



fci

**FloraCulture
International**

WWW.FLORACULTUREINTERNATIONAL.COM

JANUARY - FEBRUARY 2019

IPM ESSEN

**Firmly rooted in the
yearly horticulture
calendar**

INTERNATIONAL
GROWER OF
THE YEAR 2019

Meet the finalists

**GO FORTH
AND MULTIPLY**

Plant Propagation in Focus

4-7 JUNE 2019

DUTCH LILY DAYS

COLLECTIVE TRIALS

Come and see, visit them all. You are more than welcome

Participants
Dutch Lily Days 2019

14
Participants

- 1 P. Aker
- 2 Van den Bos Flowerbulbs
- 3 BOT Flowerbulbs
- 4 De Jong Lelies Holland
- 5 Lily Company
- 6 Mak Breeding
- 7 Onings Holland Flowerbulbs
- 8 C. Steenvoorden
- 9 GAV's Lilies
- 10 Gebr. Vletter & Den Haan
- 11 VWS Flowerbulbs
- 12 World Breeding
- 13 Zabo Plant
- 14 Royal van Zanten



More info
www.dutchlilydays.com

THE PÖPPELMANN EFFECT:

Closed material loop.

Environmental and climate protection is becoming more and more important for the end consumer. The topic of resource conservation is equally crucial to us as well. This is why the plastics used for our plant pots come directly from recycling bins and end up there again, too.

For more information visit:
poeppelmann.com/blue



Visit us in hall 2,
booth 2D31.

We do it.
More resource-saving.



PÖPPELMANN

TEKU®



GAUGING THE MOOD OF THE INDUSTRY

The annual Tropical Plant Industry Exhibition (TPIE) at the Greater Ft. Lauderdale/Broward County Convention Centre in the US and the IPM ESSEN in Germany are the first two major trade exhibitions for gauging the mood of the industry each year. There is no reason 2019 should not be a good year for the North American and German markets, predict our contributing writer in the U.S., Chris Beytes from sister publication *GrowerTalks*. He, and other industry figures from China, Germany and Colombia, were asked to give their predictions of what we might see in global ornamental horticulture in 2019. Page 15-17.

With the new year comes new objectives and new goals. The stories we hear from stakeholders within our industry are truly inspiring as they reveal a desire to improve on last year's achievements and make the most of current and emerging opportunities. However, there are also challenges around cash flow, recruitment shortages, rising airfreight costs and family business succession. New challenges also appear due to changes in the political arena (Brexit), legislation (the European Court of Justice ruling that gene editing is GMO), demography (the rise of the less flower-minded millennials), technology (robotics, artificial intelligence, machine learning) and perspectives (the United Nations stating that climate change is the defining issue of our time). It is encouraging to witness that all these issues are clearly on the radar of many a horticultural entrepreneur, despite being preoccupied with daily tasks.

Entrepreneurial skill is what the finalists in the prestigious International Grower of the Year Awards (IGOTY) represent and bind. The Awards were launched by the International Association of Horticultural Producers (AIPH) in 2009 to recognise best practice in ornamentals production around the globe. FCI is one of the proud sponsors of this annual event and industry celebration. Meet the 2019 finalists on page 34-41.

Propagation materials for ornamental bedding, garden and pot plants are increasingly sourced from all corners of the world. In Central American countries, companies such as Ball, Syngenta and Dümmen Orange have established large production units to cater primarily to the US market. Page 30. In East Africa, 'Made in Kenya' and 'Made in Ethiopia' are stamps now found on such a wide range of cuttings that one almost forgets West Africa was once a major plant propagator. Industry veteran Ed Malipaard sees potential in bringing young plants back to Côte d'Ivoire. He currently co-owns a 80 ha plant nursery near Abidjan. His adventure story starts on page 28.



COVER STORY

- 18 GO FORTH AND MULTIPLY**
Plant propagation in focus.

FEATURES

- 15 WHAT DOES 2019 HAVE IN STORE?**
FCI asks industry figures from around the world to give their predictions for 2019.
- 28 CÔTE D'IVOIRE**
Repatriating cutting production to West Africa.
- 30 CENTRAL AMERICA**
Key player in ornamental cutting trade.
- 33 PMA FRESH SUMMIT**
Attending the 'Super Bowl of Supermarket Floral'.
- 34 INTERNATIONAL GROWER OF THE YEAR AWARDS**
Meet the 2019 finalists.

VOICES

- 04 FROM THE EDITOR**
- 07 WHY WINNING AWARDS IS IMPORTANT FOR YOUR BUSINESS**
- 17 TRADE MARKS AND VARIETY DENOMINATIONS**

IN EVERY ISSUE

- 06 WORLD NEWS**
- 08 VIS-À-VIS**
- 44 EXPOSURE**
- 51 SAVE THE DATE**

FloraCulture International is an independent trade magazine with the largest circulation for a world publication of its kind. FloraCulture International is published for the ornamental horticulture industry by the International Association of Horticultural Producers (AIPH). It's published six times per year worldwide. **Editorial Team:** William Armellini, Chris Beytes, Jan-Dieter Bruns, Audrey Gerber, Hidde Koenraad, Haiyan Kong, Jaap Kras, Richard Melnick, Jürgen Mertz, Marta Pizano, Ron van der Ploeg, Fred van Tol, Penelope Tomkins. **Contact:** info@floracultureinternational.com. **Address:** FloraCulture International, Horticulture House, Chilton, Didcot, Oxfordshire OX11 0RN, United Kingdom. **Worldwide Advertising Office:** Angie Duffree, angie@floracultureinternational.com tel. 0031 (0)6 403 277 35 **Printer:** Drukkerij van Deventer **Graphic design:** Aryen Bouwmeester. **Circulation Administration:** FBW Abonneeservice, Postbus 612, 3440 AP Woerden, The Netherlands. **Subscribe:** Sign up now for a free digital subscription www.floraculture.eu/subscribe **Publisher:** Published by AIPH ©2019 FloraCulture International magazine. All rights reserved. Publisher is not liable for the content of the advertisements. Photography by permission of copyright owners.

BELGIUM



Is Belgium horticulture a text book example?

Belgium is a partner country at the IPM ESSEN trade fair, from January 22-25. What makes the country's ornamental horticulture so special?

In discussing how Belgium's ornamentals production differentiates itself, I'd be remiss not to mention the country's outstanding reputation for growing pot mums, azaleas and other global, ornamental staple crops such as bromeliads. This is challenging for growers as these are not the kinds of plants that consumers consider trendy. Wallonia also comes to mind. In regards to geographic location, almost all ornamentals production is concentrated in Flanders. One exception, however, is the Ardennes which boasts a sizeable number of large Christmas tree farms. The most recent statistics indicate that production of ornamentals under glass in Flanders continues to decrease, compensated partially by an expansion in the nursery stock sector. Overall, there are fewer growers cultivating larger plots of land. As such, Belgium's ornamental horticulture industry follows worldwide trends in agriculture. The consumption of flowers and plants are rather upsetting. Belgians aged over 65 spend around €60 per capita, the over 40s €20 and millennials only €12 per capita / per year. Still, it's not all bad news. Over the past ten years, nursery stock has been showing stability with a 2017 production area of 5,855 ha. Belgian nursery stock producers are highly skilled and Belgium hosts excellent breeding and propagating companies and some very successful potted and bedding plant growers. Statistically, Belgium is still Europe's third largest exporter of flowers and plants after the Netherlands and Denmark. In conclusion, my former Professor of Economics, A. Heertje, taught me that money consists of two main elements. The first is money in cash (notes and coins). The second is the money paid through the banks, which in today's modern world is often via digital payments. But we all know that cash-based Belgium is one of the realities and differs from the world of statistics. *Author: Jaap N. Kras.*

ITALY

Milan's FIDEC turns into green oasis

Italy's premier show for ornamental horticulture, Myplant & Garden, (Milan, February 20-22, 2019) was one of the sponsors of FIDEC, the Italian Construction Forum which brings together the major stakeholders in the Italian construction industry.

For the event, Myplant & Garden show organisers transformed the Palazzo del Ghiaccio convention centre into a lush green oasis on

November 21, 2018. Myplant & Garden brought to the attention of contractors, architects, developers, local councils, housing

associations, house builders, engineers, suppliers and construction professionals the essential role of plants in creating vibrant urban areas.

The key message was that our environment, well-being, social cohesion and economies are all improved by intelligently designed green space.

CHINA

GEVES trains Chinese in DUS testing

Working with Community Plant Variety Office (CPVO) and Naktuinbouw, French-based seed testing station GEVES ran a course in China on protocols and procedures for testing the distinctiveness, uniformity and stability (DUS) of agricultural, vegetable and ornamental plants.

The course was held from September 11-15, 2018 and brought together DUS managers and operational workers from two Chinese organisations involved in the implementation of DUS testing. The participants were employees of the Academy of Agriculture dedicated to vegetable and agricultural species and workers from the Forest Department dedicated to ornamental, fruit and forest species. The training was organised under the aegis of the Chinese authorities wishing to further develop the marketing of new varieties from different origins and IP Key China (a European Commission initiative for the implementation of Intellectual Property). As the Chinese authorities have

decided to extend the number of species subject to registration (beyond wheat, cotton, maize, rice and soya) and no longer charge for official DUS testing, a sharp increase in the number of varieties applying for protection/registration was observed in 2018 with around 5,000 applications. With 26 official test stations, most of them located in the eastern half of the country, the network will be expanded in the short term by 2 new stations. Training and exchanges between EU Examination Offices and China could lead to increased cooperation between China and the EU in the coming months in order to strengthen Chinese DUS teams, and to ultimately consolidate Intellectual Property in China.



THE NETHERLANDS



Cymbidium extravaganza at Keukenhof Castle

Across the road from Holland's famous spring gardens, Keukenhof Castle provided the perfect romantic backdrop for photography and filming of Cymbidium.

The Cymbidium Road Trip made an appearance in Saint Peter's Square, Vatican City in April of last year. It then travelled to Lisse, Netherlands in November for a short 'castle break', before heading back to Italy for Milan's Myplant trade exhibition this February. It is quite a journey that Dutch-grown Cymbidiums are undertaking, but the Italo-Dutch trip is well worth the effort. Dutch Cymbidium is a proven favourite with Italian florists and end consumers. However, Italians are not always familiar with the varied and bold colour palette of Dutch Cymbidium. In Dutch greenhouses, Cymbidiums are grown in a variety of sizes, colors and shapes ranging from large butterfly-like flowers, mini Cymbidium sprays and cascading varieties. The goal of the Cymbidium Road Trip was to promote the flower as one of the 'most exotic and fascinating flowers in the world'. Cymbidium was the star of last year's flower decorations at Saint Peter's Square in the Vatican City during Easter Mass. Following the flower's prominent presence in Rome, Dutch-born floral designer Paul Deckers, Charles Lansdorp (the brainchild behind Italy's Grandparents Day) and Royal FloraHolland's Product Specific Promotion Group for cut Cymbidium joined forces to bring the flower back to the attention of Italian florists.

As a result, a delegation of some 40 florists embarked on a Horti Week Tour in the Netherlands where they not only visited the International Floriculture Trade Fair (IFTF) and FloraHolland Trade Fair but also witnessed the flower naming ceremony of the new, pink Cymbidium 'Giorgina' by Dutch growers René van Eijk at Keukenhof Castle. With over 238 ha of land, a stunning landscape and fairytale interior, Keukenhof Castle was an excellent backdrop for a Cymbidium photo shoot and filming location. For the event, Deckers decorated nearly every possible surface of the 17th century castle. Cymbidiums are perfect for all occasions so Decker provided examples of wedding, get well, anniversary, party and funeral arrangements. Charles Lansdorp told FCI that both the photography and videos will be used at the Myplant trade show in Milan (February 20-22, 2019) where a Cymbidium pavilion will be the locale for a series of floral design shows. The Cymbidium photography will also be a source of inspiration for Italian wedding magazines 'The Real Wedding' and 'Sposa White' which are among the trade show's media partners and have organised two wedding dress catwalk shows for the event. In the Netherlands, currently around 65 producers grow cut Cymbidiums on 110 ha of greenhouse area.



WHY WINNING AWARDS IS IMPORTANT FOR YOUR BUSINESS

Jan-Dieter Bruns is fourth generation CEO of one of Germany's leading plant nurseries Bruns Pflanzen.

Being awarded a prize as a company is always such a special honor. This applies to other sectors just as much as to ornamental horticulture. An award means appreciation and recognition for what has been achieved, but it also inspires entrepreneurs to continue to improve and not rest on their laurels.

In Europe, different awards exist which recognise best practices in horticultural production. In the United Kingdom, the prestigious *Landscape Award* is presented in various categories, France has its own *Victoires du Paysages*, while in Germany the *Landschaftsarchitekturpreis* (Landscape Architecture Award) and the *TASPO-Awards* rank amongst the country's most coveted accolades. However, for some prizes industry competitors cannot apply. This is true for the *Alma de l'Aigle Prize* and the biennially-awarded *Niedersächsischer Staatspreis* (Lower Saxony State Prize). Recently I was deeply honoured to receive this award together with Stefan Aust, the editor of the news magazine *Der Spiegel* for many years and now publisher of the daily newspaper *Die Welt*.

As a jury member of the *International Grower of the Year (IGOTY) Awards* I am convinced that this prize represents special recognition for the awarded business and will further advance its development and motivation. Awards are very important for our industry. They attract attention from the public by recognising outstanding achievements and create confidence in the entire industry. And finally, for every employee who is passionate about their job, an award for the company is also a wonderful recognition of their work. I look forward to meeting all of you at the IGOTY award ceremony. The event will take place at the IPM fairground on Tuesday, January 22, 2019 in Essen, Germany.

'Maximising profits has never been the key driver'

As floral giant Dutch Flower Group (DFG) turns twenty this year, FCI sat down with its CEO Marco van Zijverden to discuss the company's past, present and future. Selling the world's ultimate feel good products doesn't mean that all prospects are automatically rosy. "It is much easier to become the world's largest than to remain the world's largest."

