

Welcome to AJJH

Association des Journalistes
du Jardin et de l'Horticulture
(Association of Gardening
and Horticulture journalists)



Who are we ? What do we do ?

In an ever-evolving world, AJJH aims to bring the gardening community together. The association's mission is to improve the work of its hundred and fifty active members (journalists, writers, photographers, illustrators) and hundred and forty five benefactors, press agencies and professionals of the gardening world.

AJJH's objectives

Promote meetings between journalists and professionals. Our friendly meetings provide new perspectives and help facilitate day-to-day relationships by phone or e-mail.

Promote gardening and its professionals because it is an environment that requires specific skills. However, we aim to support member journalists from all media fields.

Prepare the future of our profession in a new media environment.

Together we're stronger !

Meeting and sharing

Two annual meetings

Launch of the directory (1000 copies)

At the beginning of the year we all meet for the launch of the new edition of the directory. As well as referencing members, the directory lists all prizes awarded by the AJJH as well as the association's various activities. It is the ultimate tool to have with you at all times; it keeps people in touch, no batteries required... And with time you will also find friends and that's what makes the success of our second meeting.

Annual Party

This takes place in spring, alternatively in Paris or in the countryside. During this event we take the opportunity to visit gardens, plant nurseries or specialised companies. This meeting ends with a festive garden party where all 200 participants can socialise before leaving with gifts offered by our benefactors.





Annual meeting in the garden of Point du Jour

Learning and debating

The objectives of our friendly and informal workshops are to exchange ideas on topical subjects, to improve our technical knowledge, and to better understand the evolution of our industry.

Previous workshops

How to manage online picture release ? Photographers, picture editors, art managers and photo agencies debated on the use of the internet, sharing points of views and their insights of the trade.

Why and how to prune trees ? Augustin Bonnardot, a forest warden at CAUE 77, explained the art of this skill, warned against heavy-handed pruning, and explained popular misconceptions. We then had the opportunity to put his advice into practice.

Coming soon

Vegetable seeds, how to make the right choice

The issues of protection and accessibility of genetic resources. This workshop will be led by the GNIS (French association for seeds and seedlings).

Gardening with or without pesticides

On the regulations in force and best practices.

Debate on the evolution of the journalist's status...

... and many more to come !





Workshop on pruning trees

You're invited

We are passionate about our work, and we want to help you discover new places, share points of views, and meet other industry professionals.

AJJH aims to make it happen, and offers:

Special guided visits to prestigious places such as the new greenhouses of the Museum d'histoire naturelle, the Château de Versailles, the Luxembourg gardens, the Louvre museum, the Chèvreloup arboretum and the Chaumont-sur-loire garden festival.

Explorations of gardens, garden festivals, and gardening companies in Alsace, Dordogne, Cotentin, Brittany, Drôme as well as Germany, Cornwall and Ireland...

All suggestions welcome.





Bloom Garden Festival in Dublin

Unique gardens

Every year, privately-owned gardens open to the public are selected by a jury of journalists who visited them incognito. With the help of all members, three of these are given awards:

« **Jardin de l'année** », « **Jardin coup de cœur** »,
« **Jardin initiative citoyenne** »

“**Garden of the year**”, “**Striking garden**”,

“**Socially responsible garden**”

So far, eighteen prize plaques have been installed at the entrance of gardens all over France. These awards are designed to make people dream; but more importantly they are made to promote human exchange between the public and the awarded gardeners who love sharing their passion and know-how.

Press Conferences, press kits and on-site award ceremonies promote the event to garden lovers through newspapers, radio and TV. Giving garden owners this recognition also helps them achieve more on a local level.

All members of the AJJH are invited to visit the Garden of the Year, yet another opportunity to socialise together.

Do contact us if you are looking for top spots and don't hesitate to share and recommend your findings!



Sponsors: Botanic and the “Salon du végétal d'Angers”



Erik Borja's garden in Drôme

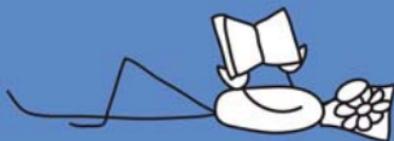
Award winning books

The “Prix Saint-Fiacre” (the garden journalists’ prize), has been awarded annually since 1971 to French books on gardens, gardening or the vegetal world. This award is unique in that it is aimed at the general public, seasoned amateurs and complete beginners alike.

Voters: the jury, which is tasked with creating a shortlist, is made up of ten members from AJJH - five men and five women, to reflect the fact that men and women read in different ways just as they garden in different ways. The shortlist is put to the members’ vote, then the jury selects a winner.

Readers: the award ceremony takes place in Orléans during the last weekend of August - on St Fiacre’s day, the patron saint of gardeners. A press conference with the winning writers and their editors is then organised in the heart of Paris later in the autumn. A press release and a belly band advertising the award help the selected books find a larger readership.

Must reads: *Le Potager anti-crise*, *L’Herbier érotique*, *En vert et malgré tout*, *Jardiner durablement*, *Le Carnet jardinier...*





The Garden Bookstore in the jardin des Tuileries, Paris