



## Report for MGF AGM 2025 & Committee Leaflet Publicity Campaign 2024

In May 2023, the AGM accepted a proposal that MGF should fund production and distribute publicity leaflets. Later, the working group decided to produce two types of leaflet; a small one for display in a pépinière/garden/plant fair, and a more informative, larger leaflet that could be given directly to contacts. 2000 copies of the small leaflet (cost 158€ including postage to members), and 300 copies of the larger leaflet (cost 60€), were eventually printed. Starting Feb 2024, volunteer members approached selected pépinières and other venues in their area and asked them to display leaflets; this activity continued throughout the year. The list of venues is shown in a separate document.

How to get leaflets to members in an economic way was an unforeseen problem. In May 2024, to avoid further postage costs, all copies of the large leaflets and the remaining small ones were brought to the AGM for distribution; the Agenda included an item about the publicity campaign and a request for help. To date, most of the small leaflets are likely to have been distributed. Around 100-120 of the larger ones remain.

### **New members in 2024**

There were **68 new members** in 2024. When seen against the number of new members in previous years – for example, 28 in 2023 – this seems a remarkable increase. But, in any given year, there may be several factors that cause an increase. Possible factors which could be relevant in 2024 will be discussed by the Membership secretary in her report.

However, in recent years, new members have been asked directly about reason for joining: ‘How did you hear about us?’ Of the 66 joiners who gave a response in 2024, only four mentioned ‘a leaflet at a pépinière’.\* In fact, the most common response was ‘recommendation by a friend or member’; this accounted for 45/66 replies. This was also the most common response in 2023 (19/26 replies).

### **Conclusion**

Distribution of leaflets to pépinières relies on the energy and good will of members. While it led to some new members in 2024, the costs and effort may not be justified. We do not propose to repeat this exercise in 2025. On the other hand, members seemed to have played an important part in increasing the membership *through direct contact*. It is possible that awareness of the 2024 publicity campaign in itself could have encouraged members to talk to acquaintances about joining MGF.

The large leaflets were distributed only at the AGM 2024, not to pépinières or at other venues. They will again be available at the AGM in 2025 for people who find them useful.

Roseanne McNamee  
on behalf of the working group (LG, JP, CD, RM)

\*The pépinières : Les Senteurs du Quercy (Aveyron), Pépinières de Montimas (Hérault), Le Jardin Champêtre (Aude) and Ventoux Végétaux - Trappier (Vaucluse).