AUTHOR: RON VAN DER PLOEG

FCI showed up at the office of Marco van Zijverden, CEO of Dutch Flower Group, for the scoop of the year. In a surprise move, Van Zijverden was about to announce his successor to head the esteemed company. Only then did it become apparent that newly-named CEO Dave Kroeze would only be holding the position for one day for HortiHeros' CEO for a Day Scheme. The 23-year old Kroeze is currently working towards a bachelor's degree in Business Administration and Consumer Science and spent an entire day shadowing Marco van Zijverden at the leading floral wholesaler's HQ in Aalsmeer on November 19.

Is Van Zijverden also ready to be Student for A Day? "Why not? Following my appointment at DFG I never re-enrolled in college but there is always room to learn new skills. But it depends on the type. At Nyenrode, for example, I was lucky enough to take classes from Prof. Fred Lachotzki, a professor of Business Marketing who brought his professional and academic experience into the classroom. Being offered the practical tools you need to succeed in the business

sphere, hands-on learning is what I like the most."

Van Zijverden was personally involved in selecting Dave out of a pool of 50 candidates. It perfectly illustrates how the 56-year old CEO of the world's largest floral wholesaler, once a student at the Nyenrode Business University, places importance on finding young talent if only to challenge a few myths. Ornamental horticulture is increasingly a global business that also needs technical talents. "The job of a grower is automatically associated with physically taxing work. In Roelofarendsveen, not far from the Aalsmeer region, growers were nicknamed, 'bukkers', a reference to people who are always close to the ground, doing work that requires a lot of bending, stooping and kneeling. But the reality is that the larger companies within our sector are extremely advanced and embracing automation and robotics."

GOOD OLD MILLENNIUM DAYS

Speaking of business growth, the question arises whether there is a longing for the good old millennium days when DFG reported annual revenue growths

of 10 to 20%. "You're right to say there's no organic business growth for 2018. We're expanding but that's through our acquisition of Rosalink in January 2018 and by adding My Peony Society, Parfum Flower Company and USA Bouquet Company to our portfolio. Meanwhile, global consumer spending on flowers and plants is not growing despite a seemingly buoyant economy. Growth is stalling at the FloraHolland auction, Dutch plants and flower exports are not showing any significant growth. The truth is: when your business continues to grow, it is easier to meet rising operating costs. If not, you're forced to make your processes even more efficient. However, operational efficiency is easier to achieve in times of expansion," says Van Zijverden.

SPECIALISM

On January 1, 2019, DFG turned 20 years old, a floral powerhouse that will likely last for decades to come. The company doesn't plan to throw a big party but the DFG boss sees it as an opportunity to celebrate "the beautiful moments in life together." And please, don't be a party pooper by arguing that



behind a festive façade lies the sole purpose of business, that is, to make money. It's a narrow image his company doesn't deserve. "Back in 1999, the main motive behind the merger between Van Duyn Groep (1969) and OZ Group (1959) was strengthening our market position by exchanging knowledge. Once you have adequately addressed business continuity, profits will automatically follow. However, maximising profits has never been the key driver. Naturally, you need good returns but if maximising profits was our sole purpose we'd be better off to immediately stop sizeable investments in areas such as digitisation, software, LED lighting and solar energy. Each investment is done with the intention of retaining our leading market position at various levels."

One thing Van Zijverden feels particularly proud of is DFG being the biggest in the world when it comes to trade specialism. "In 1999, Van Duyn and OZ Group combined had revenues of nearly 250 million euros, 20 years later this figure is 1.5 billion euros. Nevertheless, we have faced some headwinds. In the early years of the merger, the board of directors may have granted one particular member of DFG too much freedom which resulted in overhead costs being disproportionately high. We liquidated the assets ourselves, settled with our creditors, and arranged a redundancy plan. The fact that we opted for proper liquidation instead of bankruptcy, for settling the matter to everyone's satisfaction, has helped us maintain a good reputation. But if you've ever had to let staff go, you know how difficult it is. It's definitely more fun to hire a new employee."

A RECIPE FOR A GOOD MARRIAGE

When looking back over the past 20 years the conclusion is the corporate marriage between Van Duyn Groep and OZ has withstood the test of time, despite the two companies being fundamentally different. Operating under the name Superflora, Van Duyn Groep was one of the first wholesale companies, back in the 1970s, to sell plants and flowers to the retail



trade, while OZ Group had earned a name in servicing wholesale companies in over 60 countries and had seen their import business rise dramatically. "I firmly believe that diversity was and continues to be our strength. Nevertheless, there was cultural compatibility as we shared the same vision of our industry and its future. But we shared only one single customer..." Initially, the fear was that the large scale sales forces of the newly born DFG would squeeze out growers by putting pressure on prices. "This appeared to be unjustified", stresses Van Zijverden. "There

SUB-OPTIMISATION

In its touchy-feely corporate communications, Dutch Flower Group stresses how the company is a warm and close-knit family of over thirty different international trading businesses. Sounds too good to be true when considering that under its corporate divisions (which operate as separate legal entities with different business names) there may lurk the potential danger of sub-optimisation – a situation in which a business is not as successful as it could be because one part or department works on its own or only for its own success. Van Zijverden explains how it is important to allow top management to receive shares in the company. "As such you can ensure a more than average commitment with the directors' self-interests and the best interest in the company becoming intertwined. But the art of governance is defined as an internal structure supporting and enhancing communication between the different divisions. The exchange of knowledge is and always will be vital to the company's success. There are also disadvantages of shares, but they don't outweigh the benefits. Creative thinking within our family of companies should always come first. I agree that we had a learning curve ahead of us with way more competition between the separate divisions in DFG's early days. Take Hamifleurs

'IF YOU'VE EVER HAD TO LET STAFF GO, YOU KNOW HOW DIFFICULT IT IS'

are examples where our company size was of detriment. Take the UK market for Chrysanthemums. We needed such big product volumes that we were pushing up our own prices. As such, we started to explore other areas in the world dedicated to Chrysanthemum growing. We ended up in Colombia where we started transporting the flowers by sea. Today, 10 to 20 reefer containers leave Colombian ports weekly on their way to Europe."



Visit our brand new website at www.vitroplus.nl

Vitro Plus B.V., P.O. Box 1
4328 ZG Burgh-Haamstede,
The Netherlands

Tel. +31 111 468088
Contact: ellen@vitroplus.nl

Meet us at TPIE 2019 booth 2119 and IPM 2019 booth 2A19

in the Westland area and OZ Export in Aalsmeer, serving more or less the same market segments. That's 99.9% gone now. Our motto is that diversity keeps our floral family alive. I believe that for one big company with a sole corporate culture it would be much more complicated to be an important player in each individual segment of the market."

HOW TO BRING VALUE TO THE BUYER?

Speaking of leadership positions, what does DFG do to retain the lead they have worked so hard to win? Technology is driving e-commerce and multi-channeling, supply chains are increasingly global and an increasing number of growers prefer to sell directly to retailers. Think tulips sold to Aldi or AH. Price negotiating and assortment are based on a direct business model, skipping intermediaries. With this in mind, how difficult is it for a wholesaler to bring value to the buyer? Van Zijverden is quick to add that "not all retailers prefer to procure their plants and flowers directly." He continues, "But yes, it does happen. For example DFG lost ASDA in the UK when their own procurement organisation IPL added plants and flowers to their fresh portfolio."

Basically IPL is reinventing the wheel. "They built warehouses, cooling rooms and bouquet factories. Was it worth it? I don't know the answer, but it is clearly in our best interests to offer retailers a great ordering experience, based on preferred suppliers. Working with a limited number of large scale production companies, DFG's aim is to exclusively sell ornamental crops via contract farming. We will not get into flower production ourselves but will establish long-term agreements and, in some cases, co-finance the expansion of flower farms." While on the UK subject: the Brexit deal is a milestone but uncertainty remains. What if all Dutch (Flower Group) trucks were to face customs checks in Dover or the Hook of Holland? What if eventually Dutch flowers become too expensive for the British retail trade, the segment some of DFG's divisions rely on so

heavily? Van Zijverden: "We are working on all aspects of the trade to make sure we are well-prepared with our UK-related companies. We remain confident that, for example, pre-clearance of our fresh products in the supply chain will stay flawless. But we will only have certainty when new arrangements are formally in place." Working with DFG streamlines the retailer's buying process, stresses Van Zijverden. "If DFG has been entrusted with organising the entire order, retailers only need a relatively small procurement team to source huge product volumes in a sustainable and transparent way. We can also provide valuable market information and help design bouquets based on the latest trends and for specific consumer groups. In retail, adding value may be easier than in traditional floral wholesale

'I'VE BEEN AT DFG FOR NEARLY 32 YEARS NOW, BUT AUCTION CEOS LEAVE A BIT SOONER'

where we increasingly perform a logistics function. But one can also excel in logistics while providing wholesale customers with a selection of quality products without the added headache of dealing with multiple suppliers."

FROM COLLISION COURSE TO COLLABORATION

Meanwhile, another floral giant, Royal FloraHolland offers its customers pre-auction sales and the option of purchasing small quantities, sometimes a few containers only. Is the auction DFG's biggest competitor? Van Zijverden: "Some would say yes others no. In the mass retail, supermarket business the answer is clearly no, in traditional wholesale, though, it is important that transaction costs are passed on correctly. As soon as we have the impression that the auction is opting to subsidise this category of clients we will be forced to take a different approach towards Royal FloraHolland. How different? Thus far we tell our growers that auction membership comes with obligations

and encourage them to invoice everything through the auction. But as soon as you start to compete with your biggest client then we will change our tone of voice. By stating this I continue to express myself cordially if you know what I mean." Whereas DFG and FloraHolland were frequently on a collision course, the relationship between the two has normalised. "I get along pretty well with the current CEO, Steven van Schilfgaarde. What makes things sometimes complicated is the fact that the auction seems to have a new CEO every year. I've been at DFG for nearly 32 years now, but auction CEOs leave a bit sooner."

CHINA: EAGLE EYE ON COSTS

Over the past few years, Van Zijverden has followed FloraHolland's entree into China, the country that has become

one of the euro's largest trading partners, accounting for almost 7% of total extra-euro area exports (European Central Bank). He sees untapped potential in the country's floral business. "One of our family members, Hoxel, recently opened the doors of its new Shanghai branch to better serve our Chinese customers. In exploring

QUICK FACTS DUTCH FLOWER GROUP

€1.5 billion turnover (2017)
2,500 employees
1,400 temporary staff
offices in 12 countries
sourcing from 30 countries
exports to 60 countries
10 million bouquets/week to consumers via mass retailers
75 million stems of cut flower traded every week to floral wholesale
5 million plants traded every week
aiming to reach 90% sustainable sourcing by 2020



the Chinese market, we work closely with FloraHolland but with each step we keep an eagle eye on costs because eventually both growers and traders will have to pay for it. We have never beaten around the bush: a lobbying auction opening doors in China is perfectly okay with us but they must refrain from bizarre things. That is, an auction that purchases and resells flowers in China."

The DFG CEO underlines that the final production of bouquets should be done on location in China using local or a mix of locally (Kunming) produced and imported flowers (Kenya). However, much depends on finding the right local partner and well-oiled logistics. China is a vast country: logistics and cold chain are equally important.

COMPLEMENTARY ROLE IN THE US

Another important exercise abroad is DFG's presence in the US. "DFG is active in the US but its presence is still modest when compared to the top five largest US wholesale companies. I believe we have every chance to succeed in the US as we are also teaming up with local partners. In April last year, Miami-

based The USA Bouquet Company (USA Bouquet) joined forces with the Dutch Flower Group Retail Division (DFG Retail). USA Bouquet is the largest US-based manufacturer of domestically made bouquets with six locations strategically located in major ports of entry maximising distribution." Van Zijverden has a clear view on what's realistic. "A lot boils down to exchange rates. A strong dollar will make our Dutch flowers more competitive on the US market. It would be wrong to think that you can simply duplicate the DFG mass retail business model and transfer it to a successful clone in the US. Also, DFG's role will always be a complementary one by sourcing around 10% of product from the Netherlands, Colombian flowers taking the largest portion of the trade."

NEEDING A STRONG ONLINE BUSINESS

While a physical presence is required in China and Japan, important steps are equally being taken to strengthen DFG's online presence. "The web portal for our flower wholesale companies is a work in progress and a sizeable investment, offering each individual company the possibility to create their own look and feel. Also in the development phase is the existing ERP platform within the Retail Division with software co-used by supermarkets. The final goal is to have a completely new software package within two to three years. Furthermore, we are one of the initiators of Blue Roots. To make a complicated story short: Consider the auction sales platform Floriday as the grower's power plug giving access to different sales tools such as clock, pre auction sales, FloraXchange but it can also be Blue Roots. No, they aren't competitors but if a partnership with FloraHolland is going to be finalised there are overlapping pieces between FloraXchange and Blue Roots. So this has to be removed."

NO REAL DISRUPTION

High market share can also mean headaches. "Sometimes it keeps me awake at night but not in an alarming way. But one cannot deny it is much easier to become the world's

largest than to remain the world's largest with constant threats to the market leader. With sales in over 60 countries, the company has a geographical scale that is hard to duplicate. But I have no problem if others do so. Take the Floral Trade Group which has set up a professional organisation. What truly concerns me are the little players with much smaller overheads. Real disruptive ones? So far, I have not come across them. However, what truly is set to become revolutionary is the planned cooperation between auction Royal FloraHolland and DFG for the further development of Blue Roots. For the first time in more than 100 years, trade and auction might sustainably join forces. Such joint investment has never happened before."

