

## CALAIS ACHIEVES ACCOLADE

The town of Calais, facing the south-east of England, is mainly known for its port and the Channel Tunnel. Over the past few years Calais has set up ambitious projects to enhance the city and improve its living conditions.

In September 2014, Eric Bouton arrived in Calais to head the city's Green Spaces department. Linked to his arrival, a bet to obtain the '4th Flower' for Calais. A challenge he has already met in Loon-Plage and Gravelines.

The French competition *Villes et Villages Fleuris* was launched in 1959 to promote flower displays and urban green spaces. Since 2005, it has attracted more than 12,000 participants. In 2017 Calais was one of 249 elected representatives whose exemplary approach to flower displays was rewarded with a '4th Flower', the highest award.

Eric Bouton has used TerraCottem since it was commercialised in France more than 20 years ago. "We work with very short lead times to achieve good plant development and high quality flowering. This soil amendment gives us a near total survival guarantee. We obtained the 4th Flower this year partly thanks to the Ephemeral Garden boosted with TerraCottem. For gardens exposed to wind and sandy soil TerraCottem is a real asset for success."

