



**Green Today. Greener tomorrow**

**PRESS RELEASE: 2021 – A Year of Environmental Gains March 2022**

2021 was a brilliantly positive year for Southern Trident, suppliers of the Coco & Coir and Harmony Gardens ranges of growing media products. Not only in terms of our trading successes, we more than doubled the previous year's turnover, but also in measuring and proving its sustainability and green credentials. The company's underlying mantra, which drives its core values, is Green Today, Greener Tomorrow.

All products in the Southern Trident portfolio are made exclusively from environmentally-responsible by-products and recycled raw materials, and the company is carbon neutral across all areas of the business and has achieved PAS2060 accreditation. To apply for this essential accreditation, we measured all of the carbon we create and, to back this up, we support a carbon-offsetting scheme. To ensure its *bona fide* credentials, we chose a project that is overseen by the United Nations and complies with the Clean Development Mechanism (CDM).

Only offering peat-free products that contain quality coir and other recycled materials is just one area of the company's commitment to sustainability. From consciously selecting shipping lines that have carbon emission offset programs for importing our coir, to solely using FSC-approved and fully biodegradable packaging for the retail range, are all part of our overall story.

It is hugely important to Southern Trident's business to be as sustainable as possible and be ethically and morally sound in everything we do. And the proof of the pudding is in the accolades!

In 2021 year, the company was awarded Soil Association accreditation for all of our responsibly-sourced, coir-based growing media products, meaning they can be used with confidence by organic gardeners too.

Later in the year, we won an International Green Apple Environment Award from The Green Organisation, and have become a Green World Ambassador – special people who demonstrate their environmental commitment by helping the organisation to achieve its prime target: to recognise, reward and promote environmental best practice around the world.

At Glee, we won the Sustainability Award and the Best New Growing Media Product 2021 for the new Harmony Gardens Multipurpose Compost.

And to be as open and as honest as possible and to promote our green credentials to our customers and consumers alike, we are an inaugural accredited member of the new Responsible Sourcing Scheme for Growing Media (RSSGM), a scheme our CEO Steve Harper chairs working with Defra, the RHS, NGO's like Plantlife, the HTA, retailers and other manufacturers.

Balaji Manoharan, Southern Trident's co-founder and Managing Director, says: "2021 was an amazing year for us. While doing the right thing as a business may not always be easy, there is a more important metric that we are all collectively responsible for and one that should never be compromised – our planet. We're doing as much as we possibly can to play our part in this."

MORE...

## **Notes to Editors**

Southern Trident is exhibiting at the Garden Press Event 2022. For further information, come and talk to us on stand H036.

For more details on Southern Trident, visit our trade site [southerntrident.com](https://southerntrident.com) and for details of our products, visit our consumer website [cocoandcoir.com](https://cocoandcoir.com)

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