MAKING LIFE COLOURFUL

DFG's mission is 'Making Life Colourful. It's a motto that perfectly fits Van Zijverden himself, he says. "All of this has indeed coloured my personal life. I would never have dared to dream of this." Where in the beginning mostly Art van Duyn was the company's face to the outside world, Marco slowly took up the role of spokesman of DFG. "It's a slow growing process. You are not aware of it on a daily basis, but it really forces you to weigh your words as people will always try to draw something out of you. But the job comes with a lot of responsibility as the company employs 2,500 personnel. I always try to do my best and this comes with a certain amount of pressure. But if I really didn't love what I am doing I would quit." The 20th anniversary is also a moment to look back on a more blackened past. On Easter Sunday 2002 Marco's father, Klaas, died suddenly of heart failure, only 65 years old. Overall it has made him more thoughtful. "Yes, I do miss him although the sharp pain slowly disappears. When my father died in 2002 the company was growing rapidly but still taking shape. If only he could see what has been achieved in the past 20 years. Yes, I think he would be proud, not only of me but of all my colleagues."

GREEN IS THE COLOUR OF THE FUTURE



FLOR MART

FIERA DI PADOVA

26.27.28 SEPTEMBER 2019
PADOVA EXHIBITION CENTRE — ITALY

INTERNATIONAL EXHIBITION
 OF HORTICULTURE, LANDSCAPE ARCHITECTURE
 AND GREEN INFRASTRUCTURES

70TH
 EDITION



flormart.it

What does 2019 have in store?

As another new year starts, FloraCulture International asks industry figures from around the world to give their predictions of what we might see in global ornamental horticulture in 2019.



United States

What are the big factors impacting floriculture businesses in the United States?

AUTHOR: CHRIS BEYTES

“Since AIPH published its 2012 data on ornamentals production areas in the U.S., the country has been flat, or even down, in number of operations, amount of production space and sales dollars. At least we hope it is flat, because we really don’t know for sure. The United States Department of Agriculture last collected data on our industry in 2015, but that was for only 15 states. They had discontinued the annual report; however, they are reinstating the survey and will have data in 2019 for the 2018 production year. Still, it will only be for 17 of the 50 states. Despite a lack of industry growth, or perhaps even a decline, there is still strong demand for our product, especially in spring. Flats of annuals have given way to hanging baskets and mixed combination pots, especially of vegetative annuals. Perennials remain popular because consumers view them as a one-time, better-value purchase (the labels “native” and “pollinator-attractor” also help). And the vegetables and herb trend shows no indication of slowing.

Houseplants—foliage and succulents—have seen a resurgence. Most give credit to social media, especially Pinterest and Instagram, where consumers seek out decorating ideas. The mainstream media has picked up on the trend, spreading it further. “Jungalo” is the clever name given to a small home or apartment overflowing with pots of greenery on every surface.

Customers have a myriad of products upon which to spend their hard-earned money. Will it be new plants for the landscape or a new flat screen television? Thankfully, the U.S. economy is strong enough that some consumers can say yes to both.

With that strong economy comes the lowest unemployment numbers seen in 50 years. All employers have been forced to raise the wages for entry level jobs by several dollars over the state- and federally-mandated minimums, which puts a strain on the bottom line of growers and retailers, who have not seen an increase in profits. Raising prices is a must ... but owners are all too often afraid to do so for fear of losing business. But even higher pay isn’t always the answer. There simply aren’t enough people who want to work in a greenhouse or nursery.

The answer is to increase efficiency and reduce dependence upon labour. This makes labour-saving tools and automation more affordable and desirable.”

China

The China Flower Association (CFA) predicts that total production area of ornamentals will keep growing at a slow but steady rate.

AUTHOR: HAIYAN KONG

“Over the past five years, China’s lily industry has decreased as seen by a reduction of 2500 ha of production area. For 2019, total lily production is expected to further decrease due to quarantine issues of imported lily bulbs. By contrast, the production area and volume of potted Anthurium increased significantly in 2017 compared to 2016, resulting in a price drop. As for government incentives or foreign investment boosting ornamental production, it is worth recognising the country’s Fighting for Accurate Elimination of Poverty initiative. It will be backed by funding and policies. Floriculture has played an important role in poverty reduction so more projects and investments are expected in this industry. Expo 2019 Beijing and the construction of the Xiong’-an New Area, around 100 kilometers southwest of Beijing are expected to boost local production. This special economic zone (SEZ) will serve as an extension of Beijing and is expected to boost ornamentals production in the surrounding regions. Addressing disruptive innovation in China’s ornamental horticulture industry, CFA believes this will happen in the field of the internet of things, integrating big data with all segments of the ornamental horticulture industry, such as production, marketing, logistics, service, etc. Increasing labour costs and the lack of fully qualified employees and increasing costs of energy and fertilisers are definitely putting pressure on profit margins.”



Germany

Germany is still by far the largest consumer market in Europe. But there is some concern in the industry about the future buying power of Germany with an aging and decreasing population.

AUTHOR: JÜRGEN MERTZ, CHAIRMAN OF GERMANY’S FEDERAL ASSOCIATION OF HORTICULTURE (ZVG)

“Last year, the Federal Office for Statistics conducted its ornamental horticulture production report. It confirms that the winds of change continue to blow. The number of active companies decreased significantly compared to 2012 (-18 percent). However, with only 2 percent decline, total production area remains almost stable. In 2017, there were almost 3,700 ornamental plant nurseries in Germany covering a total area of around 6,600 hectares dedicated to the production of flowers and ornamental plants. This includes 1,700 hectares of protected cropping in greenhouses and polytunnels. Germany continues to be a major producer of bedding and patio plants, while perennial production continues to increase as well as potted herbs, gourmet vegetables for balconies and patio pots and potted bulbs. Within the framework of the Federal Energy Efficiency Plan for Horticulture and Agriculture, ornamental horticulture makes a substantial contribution to sustainability. Important cost savings can be realised. The ZVG has actively campaigned among politicians to continue the programme. In November 2018, the Ministry of Agriculture guaranteed funding until 2021.”

Colombia

What is the outlook for 2019 for the world's second largest flower exporter Colombia?

AUTHOR: MARTA PIZANO

“Nearly 7700 ha under production with cut flowers were reported by mid-2018, reflecting a 36% increase from acreages reported in 2004. Colombia’s natural export market has traditionally been the USA and that is the situation to date, with roughly 75% of cut flowers reaching American consumers. The product mix has changed in the last 10 years with new flowers joining the scene particularly cut Hydrangeas. Flower transport is a heated topic of the moment. Asocolflores Chairman Augusto Solano says that maintaining freight costs within competitive limits can be a challenge. As flower trade increases in Asia, and marketing giants such as Amazon are starting to hire their own planes, securing sufficient capacity at reasonable cost can be difficult. The United Kingdom is an important destination for Colombian flowers. Brexit is considered a complex issue. Working with the Colombian Government Asocolflores has initiated discussions on a possible commercial agreement, but many questions still remain. Will tariffs be imposed? How to deal with the logistical ‘trauma’ arising from borders, customs, procedures, paperwork? Meanwhile, new generations have very different purchasing tendencies. The goal of Asocolflores is to bring them into the consumer pool. They are constantly working on promotion campaigns based on consumer research studies.”



TRADEMARKS AND VARIETY DENOMINATIONS

Mr. Hidde J. Koenraad is Partner in Intellectual Property at Boekx Advocaten (Amsterdam).

As most readers know, the denomination of a plant variety is a generic term and by definition cannot be a trademark. The main function of a trademark is to distinguish the origin of the goods or services of a particular company. If a breeder uses a trademark for his variety, he may use it to express that the material of that variety originates from him and is of a special quality. Thus, the trademark represents a certain goodwill and is, of course, also used for advertising purposes for the breeder’s products. Unlike trademarks, a plant variety denomination is primarily about being able to identify the variety itself and, thus, independent of its origin from a certain company.

Conflicts between trademarks and variety denominations do arise from time to time. Recently, on October 23, 2018, the Dutch Trade and Industry Appeals Tribunal (College van Beroep voor het bedrijfsleven, “CBb”) rendered an interesting decision on the admissibility of a variety denomination.

The plaintiff is the holder of the European Union trademark (EUTM) SPRINGBREAK filed on June 24, 2008 for products in Class 31 with the following description: “Live plants and parts of living plants; seeds, cut flowers; fresh fruit and vegetables.” It objected to the variety denomination ‘Spryng Break’ for a Dutch national application for plant breeders’ rights to a tulip variety, filed on February 21, 2013.

The defendant successfully argued that it had already registered ‘Spryng Break’ as the name for its tulip variety in the register of the Dutch Royal General Bulb Growers’ Association (KAVB) on November 29, 2007, thus before the filing date of the SPRINGBREAK trademark. According to the CBb, the consequence of this earlier registration in the KAVB register was that, as of the latter date, ‘Spryng Break’ had become the generic designation for the tulip variety in question. The CBb considered the KAVB function as an International Cultivar Registration Authority. As a result, according to the CBb, the commercial register of the KAVB has such status that the mention of a variety name will usually result in that name being generic from that moment on for the indication of, in this case, a tulip variety. The appeal was dismissed.

EVENTFUL YEAR LIES AHEAD FOR SCHNEIDER

2019 promises to be a very important year for young plant producer Schneider from the Netherlands. Not only will ISO's automated cutting sticker make its first appearance at the company, but Schneider also plans to relocate to more suitable premises as part of a lengthy, compulsory purchase order process which is nearing its final stage. In addition to these important steps, Schneider will be setting up its own cutting production in Africa by teaming up with a local partner.

AUTHOR: RON VAN DER PLOEG

Schneider has deep roots in the horticulture sector and runs a 3.5 ha young plant business in Ridderkerk, 10 km south of Rotterdam. The company is currently co-owned by 46-year old, third generation Jacob Schneider whose grand-father grew vegetables for the local community. The family ties and personal touch are still important today. "Everyone tells boastful stories when it comes to customer service. We prefer to keep things simple and make it personal. Customers such as Karol Pawlack from Vitroflora Poland, Vilius Kamblevicius from Daigelis Lithuania or Sergey Kanzankov from Rassada Russia know they can always walk through our doors and be welcomed as friends."

Jacob's father, Lody, decided to specialise in ornamental plants in 1966. "Between 1970 until 1985 he produced almost all of Hamer's young plants. In 1985, however, Hamer and Schneider dissolved when Hamer launched its own young plant production. We have a shared history and strong ties, though for the previous generations the relationship was tense and pragmatic at times."

INTERCONNECTIVITY

Schneider believes, however, that one should never look at business relationships in terms of extremes. To some extent the market is a pretty transparent one: everyone knows what's out there, who the major players are, what has worked and what has not worked. In such a business environment it is important to strike the right balance between competition and cooperation. Digital disruption in young plant production will continue to shake things up and Jacob stresses that the industry as a whole will benefit the most by working closely together. "We really need to think about how to improve our interconnectivity. At present, customers purchase relatively small quantities from different suppliers: one batch of Gediflora pot

mums here, a trolley of Brandkamp Fuchsias there, 20 trays of Florensis from another place. In an ideal world all plants would be brought together and combined. Such an interconnected system based on groupage deliveries, reliable track and tracing and jointly agreed distribution fees would not only provide customers across Europe with a one-stop shop for young plants, it would also significantly reduce the number of transport movements."

PRODUCTION

In Schneider's greenhouses, the growing season is practically year-round with the usual peak in Spring and maintenance integrated into the Winter schedule. Marking the beginning of the season in December are Begonia semperflorens for Turkey and Viola for the Russian market. The greenhouses are never completely empty. "We start with the slower growing crops and, simply, what customers have ordered. Production schedules are based on setting up one colour per week. Thus, no customer- or country-driven production. In week 4, we kick off with the big five in seed-raised bedding plants, moving from warmer to cooler zones, trays are labelled, it is decided whether vermiculite needs to be added and, depending on weather conditions, crops can be covered with white or transparent sheeting. To accomplish this, we rely on a team of growers with over 30 years of experience," explains Schneider. The plant propagator from Ridderkerk produces 200 million seed-raised and 12 million cutting-raised young plants from almost 1000 different genera, resulting in something of an imbalance that harkens back to the past when we only grew seed-raised plants. One of the company's future ambitions is to bolster its position in cutting production.

ETHICAL COMPASS

In times of consolidation in global ornamental horticulture, slowly but steadily dominated by a few major players, Schneider decided to 'map' his competitive position and travelled to Africa to visit three cutting farms. Working rights, working conditions and quality standards differed between farms, ranging from well-organised companies running foundations to ensure the well-being of their workers, to farms with workers doing physically taxing work close to the ground and poor product quality. Jacob, "Doing business in Africa offers the opportunity to reset your ethical compass and invites you to answer tough questions in business practice. Who are we and what do we stand for?" Besides the ethical issues, it's also about understanding



Jacob Schneider, co-owner and managing director Schneider B.V.

cost and profit. "Considering our annual output it would seem more sensible to team up with an already existing cutting farm instead of setting up a wholly-owned cutting farm. Our customers who are 500 km or even further away find it a hassle to source their starting plants from two or three different countries. In these countries we would be able to differentiate ourselves even more by providing the total package."

VALUE PROPOSITION

Contrary to common assumption, being a plant distributor in the age of the internet and overnight shipping can still be a strong value proposition. Schneider explains, "From the breeder's perspective, a young plant producer enables them to build the brand names of their genetics. Moreover, by working with a company such as Schneider breeders are pretty much assured of large scale introduction of their seed-raised products onto the market. If the same breeder decided to sell directly to the end grower, there's the risk we would stop buying their genetics. It's a sort of gentleman's agreement not to do so. From the end grower's perspective, our unique selling point is our independency and product knowledge. We run test plantings of all new varieties, of all breeding companies, growing them side by side with existing varieties and giving them the same treatment. If we point to a specific Petunia as being an excellent performer customers rely on us and make us in some way accountable for that. What's more, growers are not really waiting for each and every sales rep of breeding companies to enter their greenhouses to tell them how good their new Petunia is. No single sales rep will admit that the competitor offers a better choice."

