



## **Dobbies welcomes peat-free deadlines**

- **Market leaders in the garden centre sector**

The UK's leading garden centre retailer, Dobbies Garden Centres, welcomes the announcements from DEFRA and the HTA identifying proposed deadlines for retailers to be peat-free.

Market leaders in the garden centre sector, Dobbies is committed to educating about the importance of soil health and delivering environmentally-friendly practices and products, and sustainable solutions, having launched #sustainabledobbies last month.

A key part of Dobbies' sustainability pledge is to reduce the use of peat in its product range. The team are on track with the commitment made in 2020 to be 90% peat free in 2021 and 100% peat free in 2022 in relation to bagged compost. The retailer has also worked with nursery suppliers to produce a roadmap for an annual reduction in peat use for growing plants.

Graeme Jenkins, CEO of Dobbies, said: "We are moving at pace towards a peat-free future. At Dobbies we are proud of our market leading position and our commitment to being peat-free in 2022, ahead of deadlines proposed as part of DEFRA's consultation.

"It's our duty to raise awareness and promote better sustainability practices among our suppliers, team members and customers. We will have more peat-free products landing in store in the next month."

For Dobbies sustainability policy: <https://www.dobbies.com/sustainability-policy>

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### **About Dobbies**

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 73 stores.
- A turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling the company's footprint.
- Dobbies operates 69 mainline garden centres and three small format, little dobbies, stores.
- Dobbies aspires to be 'not your average garden centre'; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies is proud to be a supporter of #terracarta, launched by HRH The Prince of Wales' Sustainable Markets Initiative.