have been reinstated. There is also a humanitarian advantage to planting fruit trees. An improvement in mental well-being is widely documented where there is the provision of a green space. Being able to enjoy not only the changing seasons, from blossom to fruit but also to enjoy wildlife from the humble ladybird to an endangered butterfly is precious.



An important factor to take into account when deciding whether or not to invest in green schemes is that not only are you able to benefit from the reduction in your carbon footprint but also the positive social impact in doing so. Currently our government have committed to having a zero-net carbon economy by 2050 at the latest but to achieve this we all need to take action now, which is why we are asking environmentally responsible companies to engage in tree planting.

HOW DOES THE SCHEME WORK?

In very simple terms, the greater the number of trees that are sponsored, the greater the reduction in your companies' carbon footprint. We all continue to add to our deficit and so if at all possible, please consider making an annual commitment, so that we can continue to fight climate change together.



OUR FRUIT TREES



Our fruit trees are grafted from the trees in the orchards at Brogdale. Every year we select varieties that originated

from all over the UK. We then select the most appropriate trees for each recipient, taking into consideration the site, soil, location and individual requirements. The possibilities are endless, but it is crucial to identify the right trees from the start.

We have an extensive list of schools and pre-schools, along with community groups who would love fruit trees! Working in partnership with the Harmony Project and the Sustainable Food Trust the trees will not only provide a green space for students and local communities, but form part of a wider educational package, a living resource which will beautifully demonstrate seasonality and sustainability.

The Harmony Project is the brainchild of His Majesty King Charles III whose greatest wish is that every child will have access to fruit and trees, so they can understand nature in its simplest and most pure form.

Our qualified and knowledgeable team will continue to work with the recipients of our trees, to provide advice and support on growing the trees and maintaining them, so they can flourish.

WHY PLANT FRUIT TREES?

Each person on average has a deficit of 7-10 tonnes of carbon. An acre of apple trees can absorb 10-20 tonnes of carbon/annum (depending on the age and size of the trees) furthermore they can release 15 tonnes of oxygen into the environment. 90% of our fresh fruit and vegetables in the UK is imported. By planting orchards we can instantly make a difference by reducing the need to import as much and eating in season.

The majority of the varieties at Brogdale are rare and heritage and are becoming endangered. By grafting these and continuing to grow them we are able to preserve these unique fruits for future generations to enjoy. We have lost over two thirds of our orchards in the UK. By re-planting, not only are we protecting varieties but also providing a diverse and rich habitat for all wildlife.

MARKETING POTENTIAL

If you would like to provide any information about your company, we are happy to deliver this with the trees. We would like to shout a thank you to our sponsors from the rooftops; and through press releases, customer engagement and cohesive marketing with our partners, we will enable you to reposition yourself as a green company and receive the accreditation you deserve.

For more information contact:

**Donna Cooper Tel: 01795 531888
email: donna@brogdaleonline.co.uk**