EXCLUSIVITY OR NOT

Schneider is Ambassador Begonia, Sunsatton Helianthus, Lupo Petunias, Santa Cruz Begonias, Divine Dianthus and Petchoa Beauticals, but it's not exclusively any one of these things. Their portfolio comprises products from all breeders. Schneider has never needed any exclusivity to stand the test of time with freedom in selecting the best genetics. However, breeders can claim specific series exclusively for themselves. "Take Syngenta's Delta Series. The decision to do this was made by Syngenta to help Floripro, the company's distribution organisation. Considering the marketing muscle behind Delta, it makes their decision even easier to understand. Delta is really a prime example of clever marketing with growers, and in some cases, even garden retailers made to believe they're buying superior genetics. Personally, I think the lines in ornamental breeding risk being blurred. One of the brain childs behind Syngenta's Viola breeding is now working at Benary's, for example."

AS SUSTAINABLE AS POSSIBLE

MPS-A certified, neonicotinoid-free Schneider Young Plants grows its young plants as sustainably as possible. The plant nursery reuses and recycles trays at every opportunity. A mobile bench system allows more efficient plant irrigation, efficient handling of different groups of plants with different growing conditions and better control over crop quality. Sticky cards are up and monitored on a weekly basis and are part of a wider integrated pest management programme. Schneider says there is no doubt that setting sustainable development goals will strengthen the environment for doing business and building markets across Europe. However, he would welcome a more balanced debate. "The sustainable intensification of young plants is already achieved through a high-density growing system encompassing hundreds of plants per m2. The environmental benefits are bigger when I give the plants the right treatment on the spot."

QUALITY

Keeping an eagle eye on quality has helped the Schneider company be successful. Only the best genetics are good enough, stresses Schneider. "It is simply impossible to tell your customers that plants have not germinated well and to come back in two weeks. We prefer to work with the BMWs and Mercedes in young plants only." According to Schneider, quality is providing plant according to customer specifications and for the right price. "The art of growing is to provide consistent, high quality regardless of climatic conditions. Again, roll benches are invaluable as they allow us to move batches over different temperature zones. Contrary to ebb and flood floors, we can move a few thousand trays from one zone to another rather quickly." The Schneiders are specialists. This means that plant propagation is all they do. "A few years ago we asked our partners what they thought about Schneider setting up its own breeding programme. They clearly advised us to stick to our roots and to concentrate on things we

Petchoa 'BeautiCal'



Schneider youngplants is a professional Dutch young plant producing company specialized in both seed- and cutting-propagated high quality starting materials.

We produce a wide range of annual, biennial, perennial and pot plants, as well as hobby vegetables and herbs. Beside our young plants, we also offer seeds from a well sorted, high quality selection of the most popular varieties existing on the current market. Our full assortment encompasses more than 1800 varieties and thanks to our partners we are able to supply clients in more than 30 countries across Europe.

Let's lead our businesses to success together!

Schneider
youngplants

Phone: +31 (0) 180 617 000

E-mail: info@schneiderbv.nl

www.schneiderbv.nl

The Netherlands

Visit us at the

Stand 1D47, Hall 1



ISO's automated cutting planter machine.

do best. Own breeding is often fuelled by fear of being excluded from novelties. Partly this fear can be justified. On the other hand, when you start your own breeding programme you might represent a potential danger for long existing breeding companies."

PARTNERS

Schneider sells its plants through a network of long-time partners across Europe. Products are shipped to the partner's premises who, in turn, continue to sub-distribute to own clients. "In some cases we can sell directly to a customer in a specific country on a commission basis for the partner. It might seem easier to do so but one should know the market inside out and the financial risks involved in selling directly to smaller local customers. As such, we find great value in our partner network."

The market for young plants is still dynamic, mostly fuelled by a rise in local production, ensures Schneider. "Take Russia. There's been a quick professionalisation of growers. In the old days, they bought seeds and achieved germination rates not higher than 30 to 40% forcing them to buy additional plants on the auction market in the Netherlands. At present, they buy their Petunia young plants from us with a 100% success in growth. There definitely is growth, but mostly thanks to expansion of more distant production areas."

Meeting growers of different nationalities has enriched his life, says Schneider. It might have something to do with his family's origin. "The Schneider family name makes clear that we have no Dutch ancestry. Actually, when looking into our family's history we were able to go back fourteen generations and ended up in Poland. "Interestingly, wherever you travel around the world almost all growers are hardworking, trustworthy people. Generally speaking, if people are really out to swindle they prefer selling second hand cars instead of growing plants."

When pointed out that this sounds too good to be true when considering the amount of fraud with plant royalties, Schneider says, "You're right in saying that in emerging markets there is still a lot of illegal production. Yes, that's partly also my responsibility because I work with local dealers who sell premium

products that help growers to differentiate themselves in the market and achieve a higher price. What's more, illegal propagation and poor hygienic conditions usually go hand in hand. Eventually our plants might end up in greenhouses being exposed to higher risks of all kinds of pests and diseases. The only thing we can do is to encourage RAI to undertake more actions. The problem is that national governments support UPOV regulation but in ornamental plants they hardly consider it a priority. You know what happens: we do our utmost to deliver the most compact, uniform young plant to customers asking for more stretchy plants so they can propagate themselves."

AUTOMATION

Speaking of history, the recently-acquired automated cutting stickers from ISO are already making history. "Initially I was reluctant to embrace robotics and still am as planting speed is still too low and individual recognition of less standardised cuttings might be a challenge. A Chrysanthemum cutting might work easily but what about curved Surfinia cuttings sticking together? However, robotics is the only viable solution as the industry will continue to face huge labour shortages. Depending on the amount of labour we can save, we expect to have the system pay for itself within three to five years."

All this doesn't mean that Schneider has taken the decision to automatise the cutting stick process lightly. "It's partly filled with ambiguity as the Schneider team really feels like a family. Yes, I think the entire cutting stick process will be taken over by robots. However, the good thing is that 50% of cutting production will return to Ridderkerk this year with the other half done at Ammerlaan's in Bleiswijk."

RELOCATION

Schneider is quick to add that this situation is only temporary as the company finds itself in the final stages of a lengthy, compulsory purchase order process. "What is now a vast expanse of greenhouses will transform into a business park hosting a range of fresh fruit and vegetable suppliers. We're allowed to continue production until 2020. By 2021 we will leave Ridderkerk, for an as yet unknown destination."

Schneider wished it was just a question of turning dreams into reality. "My wish would be to build a completely new, state-of-the-art company. But having weighed my options, I believe I should act on the best one. That is to continue and expand cooperation with vegetable transplants producers such as Ammerlaan from Bleiswijk from which we already rent 3,5 ha of greenhouses. Does one really need fancy, wholly owned headquarters?"

Other factors are at stake. "I am one of the co-owners, so one of the options is a buy out of the other shareholders. The question is what to do best? Life presents you with so many decisions. Psalm 119 tells us that God's word is a lamp to my feet and a light to my path, not a spotlight in the far background, but a lamp in front of your feet providing enough light to take the next step. That's a very nice thought for the future."

BREEDING IS DANZIGER'S HEART, SOUL AND CORE BUSINESS

Danziger operates advanced propagation facilities in Israel, Guatemala, Kenya and Colombia – ensuring a continuous supply of clean, high-quality vegetative propagation material to around 1,000 customers in over 60 countries. The company supplies propagation material, in the form of cuttings, plants and in-vitro, via a highly-efficient cold chain distribution network. All Danziger products adhere to strict propagation and distribution standards, as well as environmental, fair trade and fair work practices.

AUTHOR: RON VAN DER PLOEG

Danziger's Brand Manager, Michal Shafransky Fridman, says that breeding is the core business, heart and soul of the company. As such, almost all of the plants and flowers included in their product offerings are of their own breeding. "Having said that, our promise to the market and end consumers is product innovation. Living up to our *Imagine More* slogan we added selected genetics from industry partners to our assortment. One example would be ThinkPlants™ NA, a brand that represents a team of breeders and top suppliers: Danziger, Syngenta, UNEX and Kapiteyn. ThinkPlants™ is a platform that can help smaller independent breeders to bring their new genetics onto the market. The companies combined offer a wide and innovative range of plant genetics. Based on a collaborative market approach, ThinkPlants™ has access to a very diversified perennial portfolio, the best possible technical resources, an organised retail pursuit and a consistent, streamlined supply chain."



Omeri Cohen, general manager Danziger Guatemala – a close, personal look at the mother stock.

DANZIGER KENYA AND DANZIGER GUATEMALA

A good idea is only the start. With this in mind, Danziger opened its wholly owned Danziger Kenya farm in 2001, located 40 km North East of Lake Naivasha, Kenya and Danziger Guatemala in 2013. Uri Kamara, the company's Global Operations and Bedding Plant Production Manager says, "Our main goal when choosing a production area is the overall parameters which will bring fresh and consistent product to the consumer, therefore proximity to the market, climate and available workforce are key factors to success."

SUSTAINABILITY

With climate being one of the key elements in plant production, the question arises – how serious is the threat of climate change? "Danziger's production sites are spread around the world," says Kamara. He continues, "This makes the company more flexible when dealing with unexpected weather conditions. Global presence also means shorter shipping distances and being more market-driven. We see changes in consumer preferences with a rising demand for heat-tolerant plants such as our Portulaca series – PAZZAZ NANO™. Lantana is another crop we think has huge potential. Our Lantana GEM™ series, for example, thrives in hot weather."

Climate change, carbon footprint obsession and sustainability go hand in hand. Does Danziger think in the long run society will continue to accept overseas production involving cheap labour and polluting air freight? "Production facilities in developing countries are supplying stable workplaces and open a world of possibilities for talented people. No doubt that it is our mutual goal to have a less polluted world with all countries working to decrease it."

Being a plant producer, Danziger believes it is contributing to sustainability as the company promotes the presence of plants and flowers in our environment. Shafransky Fridman: "The more people buy flowering products for their home, balcony or patio, the bigger the contribution to clean air and decreasing environmental pollution."



Meanwhile, there's consumer pressure to minimise crop protection products while herbicide options are diminishing. "We build our greenhouses in such a way that plants can be kept as clean as possible. We use insect-proof netting and work under a strict protocols to reduce the chance of pest and disease penetrating the growing areas. We disinfect all our tools and machinery to minimise spreading of bacterial infections, viruses, weeds and unwanted pests. Adhering to these protocols helped us significantly reduce the need to spray. We forecast years ago this trend in the industry and ceased using certain kind of chemicals that are unfriendly to the environment long before their use was forbidden," says Kamara. He adds that the company reuses and recycles at every opportunity resulting in lower transportation costs.

QUALITY

Asked about the future of PGRs and the role of naturally dwarf cultivars? "It has been one of our goals in breeding for the past few years to have a bestselling series that doesn't need PGRs, like CAPELLA™ Petunia and NANO™ Portulaca with small-footprints." Providing quality plants is easier said than done. "We constantly look into research and investigate growth problems to make sure we are constantly improving. We make sure all growing stages are separated to keep the plant material clean. The company has three labs – a diagnostic one – that checks all the plant materials, the R&D lab that works in cooperation with our production teams for constant improvement and the tissue culture lab that makes sure our stock is clean. These labs work together with dedicated software that enables us to constantly supply clean material."

AIR FREIGHT

Air freight rates and capacity are currently a big problem. "This is one of the reasons we have our production facilities next to consumer markets. We have built Danziger Guatemala to be closer to the NA market, while Danziger Kenya serves the European and Asian markets." In cold chain operations the company constantly tests and examines the packing and freezing/overheating

Danziger Kenya – making sure mother stock plants are maintained at their best.

Danziger Guatemala continues to expand.

issues. Our partners handling the shipment are long-term associates and good communication helps us deal with problems. In addition we have customised packing and shipping to more complex destinations." Consolidation in the industry means Danziger and others have to grow, to cooperate and to innovate. "It is a form of competition and it makes us better." If robots and automated greenhouse production are the new face of horticulture, Danziger says it is ready for the future. "We are a customer-oriented company and as such we provide our customers with required standards of cutting whether to be used in ISO or AutoStix machines or any other specific request. In addition, our breeding programmes are designed to take into consideration the growing demand for consistent and uniform products and the use of automatisisation and robotisation in the production process. For example, creating crops suitable for mechanical harvesting requires a breeding programme innovative enough to come up with a variety suitable for such harvesting", concludes Shafransky Fridman.



First Year Flowering

SOLANNA™ Golden Sphere

CHECK AVAILABILITY

www.danzigeronline.com



SOLANNA™ Golden Sphere

- Flowering - 6 weeks from potting
- Prolong your season sales
- Short internodes - easy to ship
- Fits both pot and garden
- No need for cold treatment to bloom
- Many flowers that bloom simultaneously
- No need for cold treatment to bloom

More in this series:



SOLANNA™ Glow



SOLANNA™ Golden Crown



SOLANNA™ Bright Touch

SOLANNA™
Coreopsis

 DANZIGER
www.danzigeronline.com |   


Basewell™

GROUNDBREAKING ROOTING TECHNOLOGY



SIMPLIFY PROCESSES

Quick, uniform crops
Easy ordering

OPTIMIZE SPACE

Off-shore rooting
More production turns

SAVE LABOR

Adaptable to automation
Faster transplanting by hand

MEET US AT IPM ESSEN 2019!

Basewell.DummenOrange.com

Basewell™ are available in a 34- and 51-count biodegradable strip that is compatible with Visser's AutoStix machinery.



DÜMMEN ORANGE LAUNCHES NEW TECHNOLOGY FOR YOUNG PLANT PRODUCTION

Is it time to completely rethink young plant production? Set for its European launch at IPM ESSEN 2019, Dümmen Orange's Basewell™ technology promises to change the horticulture production industry.

AUTHOR: DR AUDREY GERBER

Basewell™ technology is an innovation which produces young plants that are ready for transplanting using automated, semi-automated or manual systems. Basewell™ are cuttings that are rooted and yet completely substrate-free. Fitting somewhere between a callused cutting and a rooted cutting, Basewell™ cuttings have never had contact with soil or potting media. Basewell™ cuttings are transplanted directly into the finished container and Dümmen Orange says they perform the same as rooted liners.

