

For Immediate Release

Ivy Acres Introduces Bio-Degradable “Straw Pot”

Baiting Hollow, New York – Ivy Acres announces the introduction of their new, patent pending, bio-degradable “Straw Pot” plant pot to the US market. Developed in partnership with a group in Sri Lanka, the new potting system is made from rice straw, coconut husks and a natural latex adhesive.

“What makes this product so exciting,” says Jack Van de Wetering, CEO, “is that it’s made from completely sustainable materials that are the natural waste by-products of rice and coconut production. These raw materials are in plentiful supply. Had we not found this application for them, they would continue to be disposed of indiscriminately, since there are no other significant uses for them.” Straw Pots are available in several standard sizes and shapes and are being marketed to wholesale growers throughout the country. They are also being sold to a few large retailers like The Home Depot.

Growers can confidently pot plants in these receptacles and ship them off to their nursery customers without concern about the integrity of the pot. Once they are planted by the consumer though, the pots begin a 3-6 month period in which they naturally bio-degrade and form soil-enriching compost. From an ecological standpoint, the major advantage of Straw Pots is that growers no longer need to pot in plastic containers, many of which end up in landfills and not in recycling bins.

Prior to the development of Straw Pots, there were a number of attempts to create a truly environmentally friendly plant container. Some were made from chicken feathers, miscanthus grass, wood shavings, or manure. None of these earlier efforts combined all of the features that Ivy Acres considered important. “There was always something wrong with them,” claims Van de Wetering. “The first priority was that they had to completely bio-degrade in one year or less. After that we found one to be too slimy and smelly, one wouldn’t let the roots pass through, and one got kind of floppy when we went to larger sizes. It was like the classic Goldilocks syndrome until we struck upon the rice/coconut combination. This was the first one that met all of our criteria.”

In addition to the sustainable and growing benefits there is another significant piece that must be discussed. “The disposal of plastic is a major benefit of moving to this pot” says Van de Wetering. “Americans use over 1 billion 1 gallon plastic pots in a year – it takes 200 years for a plastic pot to breakdown” emphasizes Van de Wetering. “With The Straw Pot there is a tremendous monetary and environmental savings on disposal”.

Ivy Acres is a large regional wholesale grower of bedding plants that are available in bulk or under the company’s Hampton Gardens brand. Located on 23 acres in Baiting Hollow, New York, Ivy Acres employs over 200 people in season. Information regarding Straw Pots or other Ivy Acres products may be viewed online at www.ivyacres.com. The company can be reached at 631.727.1980.

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