



## Coco Fibre Propagation Range

### Media Release

#### Introducing Sustainable Coconut Fibre: The Eco-Friendly Solution for Propagating Seeds and Cuttings

In a step towards sustainable gardening and eco-conscious plant care, Mr Fothergill's is proud to introduce its new range of biodegradable coconut fibre pots, pellets and seed raising mix, made from the natural fibrous layer between the green skin and hard brown shell of coconuts. These innovative products provide a powerful, sustainable alternative to traditional plastic pots and potting mix, promoting healthier plants and a healthier planet.

Coconut fibre, a by-product of the coconut industry, is a material that renews every 75 days. With a minimal carbon footprint, it is an ideal solution for gardeners looking to minimize their environmental impact. By using coconut fibre for propagation, gardeners are not only supporting a more sustainable industry but also ensuring the successful growth of their plants.

Designed for the optimal propagation of seeds and cuttings, the coconut fibre pots and pellets facilitate unrestricted root growth. This means plants can be transplanted without the stress and shock often associated with traditional plastic pots. As a biodegradable material, coconut fibre products break down naturally, ensuring that they are both effective and eco-friendly, making them the perfect choice for the environmentally conscious gardener.

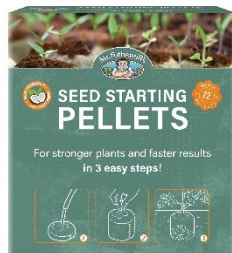
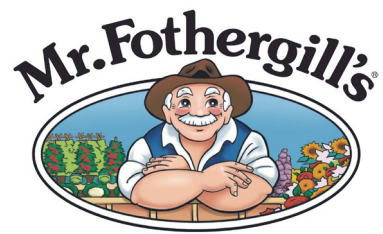
Created specifically for seed germination and strong root development, the seed starting mix gives seedlings the ideal environment to thrive from day one. This mix is boosted with slow-release nutrients and natural seaweed, offering the perfect balance of gentle feed to support healthy, vigorous growth—no extra fertiliser needed during the early stages.

The Coconut fibre range is ideal for all types of gardening, whether you're a novice gardener or an experienced horticulturist. With their ability to foster healthy, vibrant plant life and reduce environmental harm, these products are the perfect choice for eco-conscious gardeners everywhere.

The Coconut Fibre Propagation range includes 7 products:

- **8cm Seed Starting Pots Pack of 22 pots**— promoting unrestricted root growth and ease of transplanting.
- **11cm Seed Starting Pots pack of 6 pots** – ideal for those larger plants.
- **35mm Seed Starting Pellets Pack of 72 pellets**— for successful propagation of seeds and cuttings. These pellets also contain a fertiliser to ensure a stronger start for your plants!
- **Greenhouse with Seed Starting Pots**— includes a 16 x 60mm square pot strip, a professional greenhouse tray and humidity dome.
- **Self-Watering Greenhouse with Seed Starting Pellets** –includes 35 x 35mm pellets, a ridged drainage tray and water retention mat for optimal growing conditions and a humidity dome.
- **Greenhouse with Seed Starting Pellets** – includes 72 x 35mm pellets, professional greenhouse tray and humidity dome.
- **Enriched Seed Starting Mix Block 10 litres** – enriched with seaweed and slow-release fertiliser. Also includes mixing bag so you just add water straight into the bag. Weighing only 775g, this block is lighter than traditional heavy bags of potting mix.

To learn more on the benefits of coconut fibre and to explore our full range of eco-friendly gardening products, visit [www.mrfothergills.com.au/collections/coconut-fibre-propagation](http://www.mrfothergills.com.au/collections/coconut-fibre-propagation)





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