BASEWELL™ SAVES PRODUCTION COSTS BY 15- 25%

Whether a nursery purchases liners, or does their own propagation, shifting to Basewell™ offers advantages in time, labour and space. Basewell™ cuttings are available in a 34- and 51-count biodegradable strip that is compatible with Visser's AutoStix machinery and Dümmen Orange are working with other equipment suppliers to design and implement modifications that make Basewell™ suitable for a range of automated systems. Individual cartridges work well when planted by an ISO robot, or simply planted by hand.

EUROPEAN TRIALS IN 2019 BEFORE COMMERCIAL RELEASE

Dümmen Orange anticipates that the 2019 season will be a trial year for Basewell™ in Europe, with commercial availability for the 2020 season. Basewell™ has been well received by the North American market following



Roots in seven days with bottom heat.

extensive trials in 2018. Dümmen Orange's offer of a free trial kit at CAST 2018 generated a response greater than expected, and the company had to increase the number of kits that they had originally advertised. Growers who took advantage of this trial offer reported back that, in general, Basewell™ offered significant cost savings, and could be grown to a saleable product in the same or less time than comparable rooted cuttings. A similar trial is now offered by Dümmen Orange to growers in Europe, with Basewell™ Pelargonium being made available from week 4 at IPM ESSEN, and also in weeks 5, 6 and 7. The automated system can be seen at the Visser premises where AutoStix is fully operational with Basewell™. Current commercial trials are underway to compare Basewell™ Pelargonium with 'normal' Pelargonium rooted cuttings. Dümmen Orange antici-



pates that a full trial at a commercial site in Holland will be open for viewing between weeks 9 and 12. Further growth of the concept is part of Dümmen Orange's strategy, with increasing volumes of Basewell™ moving into commercial production, and an increase in the range of plants that are offered as Basewell™. In the USA and Canada, AutoStix equipment is more widely used than in Europe and this supported interest in Basewell™. ISO auto stick machinery is of greater interest to the European market, and the production of Basewell™ as individual cartridges meets this trend.

PRODUCTION SCHEDULING

The roots of Basewell™ are coated in a gel to protect the young, bare roots from drying out during transport. The gel offers good protection, yet, being live plants, it is best that Basewell™ are transplanted directly on arriving at the nursery. Dümmen Orange is confident that current logistics systems are sufficiently reliable that the grower can schedule production processes to coincide with delivery.

MANY OTHER BENEFITS OF BASEWELL™

As well as the cost savings, Basewell™ offer the advantage of easy movement across international borders. Because the roots have never been in contact with soil or substrate, compliance with phytosanitary regulations is much easier. Tissue culture plants offer the same advantage, yet Basewell™ is well ahead in ease of transplanting and time to finished product. This advantage makes it reasonable to produce Basewell™ off shore where labour is more plentiful and cheaper. Current offshore production is done in El Salvador and Ethiopia. Dümmen Orange checks that all production locations are socially and ethically certified.

FULL RANGE OF PLANTS

Dümmen Orange suggests that Basewell™ is advantageous to growers in that it reduces nursery space that is used for propagation, and that this space can be used for other profitable activities. With most growers producing a wider range of plants than is currently available in Basewell™, this advantage is diminished by a need to continue some in-house propagation. The true advan-

Basewell Pelargonium sticking at Dümmen Orange's Rheinberg facilities.

Individual Basewell™ Verbena.



tage of Basewell™ will only be realised when growers can switch completely over to Basewell™ production, and this means that a full range of plants will need to be available. Dümmen Orange is expanding the range that will be commercially available in Basewell™. Tristian Bentvelsen, Head of Commercial Operations West and East Europe, reports that the company is working on adjustments to the concept to get Basewell™ ready for crops such as Poinsettia. "We are also looking at the possibilities to have, for example, perennials and tropical crops available in Basewell™". Running parallel to these developments, Dümmen Orange is also considering the possibility of sharing Basewell™ technology with other suppliers which would enable growers to completely switch production over to Basewell™.

Fitting somewhere between a callused cutting and a rooted cutting, Basewell™ cuttings have never had contact with soil or potting media. Pictured are Osteospermum cuttings.



BASEWELL™ AT IPM ESSEN

Dümmen Orange launches Basewell™ at IPM ESSEN in January 2019. Dümmen Orange will explain the concept of Basewell™ and show examples of the 34- and 51-count biodegradable strip and individual cartridges of Pelargonium that is available first in Europe. Free trial kits of Basewell™ Pelargonium are on offer at the show. On display also will be future potential Basewell™ products for Europe - Coleus, Dahlia and Impatiens NG. Also at IPM ESSEN, Visser will demonstrate the use of AutoStix machinery with Basewell™.

REPATRIATING CUTTING PRODUCTION TO CÔTE D'IVOIRE

The Dutch Enterprise Agency RVO commissioned HortisolHolland to complete a detailed assessment of Côte d'Ivoire's business opportunities in horticulture.

In terms of ornamental horticulture, Ed Malipaard, an industry veteran with an impressive track record in the young plant and retail industry, sees potential first and foremost in bringing young plants back to a country that was once a major plant propagator.

AUTHOR: RON VAN DER PLOEG

Trade not aid. The study comes at a time when the idea that the best way to promote economic development is through free trade and not by providing direct foreign aid is gaining more ground. Ed Malipaard, living in the wine village of Sancerre, France, embarked on his first mission to Côte d'Ivoire in 2011 to explore opportunities in the young plant and cut foliage industry. "At the time, I acquired a small plant nursery which had been put up for sale because its French owners were fearful about the outbreak of civil war. Simply put: they were scared after hearing the stories of locals waving around their machetes."

VOID

Malipaard once worked in garden roses and raspberries in the former Yugoslavia at the time of Milošević. He recalls, "I am not a person who does dangerous things and takes risks, but some situations offer the possibility to buy below market value."

He decided to take the plunge and bought the somewhat derelict 40 ha farm dotted with a few poly tunnels all in use for the production of cut foliage and 'a little bit of everything'. "It is worth noting that back in the 1970s, Côte d'Ivoire was a major cutting supplier to European growers with almost all cuttings of the famous *Ficus elastica* 'Abidjan' being sourced from here. But at a certain moment, all that moved to Central America, creating a void for many years."

Malipaard, brimming with patient good humour, talks in a calm, unhurried tone, as if to make clear that everything comes gradually and at its appointed hour. "It took me several years to get my venture up and running. Diving into the local culture as well as identifying and investigating target markets are essential. How do people think, how do they react and, above all, who are the right people to work with? At the time, political instability had been dragging on for years."

BUOYANT ECONOMY

However, things took a turn for the better five to six years ago: the civil war ended in 2011 and the country's former president was handed over to the International Criminal Court in The Hague and is now in a prison for international detainees in the Netherlands. Mr. Alassane Ouattara has been in power since November 2010 and was re-elected for a second five-year term in 2015. "US-educated Ouattara has had a long career at the International Monetary Fund (IMF) and is a rather young man who understands the economy," says Malipaard.

He underlines that the world's largest cocoa producer currently ranks the country among the most buoyant economies in Africa with economic growth ticking up to 7.6% a year, thanks to expanding agricultural production and coffee exports. "Côte d'Ivoire is a country rich in resources. Think cocoa, coffee and palm oil. Ivorians could easily grow enough food to feed themselves. In spite of its huge agricultural potential, the country is still a net food importer. Onion imports from the Netherlands amount to 95 million euros per year - a ridiculous situation."

LEARNING CURVE

Asked what advice Malipaard would give to horticultural businesses interested in doing business in Côte d'Ivoire he replies, "The key is to recognise that everyone wants to make you believe he is the boss. It's a learning curve, so don't be surprised if in the beginning you have paid a person who eventually appears not to be the company owner the money was intended for."



Left to right starting plants of *Dracaena* and *Schefflera*.

Contrary to Ethiopia, foreigners can acquire land but ownership documents are often a catch-22. They usually don't exist but you need them if transferring ownership. Moreover, land laws in Côte d'Ivoire owe much to the feudal system. There is no land registry institution and land is owned and ruled by tribal heads and heads of families. These are the people you need to address as they can provide valuable information about the different landowners. Land transactions are defined by verbal agreements. "So you really need to know who you are dealing with. One of the first things I did was demarcate the area I purchased. I hired a surveyor to be certain everyone knew exactly what was owned by whom. It took me six years to have my property registered and be presented with the official ownership documents," explains Malipaard.

SPECIALISATION

For his business, Ivoire Fleurs, to sustain long-term growth, Malipaard understood that he needed to turn to specialisation, focusing on specific crops. He recalls, "As such, I needed a director and wrote a job description. The job description mentioned a European candidate, French-speaking with substantial knowledge of both cutting production in Africa and the European market place for ornamentals. That was like searching for a needle in a haystack. Then, the neighbouring company, a French-owned cutting farm was put up for sale as one of its customers, Angers-based floral wholesaler Gardenia, filed for bankruptcy."

Meanwhile as luck would have it, Malipaard had met a French-speaking Swiss man who owned a 20,000 ha palm oil plantation in Côte d'Ivoire. "Within the legal department of his company was an entire team dedicated to land property issues. They knew all the ins and outs and were able to open the right doors for me. The plantation owner provided useful information about real estate and brought me into contact with stakeholders and consultants at the highest level. In turn, I raised young, eco-certified *Elaeis guineensis* palm trees from seed for him. Eventually we agreed to jointly acquire the neighbouring business. Ivoire Fleurs now combines two farms and covers 80ha."

IDEAL SPOT

Blessed with a sun-drenched climate, having access to water resources and relatively cheap labour, Malipaard

says it's an ideal spot to grow young palm trees and *Gardenia* cuttings. "In *Gardenias*, we are one of the biggest cutting suppliers to Europe with over 90% of total cutting production grown in Côte d'Ivoire." Ivoire Fleurs sells starting material to renowned *Gardenia* growers such as plant nursery Van Marrewijk Steelhoven BV from Made and Naaldwijk-based Richplant, both in the Netherlands. "Due to local climate conditions *Gardenia* don't flower and stay in a vegetative state which makes the crop ideally suited for cutting production harvested from mother stock plants which are renewed every two years. Actually, what we're doing is repatriating cutting production to Côte d'Ivoire." Malipaard believes the exercise has every chance to succeed as sourcing cuttings can offer European growers a significant cost reduction of 10 to 20%. "In the ornamentals sector margins are increasingly under pressure so every penny counts. Think of rising air freight costs now that the US has asked its allies to remove Iran's oil out of the market. Iran is the world's third largest oil producer and sanctions could push oil prices above \$90 a barrel. Off shore cutting production is naturally sensitive to transportation costs and when they double or even triple in price than it gets imperative to look for alternatives. The distance from Abidjan to Amsterdam is much shorter than the distance from San Jose or Guatemala City and sea freight from Côte d'Ivoire also arrives 6 to 7 days earlier."

CUT FLOWER PRODUCTION

Mount Nimba, rises above its surrounding savannah where the country meets Guinea and Liberia. But most of the terrain is flat. Malipaard acknowledges that the Abidjan region is 50 to 60 metres above sea level with little difference between day and night temperatures. This makes the country of utmost interest for the production of tropicals such as *Heliconia* and cut foliage. To successfully grow cash crops such as cut roses, the country lacks altitude and cooler zones that would give flowers their bold colours and sturdy stems as in Kenya. "Working with a major wholesaler from the Netherlands Ivoire Fleurs is currently exploring the large scale production of a wide range of cut foliage. From a logistical point of view the location is well-situated

Ed Malipaard, co-owner Ivoire Fleurs.



with good connections by air and sea. Malipaard concludes, "Our nurseries are located within a 7-12 km driving distance to Abidjan International airport. The same distances apply to port locations so we are ideally situated at a logistical crossroads. What's more, the country's currency, the West African CFA franc, is linked to the euro so when, for example a sea container is shipped from Adidjan to Europe, there is no currency loss. By contrast, when you ship a reefer from Central America to the port of Rotterdam, you have already lost 14 to 15% of your money."

CENTRAL AMERICA A KEY PLAYER IN THE ORNAMENTAL CUTTING TRADE

Propagation materials for ornamental bedding, garden and pot plants are increasingly sourced from Central American countries, particularly Costa Rica, Guatemala, Nicaragua and more recently El Salvador.

Taking advantage of excellent environmental conditions and accessible hand labour, companies like Ball, Syngenta and Dümmen Orange have established large production units there and cater primarily to the US market but also other countries around the world.



AUTHOR: MARTA PIZANO

Ball has possibly been there the longest – with the Linda Vista Farm in Costa Rica dating back to the 1980s and Floricultura & Cia in Guatemala, where they produce cuttings of bedding, cut flower and potted plants and also seeds.

Dümmen Orange has two large farms in Guatemala, Antigua Flowers (12 ha) and Oro Farms (9 ha), where they produce approximately 125 million cuttings per year, of ornamental perennials, succulents and annuals. They also have 1.6 ha in El Salvador dedicated to production of Poinsettias, Begonias, and spring annuals. Aside from the US, they also export to Canada and Northern Europe. Quality and plant health are essential parameters in this business. Sanitation protocols need to be extremely strict and can even require workers to shower and change clothes before entering greenhouses where nucleus stock plants are held. Joint work with phytosanitary authorities, for example USDA/APHIS, and very thorough protocols for handling plants with even the slightest suspicious symptoms of pest or disease attack, are paramount to the success of this business.

The following analysis provides an overview of the sector during the past ten years, its suppliers and importers, traditional key players and emerging new actors.*

IMPORTS

World imports of ornamental unrooted cuttings and slips were valued at about \$480 million USD in 2017 and have fluctuated over the past decade with an overall upward

trend as shown in fig. 1, world imports of unrooted cuttings 2008-2017.

