



“Key factors in the firm’s success include great marketing of an excellent product

GROWER OF THE YEAR — ORNAMENTALS

WINNER MAJESTIC TREES

Many within the ornamentals production community have talked about the need for the sector to focus on value, not price. Not quite so many have managed to achieve this.

One team that has is the one at Majestic Trees under the leadership of managing director Steve McCurdy, who with his wife Janet launched the container tree nursery 10 years ago.

“This is a principal that the industry needs to understand to increase profitability,” urges Majestic in its entry to this year’s awards. That commitment is one factor that helped the nursery to outstrip average industry profit margins several times over. With sales expected to grow by 11 per cent in 2011, Majestic is also looking forward to its best profits yet.

Other key factors in the firm’s success include great marketing of an excellent product and services supported by the hard work of a passionate team that saw sales grow by 7.2 per cent last year.

Good results ensure an excellent relationship with the bank and the ability to drive growth through a £450,000 investment in the expansion of the nursery, now complete. A new extension will further improve the customer experience. ■ See p26.



The Grower of the Year Award recognises innovation and excellence in the supply of ornamental plants and that is fundamental to the success of UK horticulture. As the representative of the majority of UK growers, the Horticultural Trades Association is delighted to support this celebration of achievement.