

Innovation in gardening

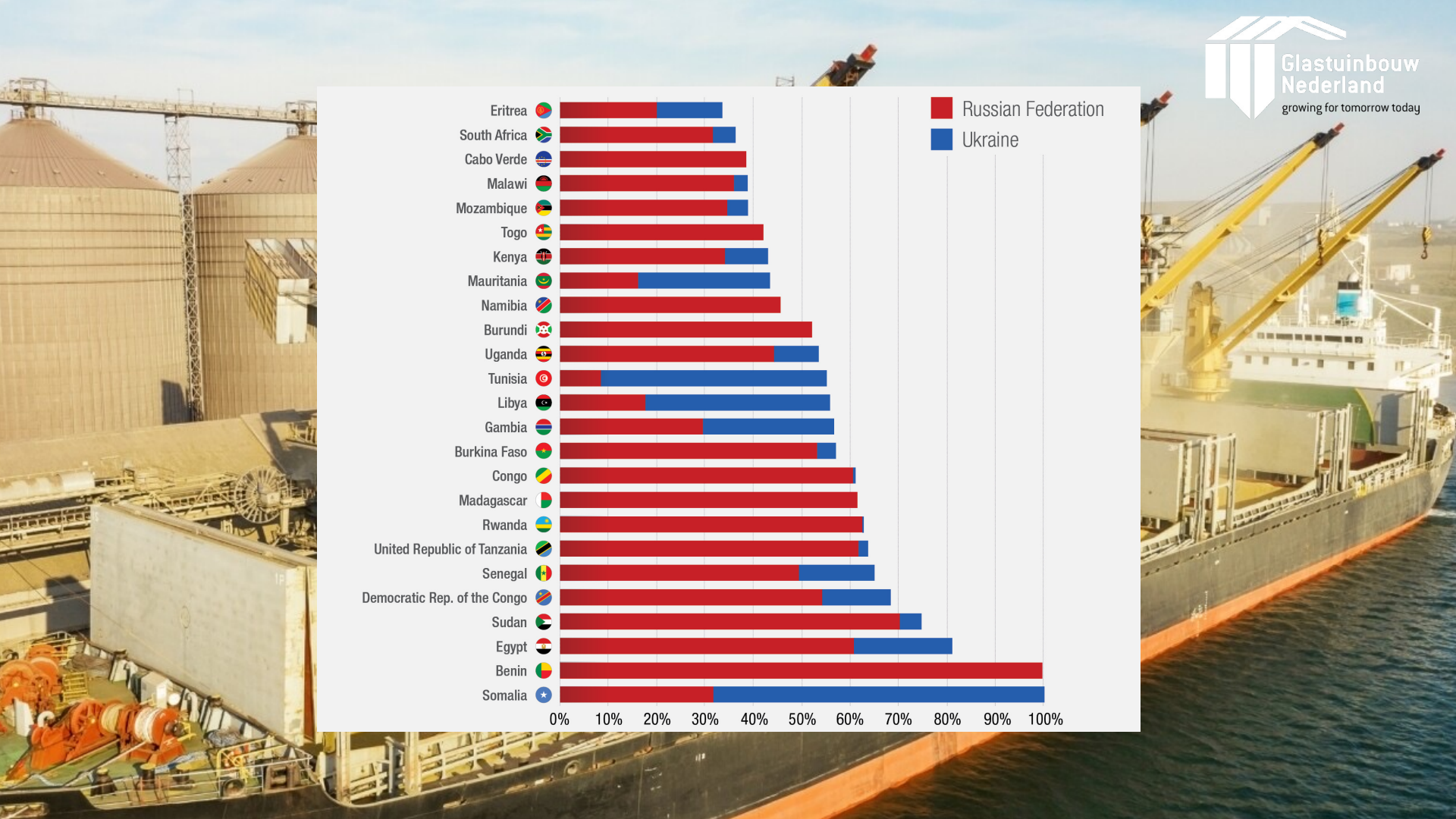
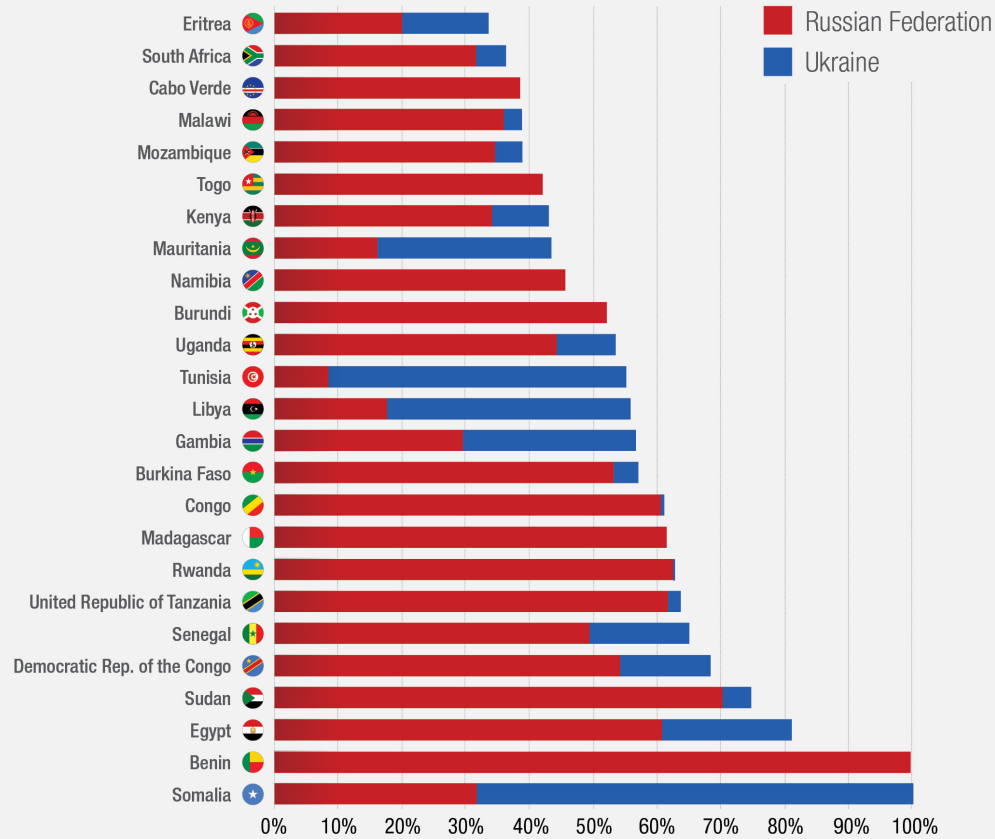
Technology, economy, politics