Cuttings and slips are mainly traded in North America (26% of world imports) – particularly the USA. Europe as a region accounts for 48% of world imports – where the Netherlands, Germany and Italy are major players. The main importers show variations in their market share over the past decade, with the Netherlands and USA as leaders and showing an increasing trend: as shown in fig.2., including the world's largest importers of unrooted cuttings 2008-2017 and the snapshot of 2017 world importers (fig. 3.) which is based on USD value.

EXPORTS

A look at suppliers to the largest importing markets shows that world exports of unrooted cuttings and slips were lower in 2017 than a decade earlier (2008), but that values are picking up. This is illustrated by fig. 4, world exports of unrooted cuttings 2008-2017. The Netherlands is the world's largest exporter of unrooted cuttings and slips, (with a large drop in 2009-2010) but new players are emerging, in particular Guatemala and El Salvador in Central America and Kenya, Uganda and Ethiopia in East Africa (fig. 5). Two interesting facts are the emergence of El Salvador, which was not exporting at all in 2008, and the low figures reported by Costa Rica, which in 2017 is no longer included in the group of largest exporters (not shown in fig. 5).

Fig 1. World imports of unrooted cuttings 2008-2017

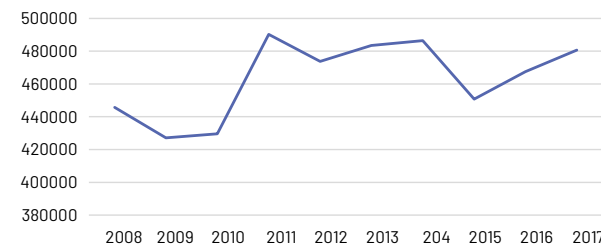


Fig. 2. World's largest importers of unrooted cuttings 2008-2017

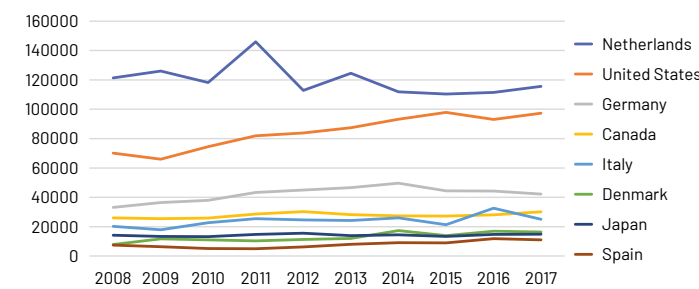


Fig. 3. World importers of unrooted cuttings in 2017

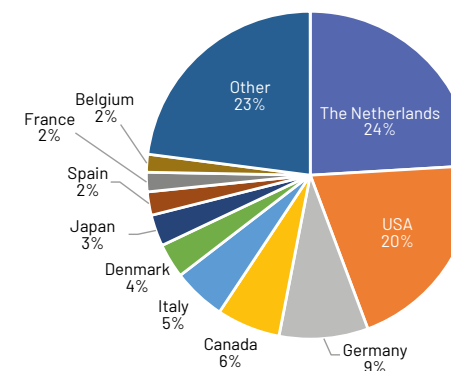


Fig 4. World exports of unrooted cuttings 2008-2017

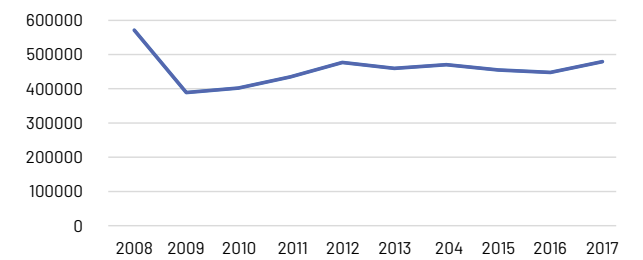


Fig. 5. World exporters of unrooted cuttings 2008-2017

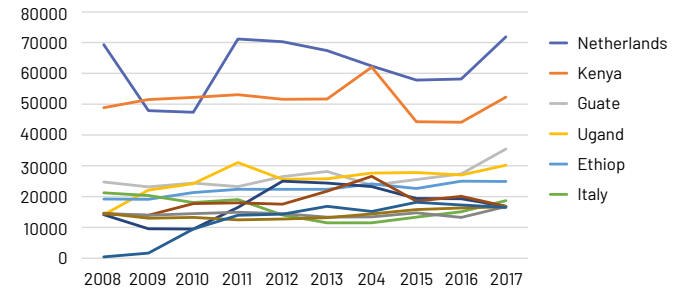
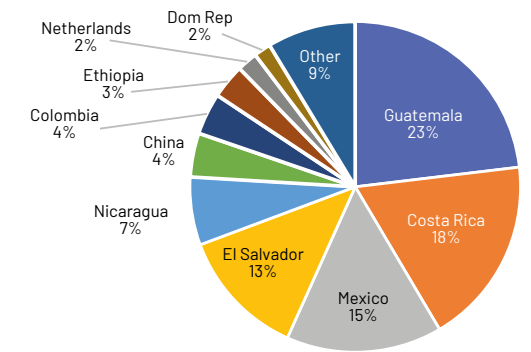


Fig 6. World exporters of unrooted cuttings and slips in 2017



Figures in USD thousands. Source: ITC calculations based on UN COMTRADE and ITC statistics, 2018

*This analysis refers to Product: 060210 Unrooted cuttings and slips (scions, or woody cuttings), which does not include shrubs and bushes, rose plants (grafted or not), live rooted plants (with or without substrate) or bulbs/ rhizomes used for propagation purposes.

Fig. 6 illustrates how world exports of ornamental plant cuttings are shared. Clearly, just as with cut flower exports, cutting exports show a strong regional component. Central American countries that supply the North American Market and African countries also cater to Europe. Even when new transport options exist, distance (and shipping time) is still an important factor. During the last decade, there has been a shift in countries supplying the USA with unrooted cuttings. Most notably, Costa Rica, which used to be a prominent supplier, has lost participation and is now surpassed by Guatemala, which has steadily increased exports during this period. El Salvador also shows a sharp increase, whilst Mexico, Nicaragua and Colombia show variations but are generally on the rise.

Of interest is the relatively slow but steady increase of exports from China, the presence of Ethiopia in this market and an increasing category of 'other' suppliers, presently comprising more than 40 countries around the world. Along with being a prime supplier of cut flowers to the Netherlands (mainly roses), Kenya is also a large supplier of unrooted cuttings, although exports from this country show wide variation from year to year. Other countries in Eastern Africa are claiming a share in the same market: Uganda, Ethiopia and Tanzania, seem to have taken away a share from 'traditional' European suppliers, which showed a downward trend over the past decade. Of interest are emerging east Asian suppliers China and Vietnam.

PRODUCE SOFT & AIRY POTS

ELLEPOT FLEX20 AIR NEW ELLEPOT TECHNOLOGY

The new Ellepot machine FLEX20 AIR produce extra loose and soft pots with 10-20% higher air content. The new technology facilitates the best possible conditions for young plants.

- Faster and easier sticking in soft pots
- 10-20 % Higher Air content
- Fast & uniform rooting
- Better quality plants



GROW SMARTER at www.ellepot.com



Attending the 'Super Bowl of Supermarket Floral'

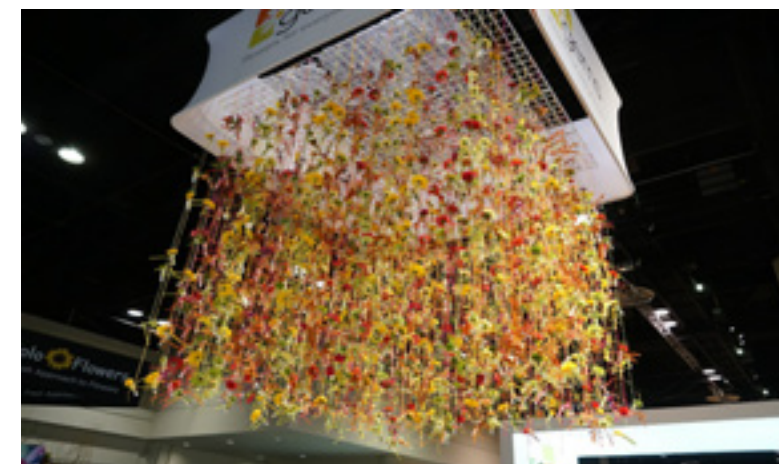
Flowers were prominently displayed at PMA's Fresh Summit Convention & Expo, held in Orlando, October 18-20, 2018.

AUTHOR: WILLIAM ARMELLINI

What do you get when you mix a large produce show with a show full of beautiful floral displays? A beautiful show that you can eat your way around. PMA (Produce Marketing Association) holds an annual event around the US where countries, farmers, manufacturers and vendors, large and small, come together to show off their offerings. The Floral division of PMA has long courted the floral industry to be a part of these events since many of the right buyers are already in attendance.

GRAND DISPLAYS

This show is put on specifically for the benefit of the supermarket vendors and buyers who come together in what someone called the "Super Bowl of Supermarket Floral". As a result, the displays were grand and large logos hung from the ceilings like beacons screaming out to



the buyers. "Hello, we are over here! This need to get the buyers into your booth is fun to watch in action. The most coveted buyers from the large chains like Walmart, HEB and Publix tend to travel with entourages that follow them around and vendors are keen to be where these buyers are in the building. While there are many companies selling to both wholesale and supermarkets there are others that devote all their resources to the mass market. This business of cash and carry items has grown and the bouquet makers of the world have grown with them. The big suppliers

like Queens, Elite, Passion, Gems and Sunshine and others have been quietly growing, up and down the distribution chain.

PERSONAL BUSINESS

This is a personal business and the power possessed in these relationships is the strongest brand a company can possess. The bouquet business is not for everyone since the margins are thin and volumes high. Vendors are required to quote prices 6-12 months in advance of a delivery date and with the ever-changing airfreight rates this makes pricing very challenging. As well as any weather issues that might delay a crop and cause vendors to scramble for product at market prices. As a result, many of the large bouquet makers are beginning to explore the sea freight option to better manage the supply chain uncertainties. I have been very interested in watching who shows up with their children, not as a tag along but as successors to the businesses. This is what the industry needs to keep going and I have been pleased to see many such generationals at the last two shows so, welcome to the business, from me! This year PMA Fresh Summit will take place in Anaheim, October 17-19, 2019. For more information visit www.pma.com

FLORAL MARKETER OF THE YEAR



PMA sponsors the Floral Marketer of the Year award. Carlos Oramas, CEO and co-founder of Gems Group, Inc., received the prestigious prize on October 19, 2018, during the Summit's floral reception. The 2017 winner, Juan Carlos Hannaford, president of floral grower The Elite Flower, presented the award before a crowd of about 500 members of the global floral community. The room erupted in applause, and as Oramas made his way to the podium to accept the award, which was a surprise announcement, his family also made a surprise appearance and joined the celebration. Oramas thanked those in attendance and said the award also belonged to each of them for helping to advance the industry. Carlos indeed deserved this award since Gems has become a big player in the bouquet arena in a short time and marketing played a big part in this success.



THE IGOTY AWARDS

Ornamental horticulture's most prestigious awards' ceremony takes place on the evening of January 22 2019 at the IPM Fairground, IPM Essen. What better way to begin the new year than with a gathering and celebration of the 'best of the best' in the industry?

AUTHOR: PENELOPE TOMKINS

The International Grower of The Year (IGOTY) Awards were launched by the International Association of Horticultural Producers (AIPH) in 2009 to recognise best practice in ornamentals production around the globe and to celebrate the expertise and energy given to horticulture. The awards also help to stimulate and promote best practice by giving global attention to outstanding producers and promoting knowledge throughout the industry. Over the past ten years, the competition has grown, attracting stronger competition, incorporating additional award categories and drawing more and more industry members to the awards' ceremony. The event is now held each year at the IPM Fairground, Essen, Germany, alongside the industry's biggest international trade fair.

"One important role of AIPH is to promote best practice. The businesses that reach the finals of the IGOTY Awards are exceptional and every one of us can learn from them so that collectively we can move our industry onwards and upwards."
Bernard Oosterom, AIPH President

THE AWARDS

This year the IGOTY award categories are:

- **Finished Plants & Trees** - for finished plants and trees that are ready for final sale.
- **Young Plants** - including cuttings, plugs, liners, seedlings etc. which are sold or grown on.
- **Cut Flowers and Bulbs** - for flowers and foliage cut for indoor decorative use and bulbs.
- **Sustainability Award** - for best practice and innovation in areas such as; water, chemical and energy use; climate change; transportation; labour management and social standards.
- **Gold Rose Winner** - from amongst the winners of all categories, an overall champion will be crowned the 'Gold Rose Winner', to receive the industry's most coveted and prestigious award.

"Every day we strive for top quality, so we invest continuously in technical innovations and the development of our product - and always in a sustainable manner because respect for people and the environment is part of our character. Together with our customers, suppliers and staff, we set the bar a bit higher. That is why we invest not only in our product but also in sustainable relationships. That our efforts are now being rewarded with this prize is fantastic!"
Eduard Ter Laak of Ter Laak Orchids, 2018 Gold Rose Winner.

THE CRITERIA

To be successful in the IGOTY Awards, businesses must demonstrate the following:

- **Economic performance** - the best businesses must be profitable to remain productive and deliver ongoing developments.
- **Innovation** - the best businesses must be innovative, bringing something new to the industry or market, doing something in a different way and pushing the boundaries.
- **Market Insight** - the best businesses will understand their market and customers inside out.
- **Sustainability** - the best businesses will be sustainable, with demanding environmental and social standards, practices and ambitions.
- **People Policy** - the best businesses value their human resources and foster a working environment of unity, respect and reward.

THE ENTRIES

The IGOTY Awards offer open and fair competition. Entry is through three routes; nomination by an AIPH member; nomination by a trade organisation and self-nomination (accepted where there is no national trade body in a home country). Entries for the 2020 IGOTY Awards will be open from March to July 2019. See www.aiph.org/groweroftheyear for further information.

