

A closed-loop bucket, sustainable landscaping, and barriers to progress

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COMING UP THIS WEEK:

Closed-Loop Floral Bucket
Sustainable Landscape Conf.
Sustainability Barriers
New OMRI Compost
Report from the MT Outpost



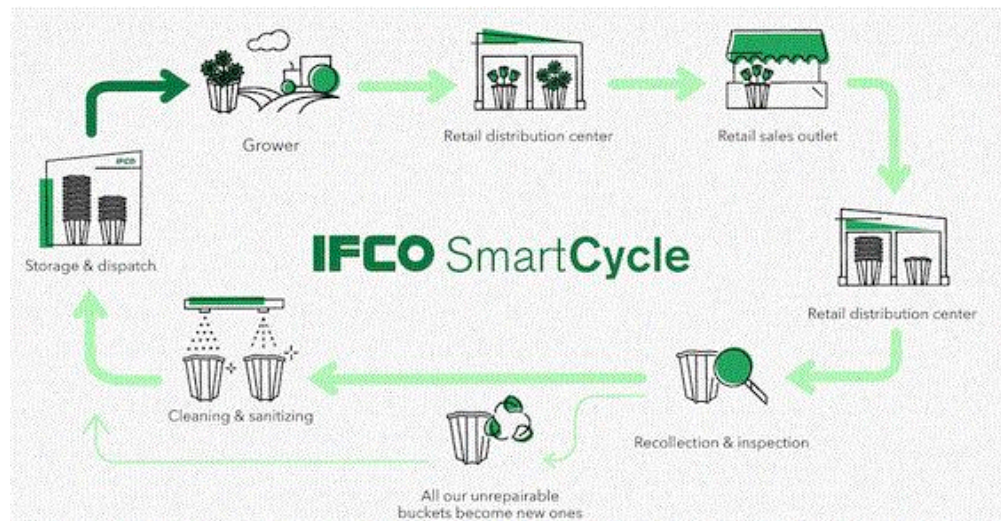
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A Closed-Loop Floral Bucket

IFCO of Tampa, Florida, just introduced a reusable floral bucket with the goal of bringing together efficient transport, attractive retail display and reusability in one product.

The **Floris bucket** has an octagonal base and rigid sides, with a durability meant to be used over and over again, instead of traditional single-use plastic buckets. Buckets easily nest together, making it easy to return to for cleaning and reuse. Buckets can also be equipped with QR codes or RFID tags for supply chain traceability. Available in 8L and 10L sizes.

All of IFCO's reusable packaging are part of the IFCO **SmartCycle** model that provides a closed loop for materials and also manages the sharing of assets so suppliers don't have to track or own the packaging. Each item can be shared, washed and reused. And then when it's time, it can be 100% recycled into a new container.



In 2022, the Floris bucket won the Mehrweginnovationspreis (Reusable Innovation Award) from Deutsche Umwelthilfe (DUH) and Stiftung Initiative Mehrweg (SIM). Now, it's available to floral suppliers and retailers across North America.

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Sustainable Landscaping at the Impact Conference



Landscape Illinois is hosting a jam-packed one-day conference on sustainable and ecological

landscape practices. The [Impact Conference](#) will take place October 15 in Naperville, Illinois. It includes educational sessions (with continuing education units) and vendor displays.

They have a deep lineup on the educational sessions. The morning alone contains a keynote on what sustainable landscapes do for people, the future of plastic pots in horticulture, why native plant projects fail and how to ensure success, and a session on Chicago's Wild Mile. The afternoon features a session on creating a bird oasis, water mitigation strategies, designing with permaculture principles, creating landscapes that last, and native plants that give the biggest ecological bang for your buck.

Ball Horticultural Company's Seth Reed is on the organizing committee. He notes that, "There will be some really great sessions that would be applicable to anyone in the Midwest, since Chicago is easy to get to." And for those who can't make it this year, look at next year. Or, Seth suggests, "start thinking about how they could duplicate their own Impact Conference."

Learn more [HERE](#).



The Sustainability Barriers

Putting together all the pieces for more sustainable business operations can feel like a jigsaw puzzle. One piece at a time (perhaps one floral bucket at a time?).

Amanda Solliday, Ph.D., the Sustainabloom Senior Manager, recently wrote a column called, "[What We Learned About Sustainability This Summer](#)." In it, she notes that while consumers are interested in more sustainable floral purchases, there are a lot of barriers to actual implementation. "Cost came up most often, but it wasn't the only challenge," she says. "Participants also pointed to the time and effort involved in learning new practices, as well as finding and trusting alternatives to familiar products."

A lot of the ideas and solutions already exist; you just need to find/learn them. That's why Sustainabloom is playing such an important role in our industry right now, gathering those resources and presenting research and education to help floriculture businesses.

I have a friend who teaches adults how to mountain bike and ski, and she's always harping on her students to bring their best "life-long learning" selves to class. I'd say the same is likely true here. Attend a conference, peruse those trade show floors with curiosity, read your industry publications, and stay open to that next puzzle piece. It doesn't have to all happen at once.



Modern Soils Expands OMRI Selection

Pennsylvania-based soil supplier Modern Soils just earned its second OMRI listing with its [Leaf and Yard Compost](#). Earlier this year, they received an OMRI listing for their Mushroom Compost. OMRI refers to the Organic Materials Review Institute, which reviews products to include on the OMRI Products List, which is used by organic farmers, producers and certifiers to identify

materials appropriate for organic operations.

In a press release, the company stated, “With two OMRI-listed composts now manufactured within its operation, Modern Soils is strengthening its ability to serve certified organic growers and support the continued growth of the organic market.”



“This listing is significant because it demonstrates momentum,” said Tim Lesko, Vice President of Marketing and Strategic Growth at Modern Soils. “Leaf and yard compost is a well-established category, but earning our second OMRI listing shows that we’re systematically building organic-ready solutions across our operation. We’re investing in a portfolio that gives growers greater choice, strengthens our position in the organic market and creates a foundation for continued growth in organic and regenerative agriculture.”

Report from the Outpost



“A sustainable agriculture is one which depletes neither the people nor the land.”—Wendell Berry

Before I was a young writer at *GrowerTalks*, or penning this newsletter, I was first a student and

a reader. I buried myself in stacks of books, picked apart ecological theory, and developed my own list of so-called heroes. One of those was Wendell Berry, who died last month. His list of books numbers more than 50, and I cannot say I have read them all, but perhaps someday.

The Unsettling of America: Culture & Agriculture (1977), was probably my first assigned reading of Berry, before I discovered his poems. I recall many margin notes and underlined sentences. Everything seemed significant, as it often does when you're 20 and building your idealistic world.

I'll admit, it's been a while since I sat down with Berry's words, but I've been returning to them again this last month, slowly, with intention. Things hit differently now, and I find myself looking for glimmers in the world rather than philosophical ideas.

And thus, I'll leave you with this one short poem of Berry's, "[The Peace of Wild Things](#)."

Until next time,



Jennifer Duffield White

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