Tallinn, Estonia
August 10, 2023

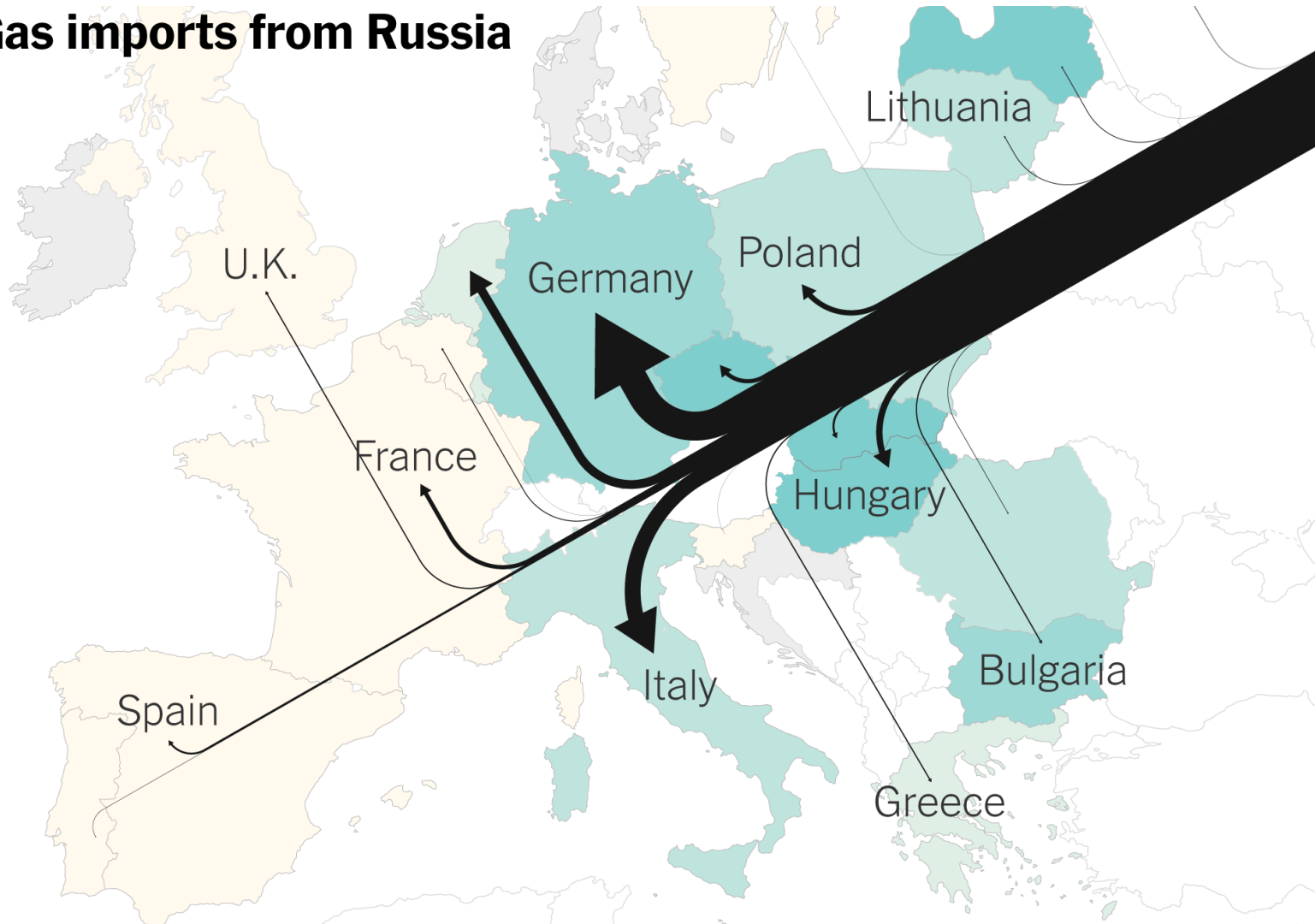




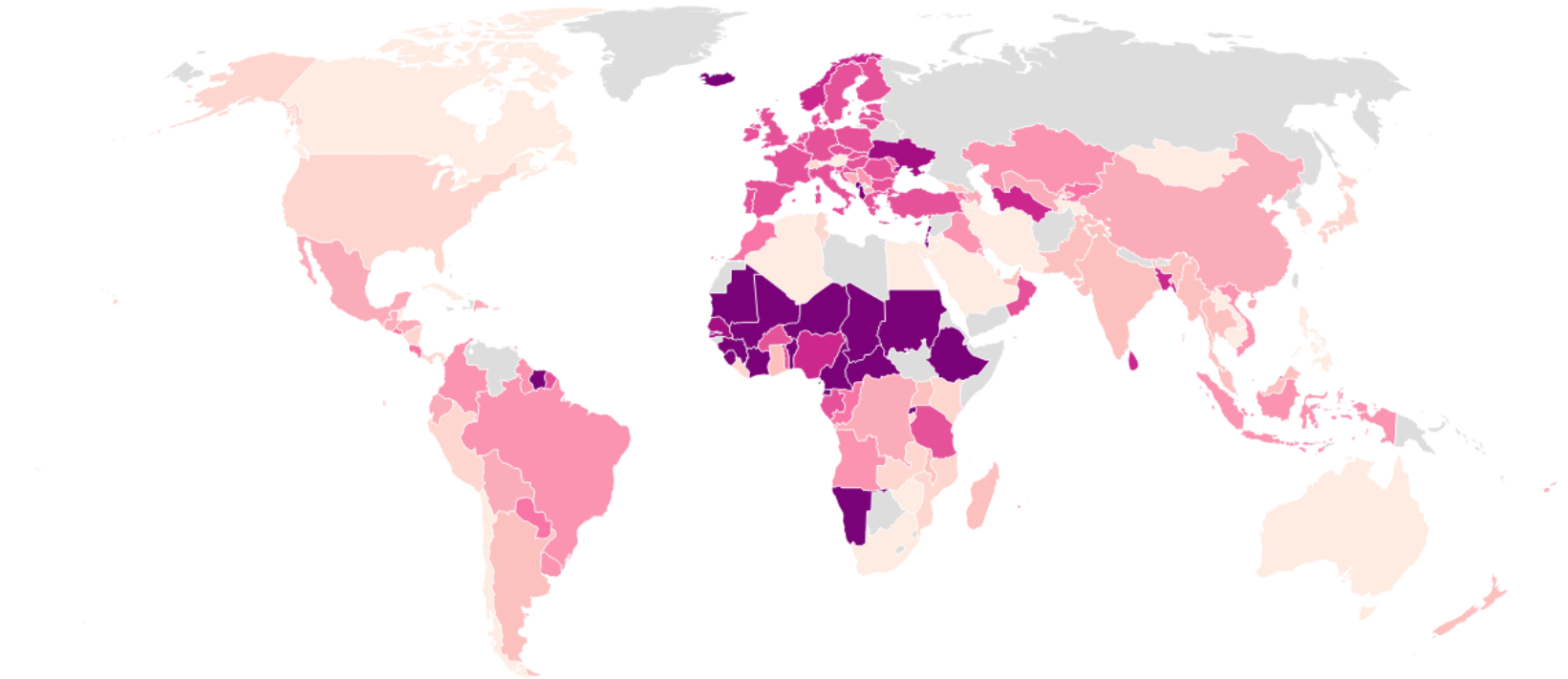




Gas imports from Russia



Percentage of the Russian Federation and Belarus in potassium fertilizer imports by country





