



**FOREST
PRODUCE**

**Jim Costello
Forest Produce Ltd.
Tralee
Co. Kerry**



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About Forest Produce

- 350 acres cut foliage production in Ireland
- Production is set to double in in next 5 years to 30 million stems approx of field grown foliages
- European wide network of suppliers. Specialise in Portugal and Italy
- Supply UK, Irish, Dutch , Scandinavian and Swiss bouquet makers
- Specialist supplier of Xmas added value and dried products



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Markets

- **Wholesale & Retail**
- **Need to understand the difference**
- **Both markets need Innovation**



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Core Principles

- **Environmentally Conscious**

- Always work on principle of sustainability – MPS A rating/GLOBAL GAP/SEDEX
- Lowest Carbon Footprint (independently audited)
- Biologically Controlled & Hand Harvested Foliage

- **Innovative**

- Develop new foliage species and new products

- **Customer Focused**

- Work with customers to create a unique product range



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STEP 1

ROSE BUNCH

Buy a bunch of quality flowers, unwrap and place in a vase.



STEP 2

FOLIAGE BUNCH

Several types of Irish foliage are available, please choose one to mix with your flowers.



add me to flowers



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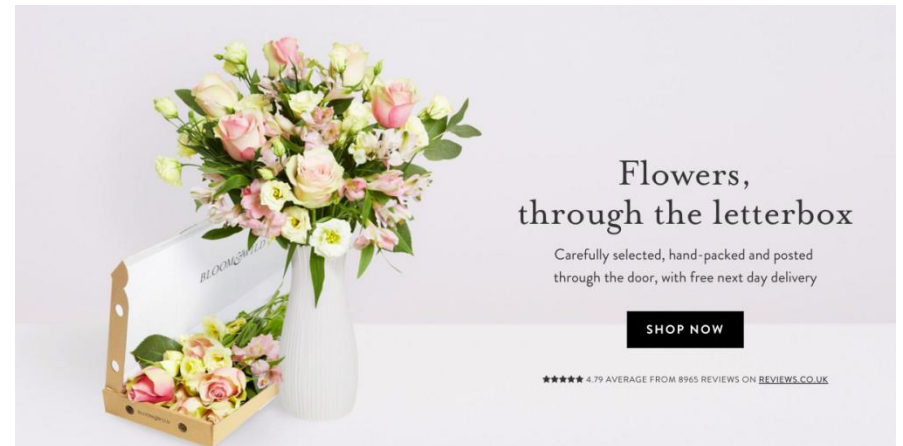
STEP 3

ROSE + FOLIAGE BOUQUET

Arrange the flowers and foliage to produce a contemporary bouquet that will enhance your home.

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Innovation



Flowers,
through the letterbox

Carefully selected, hand-packed and posted
through the door, with free next day delivery

SHOP NOW

★★★★ 4.79 AVERAGE FROM 8965 REVIEWS ON [REVIEWS.CO.UK](https://www.reviews.co.uk)



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Innovation: new product development



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www.forestproduce.ie

Positioning Irish Foliage into the future

Build capability in adding value at source



Log Arrangement



Finished table centre



Packed at source foliage bouquet

Barriers to expansion

Competition - Other State supports more attractive.

Finance - growers cannot afford 3 years+ wait.

Technical - growers struggle to meet.

Risks - grower cannot afford to take.

Aging growers - need young entrants.



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Possible solutions

Offer **competitive alternative** to other schemes.

Guarantee income.

Facilitate new entrants – need support.

State support vital - makes figures work.



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Irish Foliage into the future

- Market is open – need to scale FAST.
- R&D work is vital and must continue get support.
- Growers with an appetite for work to help scale production & meet the potential of the industry.



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Contact Details

- **Website:** www.forestproduce.ie
- **Email:** michelle@forestproduce.ie
- **TEL:** 066-7121217



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