

BORD NA MÓNA AGUS B&Q

LE DR MUNOO PRASAD, PRÍOMH ÉOLAITHEOIR AGUS DEARBHÁIL NÍ CHUALÁIN, ÉOLAITHEOIR

Tá caidrimh gnó idir Bord na Móna Horticulture le B&Q le seacht mbliana anuas, agus an gnó ag fás gach bliain. Bhunaigh Block agus Quail B&Q i 1969. Tá B&Q mar phairt don Kingfisher Group chomh maith comhlachtaí eile cosiúil le Comet, Woolworth agus Superdrug. Tá baint ag an ngrúpa seo le siopaí sa Bhreatain agus ar fud na hEorpa. Tá 2-3 billiún punt (£STR) láimhdeachas ag an ngrúpa seo gach bliain. Tá níos mó ná trí chéad siopa ag B&Q faoi láthair sa mBreatain. D'oscail an siopa nua B&Q i Liffey Valley i mí Aibreán 2002.

Tá baint an-tabhachtach le Bord na Móna Horticulture agus B&Q. Faoi láthair tá an gnó leis an ngrúpa ag fás seacht faoin gcéad gach bliain. Faoi láthair tá Bord na Móna ag easportáil fiche tairgí móna go B&Q, "Growbags" agus malaí eile móna de gach saghas agus cruth. Tá an chuid is mó de na malaí móna seo bainte agus pacailte i Kilberry. Is í an mála 145L an ceann is mó a dhiolann.

Tá tairgí eile á dheanamh ag Bord na Móna Horticulture nach bhaineann le móin. Thosaigh Bord na Móna Horticulture ag tairgiú cairt aoileach seacht mbliana ó shin. Tá an-eileamh anois le tairgí nach bhfuil aon bhaint le móin agus tá an cairt mar ceann do na tairgí a bhfuil is mó eiléamh orthu.

Gach bliain diolann Bord na Móna Horticulture a dhoghain tairgí le Pairc an Chrócaigh a líonadh do B&Q.

Tá clár aigeanta ag Bord na Móna le tairgí nua a aimsiú do B&Q. Faoi láthair tá go leor taighde dhá dheamh le ábhar a fháil le meascadh leis an móin. Tá duangaoir ag B&Q tairgí le móin mheascaithe le ábhar eile a dhíol-mar shampla abhar

adh-usaidhe.

Tá taighde eile dhá dheamh freisin le tairgí organacha a bhaint amach, sé seo tairgí atá feilunach do gharradoirí nach bhfuil ag iarraidh ceimicí a usaid.

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Bord na Móna Horticulture has been in business with B&Q for about ten years. B&Q was established in 1969 by Block and Quail, who took the first letters from their surnames to create the now household name. B&Q are part of Kingfisher. Comet, Woolworth and Superdrug are also part of this group. This Kingfisher group has a turnover of 2-3 billion each year. At the moment there are

Kilberry. The most popular size is the 145L bag.

Bord an Móna Horticulture also supplies peat-free products to B&Q. Bord na Móna Horticulture started composting bark as a growing media seven years ago and is now a very popular product. There is more and more demand now for peat free growing media.

Every year Bord na Móna Horticulture sells enough products to B&Q to fill Croke Park.

There is an active program on developing new products for B&Q. Very recently a great deal of research is being conducted to find the ingredients that can be used to dilute



An taobh amuigh den stór nua B&Q in Ionad na Life, i mBaile Atha Cliath. Istig, tá ionad mór garraíodóireachta.

more than 300 B&Q shops in England. A new store opened in Liffey Valley in April of this year.

Bord na Móna Horticulture has very strong ties with B&Q. Its business has been growing about 7% each year. Currently Bord na Móna Horticulture has about 20 peat products on sale in B&Q shops, from Growbags to bags of peat of all shapes and sizes. Most of these peat products are harvested and packed in the Bord na Móna plant in

peat. This has come about as a result of B&Q policy not to sell 100% peat but rather dilute it with other materials, particularly recycled materials. There is also a great deal of research being conducted to develop "organic products", i.e., products that would be suitable for customers who do not wish to use chemicals, either as fertiliser or chemicals for pet control. There are also other products in the pipe line that will be launched in 2003. ☺