60%

of total growing media volume



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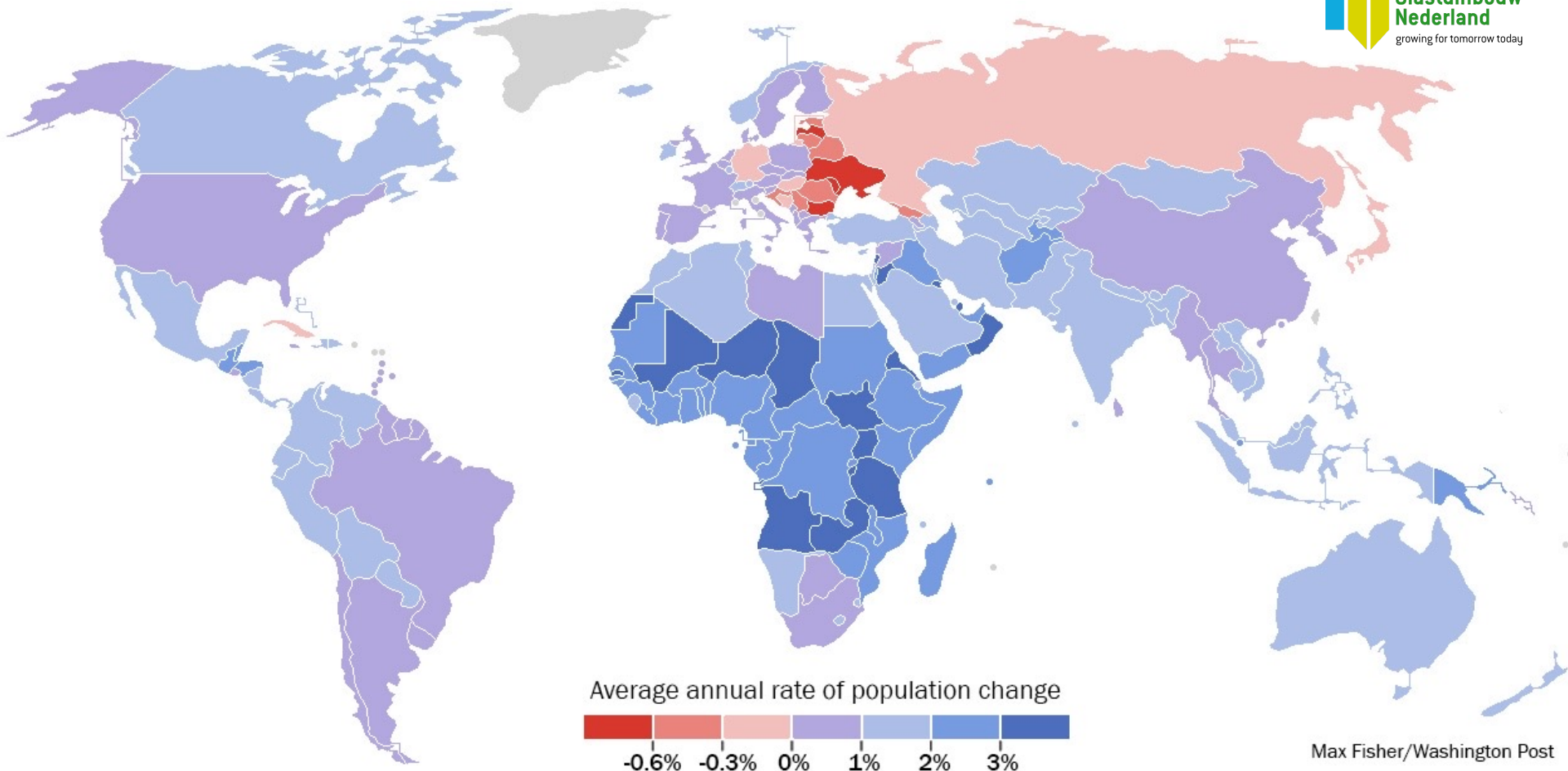
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Continent	2017 (Mm ³)	2050 (Mm ³)
Europe	26	60
North America	17	60
Asia	7	80
<i>of which China</i>	6	35
South America	4	17
Australia	2	7
Africa	3	20
Total	59	244

50% less water

60% less nutrients (fertiliser)

& less plant protection products

& less land





Farming the future







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Sector	2017 (Mm ³)	2050 (Mm ³)	Change
Vegetables	19	48	+255%
Ornamentals	40	196	+491%
Total	59	244	+415%









60% peat
20% coconut
10% peat-free



Year	Professional market goal	Consumer market goal
2025	≥35% renewable raw materials 100% RPP extracted	≥60% renewable raw materials 100% RPP extracted
2030	<i>higher, yet to be determined</i>	≥85% renewable raw materials
2050	Growing media don't have a negative environmental impact and are climate-neutral. ≥90% renewable raw materials of the total chain volume	







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**Thank you for
your attention!**

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