THE AWARDS CEREMONY

Growers, horticultural businesses and industry peers get involved in the IGOTY Awards each year, either by entering the competition, sponsoring the event or attending the ceremony. Everyone involved in the ornamental horticulture industry is invited to attend the ceremony. The event commences with a drinks reception and gala dinner, followed by the awards presentation and an evening of celebration with live musical entertainment.

THE JURY

The IGOTY Awards are judged by a high-calibre jury of six internationally recognised experts who know what it means to be the best.



Mr Mike Rimland (USA)
 Director of R&D, Indoor Plant Division, Costa Farms



(Jury Chair)
Mr Tim Edwards
 (UK) - Vice President, AIPH



Prof. Shiwei Zhao (China)
 Vice President, World Federation of Rose Societies



Mr. Leo Hoogendoorn
 (Netherlands)
 CEO, Florensis



Mr. Jan-Dieter Bruns
 (Germany)
 Chairman, European Nurserystock Association



Mr. André van Kruijssen
 (Brazil)
 General Director, Veiling Holambra Cooperative

"The standard of entrants this year has been exceptionally high and we commend all businesses that entered the 2019 IGOTY Awards. It is a pleasure and a privilege to be involved in the process that identifies the very best ornamentals producers in the industry, gives international recognition to their endeavours and rewards their passion."

Tim Edwards, IGOTY Jury Chair

THE IGOTY GOLD ROSE AWARD WINNERS

2009	Sylva van Hulle (Belgium)	2014	Schoneveld Nurseries (the Netherlands)
2010	Hillier Nurseries (UK)	2016	Costa Farms (USA)
2011	Bylands (Canada)	2017	Flores El Capiro S.A. (Colombia)
2012	Sheridan Nurseries (Canada)	2018	Ter Laak Orchids (the Netherlands)
2013	Sheridan Nurseries (Canada)		

THE IGOTY AWARDS 2019 ARE PROUDLY SPONSORED BY

The Headline sponsor



Founding sponsor



Venue Partner



Sponsor



Sapphire Sponsor





**PROFESSIONAL FAIR
OF HORTICULTURE,
GARDEN
AND LANDSCAPE**

EXHIBITING SECTORS:

- Nurseries • Flowers • Pots
- Services • GardenCare • Decoration
- Machinery • Landscape

**20 - 21 - 22
FEBRUARY
2019**

FIERA MILANO, ITALY



FINALIST

OK Plant, Netherlands

OK Plant grows Phalaenopsis, called Little Kolibri Orchids in 9cm pots, together with various seasonal products such as Primula, Cyclamen, Aster and Campanula Addenda. The open, engaging and pioneering role adopted by Rob and Desiree Olsthoorn of OK Plant has enabled the business to grow and helped to advance the pot plant sector in the Netherlands. OK Plant focuses on reliability, excellent personal service and after care.

OK Plant is an outstanding innovative grower that sets the trend with its range and added-value concepts. The company constantly seeks new and sustainable products guaranteed to create a unique atmosphere in the home. Alongside excellent cultivation qualities, OK Plant has specific marketing expertise to position the product distinctively with specialist retailers. OK Plant employs customer-driven professionals who strive for the best results. The company offers an inspiring working environment where taking the initiative and seeking continuous improvement comes naturally.



FINALIST

Gediflora, Belgium

Grown from three generations of passion and 100% focus on the breeding and propagation of potted chrysanthemums, Gediflora has a leading position in the worldwide market. The company serves more than 30 countries which represents approximately 80 million cuttings per year. The company has over 50% of the market share in Europe, 30 % in the US and 40% worldwide.

With unique and exclusive genetics, Gediflora strives to secure its position as the specialist in 'mums'. Gediflora's mission is to make growers successful through their assortment of unique and innovative varieties which are easy to grow. Their golden genetics (a complete, innovative and easy to grow assortment) combined with high quality service and enthusiasm enables Gediflora to excel in its field. Through marketing efforts, Gediflora aims to boost the image of chrysanthemums and encourage greater creativity. Gediflora is a reliable and inspiring partner with a dedicated and enthusiastic team which enable the company to achieve its best each day. The company's motto is "Dream, dare, do and do better!"

FINALIST

Fujian Hongzhan Landscape Engineering Co., Ltd., China

Fujian Hongzhan Landscape Engineering Co. Ltd. focuses on high quality Bougainvillea production and promotion. The enterprise has developed different forms of Bougainvillea including flowering trees, geometric and animal shapes as well as customisable shapes for landscape application.

Hongzhan Landscape has a production area of 600 ha and a sales network which distributes around China. The company has experienced stable growth year on year. In 2012 Hongzhan Landscape registered the trademark "Hongzhan" and continues to build the brand's reputation and influence. The enterprise seeks to be loved by its employees and have a good reputation with customers, industry and society. The enterprise has established a unique company culture and set of organisational values: "innovation, tenacity, hard work and efficient implementation". Its diversified management system makes 420 staff a united, kind, optimistic and efficient team.



FINALIST
Oserian Development Company Limited, Kenya

Oserian is a leader in cut flower production in Kenya and the first grower of Roses in Africa. Oserian aims to be the leading grower of ethically produced flowers in Africa. The farm holds the highest levels of accreditation to meet the various needs of clients across the globe. The farm has invested heavily in ethical production and in its ethos - 'People, Planet and Profit' which gives consumers a living story of the flowers the farm producers.

Innovation for ensuring sustainability is at the core of the company's lifeline. Oserian flowers have a target to be carbon sub-zero by 2020 which will be a major hallmark at a time when the

environment has become a significant global discussion topic. This focus gives confidence to Oserian buyers around the world. ODCL has a high regard for its employees who are the force that propels the company to

higher heights. Employees are encouraged to further their education through a college within the company's premises and career progression within the organisation is fully supported.



FINALIST
Jiangsu Zhonghe Flowers Co. Ltd., China

Jiangsu Zhonghe Flowers Co. Ltd. was founded in 2001 in Lianyungang city and occupies a production area of 93.3 hectares. Zhonghe has become one of the largest suppliers of freshly cut Phalaenopsis in China and its products are sold domestically and internationally to Japan, Australia and European and American markets.

Zhonghe is convinced that "Quality is Life" and carries out in-depth work in the selection of freshly cut flower varieties, new variety development, quality control and post-harvest preservation, to ensure that customers receive the highest quality flowers. Committed to sustainability, Zhonghe uses a tide style irrigation system. It recycles and reuses wastewater in the production process and uses degradable and recyclable packaging boxes, to prevent pollution to the surrounding environment. Believing in "making the best use of talents", Zhonghe gives attention to the material, emotional and spiritual needs of its employees and also provides learning opportunities and leisure and entertainment activities which allow employees to live and work with full spirit.

FINALIST
Inner Mongolia M•Grass Ecological Environment (Group) Co., Ltd, China

Inner Mongolia M•Grass Ecological Environment (Group) Co. is an innovative business working throughout the entire chain from plant production to application. This ranges from domesticating wild plants to the propagation of domesticated plants, from seed/ bulbs and young plants to finished plants and applying them in ecological restoration and urban greening projects. The company produces over 1 million lily bulbs, 10 million finished plants & trees and 1,000 tons of seeds a year to be used in their projects. The company was listed in 2012.

For over twenty years, the company has been devoted to the collection and domestication of germplasm resources of wild indigenous plants. It has established 13 research institutes, built a "grassland eco-industry big data platform" and has released software to support ecological restoration projects. The company promotes its ecological restoration mode: "indigenous flowers + ecological philosophy + technical wisdom + resource reserve + management standards + ecological products". The company's philosophy and wisdom of ecology restoration are shared around the world. By the end of 2017, Inner Mongolia M•Grass Ecological Environment (Group) Co. restored 42,000 ha of hills, 31,000 ha of grassland, and improved 12,600 ha of saline-alkali soil. In 2016, the company was nominated for the China Quality Award - the first of its kind in the industry.



International Horticulture Goyang Korea 2019

Find your opportunity at IHK2019
The Biggest flower exhibition in Korea!

April 26 - May 12, 2019

Lake Park & Wondang Horticultural special zone,
 Goyang-si, Republic of Korea



Contact

Tel. +82-31-908-7642, 7759
 Email. suyoun_park@hotmail.com or flowergoyang@gmail.com
 Website : www.flowerbiz.or.kr

**IPM PARTNER COUNTRY
BELGIUM GIVES MESSE ESSEN
A TILIA PLATYPHYLLOS 'ZELZATE'**



**PARTNER COUNTRY
IPM ESSEN 2019
BELGIUM**
ROOTED IN
CRAFTSMANSHIP
TOGETHER.

www.belgianplants.com



Belgian Tree Nursery Goods Are Popular Export Products

Belgium will be the partner country of the world's leading fair for horticulture IPM ESSEN in 2019. As is well-known, the partnership was put under the motto 'Rooted in Craftsmanship Together'. The words have now been followed by deeds within the framework of a tree planting event. Since November 12, a summer linden has decorated the Messe Essen site. The tree has found its place in front of the new East Fair Building on the side towards Norbertstrasse.

Together with Oliver P. Kuhrt, CEO of Messe Essen, and Helmut Ruskamp, Vice-President of the North Rhine-Westphalia State Horticultural Association, the guests who had travelled from Belgium (i.e. Koen Vanswijgenhoven, Regional Manager for Germany of the Flanders' Agricultural Marketing Board (VLAM) in Brussels, Pieter Van Oost, Managing Director of the Belgian Nurserymen and Growers Federation (AVBS), and Lucien Verschoren, Chairman of the AVBS Specialist Group on the Tree Nursery Sector) took hold of spades in order to plant a 2.20-metre-high *Tilia platyphyllos* 'Zelzate' (summer linden) on the Messe Essen site. A specially produced plaque with the inscription "Tilia platyphyllos 'Zelzate' – Gift from Belgium – Partner Country of IPM 2019" was placed in commemoration of this special moment.

CONTRIBUTION TO CLIMATE PROTECTION

"We are pleased to have an enduring monument to our commitment as the partner country of IPM ESSEN 2019 by planting the 'Zelzate'. We are all the more pleased about that because we can also make a small but valuable contribution to climate protection with this event," according to Koen Vanswijgenhoven.

"Belgium is one of the most important exhibitor nations at IPM ESSEN and has been involved since the first edition. We are connected by a long partnership. We would like to express our sincere gratitude for this unique gift which we see as a living symbol of our trusting cooperation. We are eagerly awaiting the next world's leading fair for horticulture," said Oliver P. Kuhrt.

TREE NURSERY SECTOR IN BELGIUM

The summer linden in Essen is being planted as a representative of the entire Belgian tree nursery sector which constitutes an important branch of the green sector in the kingdom. Tree nursery products worth all of **Euro 104 million** have been exported in the past year. Thus, Belgium is one of the **top-five European exporters**. Around **870 tree nurseries** are located in Belgium and produce their plants on **an area of 5,300 hectares**. 80 percent of this area is accounted for by ornamental trees and shrubs. Nearly one third of the tree nursery products are exported. Thanks to the short delivery routes, Germany is in fourth place amongst the most important purchasers of Belgian tree nursery products behind France, Great Britain and the Netherlands.



Koen Vanswijgenhoven & Oliver P. Kuhrt

MEET THE BELGIAN NURSERIES

HALL 8
stand 8D25-26-28

HALL 6
stand 6C26

HALL 2
stand 2B25 & 2D30



FINALIST

Sichuan Colorlink Co. Ltd., China

Sichuan Colorful Forestry Development Co. Ltd was established in 2011 and mainly focuses on large scale production of Acer young plants and other colourful trees. The company has developed nurseries of 2333 ha. in Bazhong and Chengdu.

Colorful Forestry has collected and preserved genetic resources of more than 2000 varieties from plants including Acer, Hosta and Iris. The company values innovation and has 31 patents for propagation technology and 3 novelty PBR. Colorful Forestry has been undertaking the construction of the Sichuan Provincial Engineering Laboratory on Rare Colourful Plants since 2017. The company has established the Sichuan Provincial Engineering Research Center on Colorful Plants and the Sichuan Provincial Enterprise Technology Center in Colorful Forestry. Through a 6-year development, Colorful Forestry has built its business around being a "Nursery for Production & Tourists" and a "Colorful Nursery & Parks", in line with the "Beautiful China" construction policy and "Rural Vitalisation" strategy.

FINALIST

Clematis The Source of Good Climbers, Poland

This established Clematis nursery has been a source of good climbers for 30 years and excelled in the production, sale and popularisation of Clematis and other climbers, offering a wider range of attractive-looking, top-quality plants. In 2009, the nursery, as the first plant producer in Poland, was awarded the highest Polish promotional emblem - "Teraz Polska" - for their C2 plants' quality.



For 26 years, the nursery has raised and selected new cultivars of Clematis and other climbers; most of them hold PBR for Poland, some for Europe and a few have been granted plant patents in the U.S.A. and Canada. Since its beginning, the nursery has popularised Clematis and other climbers, nationally and globally with an emphasis on the ecological aspects of using climbers in urban environments. The nursery observes prevailing market trends and works to shape them. The nursery participates in international exhibitions yearly (Germany, Russia, China etc.), selling to wholesale only in Poland and exporting plants to 40 countries on 5 continents. The company's plants bear the recognised trademark 'SOURCE OF GOOD CLIMBERS', guaranteeing high quality and making them a first choice for customers. In the nursery, a high phytosanitary regime and modern working practices are observed. State-of-the-art technical solutions are constantly developed and expanded, to ensure the best possible conditions for growth and storage of plants and to enable high work efficiency. Numerous Polish and international groups visit the nursery, which serves to popularise these solutions.

