

# NS&I reveal gardeners are reaping the financial benefits of growing their own produce



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New research\* released by NS&I shows that gardeners are reaping the financial benefits of growing their own fruit and vegetables. Seventy eight per cent of those who grow their own said that people should consider nurturing their own home-grown produce as a way to save cash.

As NS&I announces the second year of its sponsoring the Royal Horticultural Society's (RHS) 'Grow Your Own' campaign, it is urging Brits to give growing a go - with even more financial benefits than simply boosting [savings](#). The study also revealed that growing your own produce can teach valuable lessons about looking after personal finances. The research served to reinforce the message that having an investment [savings account](#) while producing home grown produce was a recipe for success.

90% of people said that growing their own produce was similar to having a [savings account](#) as they needed to plan ahead, and a similar number (92%) stated that for both disciplines it is only possible to reap the benefits through patience and regular effort.

Last year NS&I and the [RHS](#) joined forces to help improve the nation's health and wealth through the 'Grow Your Own' campaign - and this year the campaign returns with a new flavour as NS&I and the RHS encourage Britons to give fruit growing a try.

Tim Mack, Head of Marketing and Communication at NS&I, explained: "We're proud to actively support and sponsor the 'Grow Your Own' campaign, because we know that growing your own is just like saving in many ways - it helps you financially and your initial [investment](#) benefits from good planning and nurturing. Growing your own fruit or veg is not only worthwhile but is also something that can be done almost anywhere."

The sponsorship builds on the successful relationship that NS&I has had with the RHS for many years, including NS&I's involvement in the Hampton Court Palace

Flower Show where in 2009, NS&I will again be supporting the Growing Tastes Cookery Theatre.

Richard Hunt, Corporate Development Manager at the RHS, added: "NS&I is an ideal partner for the Grow Your Own campaign, and we're delighted that these two national institutions are working together. We hope we will inspire the British public to use whatever space or means they have to get growing."

The RHS will be running a series of events throughout the year, demonstrating how easy and worthwhile home-grown produce is. Kicking off with a free open day on 7 March across all four RHS Gardens (Wisley, Rosemoor, Harlow Carr and Hyde Hall), the 'Grow Your Own' campaign will offer curious gardeners and keen amateurs top advice on how to grow and care for fruit and vegetables - with growing starter kits available to the first 2,000 visitors to each garden.

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Notes to Editors:  
\*The survey, which questioned people about their growing and savings habits, was carried about by TNS in January 2009 among 1,009 GB adults aged 16+.

**About**

**NS&I**

NS&I is one of the UK's largest financial providers with 28 million customers and over £88 billion invested. It is best known for Premium Bonds, but also offers Inflation-Beating Savings, Guaranteed Equity Bonds and Children's Bonus Bonds in its range. All products offer 100% security, because NS&I is backed by HM Treasury.

**About**

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**RHS**

The RHS is the UK's leading gardening charity dedicated to advancing horticulture and promoting good gardening. Its charitable work includes undertaking scientific research into issues affecting gardeners, holding plant trials and educational events and activities.

RHS membership is for anyone with an interest in gardening. Support the RHS and secure a healthy future for gardening.

RHS Registered Charity No. 222879/SC038262

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