



**Green Today. Greener tomorrow**

**PRESS RELEASE: Coco & Coir™ receives organic seal of approval**

**July 2021**

Despite the trying and often difficult times that most of the horticultural industry has had to endure this year, Southern Trident is celebrating another success in its story of introducing quality coir composts to the UK market. The company's Coco & Coir™ range has just been accredited with the Soil Association's organic seal of approval.

The Soil Association is the country's leading organic certifier, offering a huge range of organic and sustainable certification schemes across food, farming, catering, health and beauty, textiles and forestry. The Soil Association organic symbol is the most widely recognised, and is a registered certification mark of Soil Association Limited. It can only be used for organic products and its use is controlled through specific guidelines. Now anyone who buys and uses any of the products in the Coco & Coir™ range can say they grow organically.

This follows the recent success in extensive independent growing trials on Coco & Coir™ Coco Boost and Coco Grow+ which showed that this compost consistently produced the best performance, beating the UK's best-selling peat-based and peat-free composts. The growing trials were conducted by Stockbridge Technology Centre, the UK's premier horticulture growing and testing facility.

Steve Harper, Southern Trident's CEO, says: "We are a young but growing company, determined to produce the best peat-free, coir-based composts on the UK market. The great results in the Stockbridge growing trials and now our Soil Association organic accreditation proves that we are on exactly the right track to meet - and even exceed - our targets."

### **New products**

The growing trials at Stockbridge Technology Centre where Southern Trident has been testing new products, new innovations and new materials that can be added to its coir composts to improve their already proven results even further. The results of these trials, and news of new products, will be revealed at GLEE.

### **Southern Trident Ltd**

Southern Trident is a UK company with strong roots in India supplying high quality coir based growing medium and eco-friendly doormats through its brand Coco & Coir™. Customers are supplied direct from source to market in a fully Southern Trident managed seamless operation. Sustainability is at the heart of Southern Tridents foundation believing that the coconut is the perfect crop that will work for the consumer, the environment and meet the aims of the Southern Trident strongly held company values, Green today, Greener tomorrow.

### **Further information**

For more details on our range of products, visit [www.southerntrident.com/product-range](http://www.southerntrident.com/product-range)  
View our short video on the range [youtu.be/W\\_pGSgrrVv4](https://youtu.be/W_pGSgrrVv4)

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