FINALIST

Butterfly Garden, Denmark

For many years Gartneriet Tvillingegaarden A/S has specialised in the production of Campanula and Lavandula, in a wide variety of different pot sizes, under the trademark 'Butterfly Garden'. Their focus on targeted breeding of both lines and a commitment to environmentally friendly production, has supplied strong, healthy and beautiful plants for indoor and outdoor to customers around Europe.

Producing and delivering high quality plants, which give the end user the optimal utility, is a high priority for the nursery.

Since 2008, Tvillingegaarden has been MPS-GAP certified showing the nursery meets the criteria for safe, sustainable and traceable production of high quality plants as required by the European retailers. Tvillingegaarden values the environment and is among industry innovators in securing the sustainable production of pot plants. In their breeding department, the nursery develops strong and healthy plants that demand less resources in production, lower energy use and have a longer shelf life for the end-user. Today Tvillingegaarden uses 90-92% recycled materials for production pots and strives for further sustainability gains.



TO MEET

At this moment I am looking back on a very successful event: Trade Fair Aalsmeer. And I also look forward because we start preparing ourselves for the upcoming event in Germany, the IPM ESSEN. There is one verb that comes up in my mind: to meet.

At our Trade Fair Aalsmeer, many visitors from the sector met with other to share the latest developments in the commercial and production fields. And of course, we also took the opportunity to look together at future business perspectives. It was good to feel the energetic vibes. Specially this time we, as Royal FloraHolland, gave a lot of visitors the latest digital update. More than ever a stage before we were able to show the latest version of the Floriday platform. On big touch screens we showed which functionalities are available for the users and showed the possibilities for them to reach already to the different available sales channels.

In my earlier column I talked about the upcoming digital world in our sector and now we are there. In the coming months, various functionalities will be added that respond to the needs with which the international markets can be connected to each other. A platform that unburdens from A to Z, makes the meeting between supply and demand possible, simple and worldwide and also connects the various service providers. The way how Royal FloraHolland digitalises the marketplace, where users meet each other.

A whole different way of meeting, and for me, one of the most inspiring moments at the floricultural

fairs, are the presentation of novelties. As new innovative products, sprouted from passionate hands of breeders/growers and their companies, see daylight for the first time, I always squeeze my hands. This feeds my passion for our profession and I am always glad to enjoy such moments.

Also, at the Trade Fair Aalsmeer the latest creations of the producers were shown to the public at various locations and thousands of enthusiastic visitors recorded the overwhelming beauty of these products. Encounters with inspiration for the future. In a world where we meet more and more in a digital way, the moments where we meet each other physically remain important.

You can meet me and my team, live at the IPM ESSEN. We will show you there the possibilities of Floriday and our Royal FloraHolland market place in connection with the world market!

And finally, of course, I meet you (again) as a reader of FCI. Proud to be back! I hope that I can please you with thoughts and view on the international market.

Fred van Tol
Manager International Development
Royal FloraHolland

Expand your trade network and stay informed?

Visit the Royal FloraHolland trade fairs and events

Agenda 2019

- **Winter Fair & Orchids Plaza** Aalsmeer. January 9, 10
- **Trade Fair Naaldwijk** Naaldwijk. March 6, 7
- **Spring Fair** Aalsmeer. April 3, 4
- **Autumn fair & Orchids Plaza** Naaldwijk. September 11, 12
- **Trade Fair Aalsmeer** Aalsmeer. November 6 - 8

www.royalfloraholland.com/tradefairs



Flowering the world.

FLOWER SHOW ISTANBUL EURASIA PLANT FAIR

AUTHOR: IRON VAN DER PLOEG

Flower Show Istanbul Eurasia Plant, held November 22-24 at the Tüyap Exhibition Centre in Istanbul, celebrated its 10th anniversary. Reaching peak bloom in 2015, its petals folded back this year following the economy's b(l)oom and bust cycle.

"It has been a very nice experience working on Flower Show Istanbul for the last ten years, says Mustafa Gültekin Gökgül, who recently succeeded Hakan Yüksel as the show's new general manager. "Hakan will continue to serve on the show's board taking up an advisory role and continue to be one of the faces of the show to the outside world after so many years. As a trade show production team, we have come a long way since our initial event in 2008. At that point a B2B flower show didn't exist in Turkey but we have grown rapidly since our launch event and quickly became known as Eurasia's largest gathering for the ornamental horticulture and gardening industry. The most successful year to date, 2015, was a truly international event with 335 exhibitors from 25 countries." A decade of hard work deserves recognition for the industry at large, stresses Gültekin Gökgül. "Always remember that almost all of Turkey's plant nurseries are first generation companies that had to make a name for themselves in a completely new industry." Gültekin Gökgül, however, believes this is not an opportune moment to shout more success stories from the rooftops. Of course there is room for some celebration but not everyone feels like it's party time. The 2018 edition recorded a decrease in visitors from 288 in 2017 to 161 this year. Some companies are really struggling. Over the past few months the Turkish lira has hit record lows and high inflation makes lives harder. A large number of Turkish companies buy their supplies from Europe and it is now more expensive to purchase raw materials in euros.



"Substrates, trays, pots, fertilisers you name it, we buy it from Europe. The economic instability has clearly affected our business and we now must contend with a 20 to 23% price hike for imported goods," says GardenKoala Import and Export Manager Hasan Ergören, inviting FCI in the company's beautifully arranged stand. Established in 1987 and currently owned by the Çiçek brothers, the 30 ha GardenKoala plant nursery specialises in growing flowering and foliage pot plants and produces in excess of 6 million plants annually.



Diversification of markets is advocated by Mr Ahmet Dünder, Chairman of the Turkish Ornamental Plant Grower's Association Süsbir, founded in April 2008 to strengthen and professionalise the country's fledgling ornamental horticulture industry. "Perhaps for too long too many growers have focused on selling their plants to local municipalities. Now that public authorities have less money to spend, it is worthwhile to put energy into developing export markets, especially now that the lira is so cheap. Of course we are well aware that quality standards need to be raised when exporting and this is currently what we do through workshop and educational sessions."

Ada Plant, Eduka Botanik, GardenKoala, Kardelen, Piante Faro, Vivai Pazzini, Greneth, Holmac, Taiwan Floriculture Exports Association, Japan Flowers and Plants Export Association: it is good to see that a large number of companies and associations understand what investing in Turkey really means: that it requires time and dedication, long term investment and above all, being present at the country's leading trade show even if the market is in a recession.



"Crying never makes one happy," says Yasin Otuzoğlu who together with his wife and landscaper Nesrin, runs the Ada Plant nursery in Sakarya and Karaoglu Peyzaj Landscape Contracting firm in Istanbul (Beykoz) and Ankara. Otuzoğlu says it is important to always stay focused on quality. "Then you will always be able to provide your customers with good, sustainable plants solutions. Back in 2005 we were one of the first growers to transplant trees like conventional tree farms do. Moreover, we always ensured that we sourced the finest quality rootstock material from the Netherlands."



QUICK FACTS

- 15,084 trade visitors.
- Visitor profile consisted of: 20% senior executives, 11.7% landscape architects, 10.7% company owners and 8.5% Parks and Recreation Managers of Turkey's major cities.
- 34.2% of total visitors from the Middle East and Gulf Region.
- 163 exhibitors from 10 countries.
- 2 exhibition halls.
- 9,068m² of exhibition area.



For the fourth year in a row, the Netherlands is hosting a very special event: the Tulip Trade Event. Breeders and exporters are opening their doors for three days, and the spotlight will focus on tulips, with their long history and flourishing future.

In 2019 we would be happy to give you an update of the latest state of affairs in the tulip sector. What new cultivation methods have been developed? Which forms and colours are trendy? And which varieties are promising?

As the nurseries are concentrated in one region, you can get a complete, colourful and flourishing idea in those three days. The purpose of the Tulip Trade Event supports the continuously growing interest in the ultimate spring flower.

Are you going to be joining us again? We look forward to seeing you!



GREEN, GREAT, GORGEOUS!

22-25 JANUARY



The world's leading trade fair for horticulture



Plants
Technology
Floristry
Garden features



WELCOME TO IPM ESSEN!

- ◆ **GREEN** trends and sales-boosting POS concepts
- ◆ **GREAT** product choice and international partner network
- ◆ **GORGEOUS** new plant varieties and technology innovations

All this at IPM ESSEN – the globally leading horticulture exhibition.

WE ARE LOOKING FORWARD TO WELCOMING YOU.

WWW.IPM-ESSEN.DE



THE WORLD'S PREMIER SHOW FOR ORNAMENTAL HORTICULTURE

IPM ESSEN has become firmly rooted in the yearly horticulture calendar

IPM ESSEN is clearly the place to be if you are in the ornamental horticulture industry. People fly in from around the world to attend the show, which is by far the world's largest ornamental plant show. Numerous halls are chock-full of plants, flowers, trees, shrubs, bulbs, horticultural technology and everything in-between. It takes almost the entire four days (January 22-25, 2019) to explore all the booths and vendors.



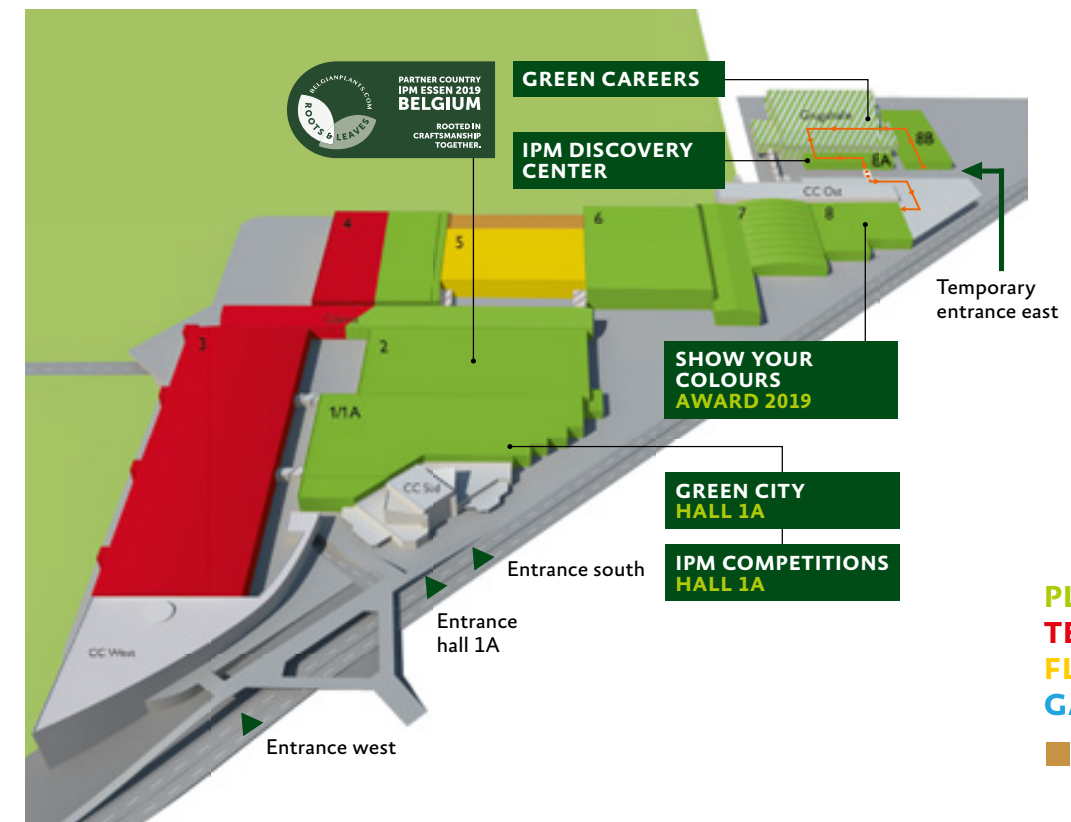
ient space. As in previous years, garden features and accessories will be showcased in each of the halls in a thematically appropriate way.

PARTNER COUNTRY

IPM ESSEN's esteemed partner country for 2019 has been a supporter for many years. The honour goes to neighbouring Belgium. Since the very start, exhibitors from Belgium have supported the world's leading fair in the green sector. On the occasion of the show's debut in 1982, Belgian companies presented their products at Messe Essen. After all, the country is a leader in ornamental horticulture with around 80 percent of the European Azalea production. In 2019, the Belgians have a particularly eminent appearance at the fair: the Belgian exhibitors will showcase their plants in the joint booth in Hall 2. The tree nurseries will be represented in the new Halls 6 and 8. Daily, there will be informative programmes in the joint booth in Hall 2. Moreover, Belgium will be the focus of attention at the International Horticulture Forum where the subject will be sustainable horticulture.

EXPLORE YOUR INDUSTRY!

The IPM Discovery Center in Hall 8A will concentrate on sales concepts for garden centres. Under the creative



The world's leading trade fair for horticulture

PLANTS
TECHNOLOGY
FLORISTRY
GARDEN FEATURES

Development site

direction of Green stylist Romeo Sommers, the products of the exhibitors at IPM will be combined in a skilful way and incorporated into appealing sales concepts. Whether at the lectures in the Speakers' Corner, during guided tours or off on their own - in the IPM Discovery Centre, visitors will explore, experience and learn how they can reach their future customers and arouse their enthusiasm time and time again.

The Green City in Hall 1A is traditionally the meeting place of the Green Sector. Here, numerous associations, such as the Central Horticultural Association and the North Rhine-Westphalia State Horticultural Association, will update attendees in the Horticultural Info Centre. Professionals in the sector will offer valuable suggestions for doing business through demonstrations, workshops and special shows. In the Teaching Show, everything will revolve around the

root and its surroundings in 2019. Aspects relating to the optimisation of the root area will be examined under the motto of "Underground Good!". Testing, research and advice facilities will provide information about the diverse aspects of the often invisible but decisive part of plant production.

INNOVATION

IPM ESSEN is the international platform at which the 'best of the best' will distinguish themselves. Now in its 12th year, the popular Innovation Showcase will give place of honour to the most beautiful plant novelties. The new edition of the Show Your Colours Award will look for the best marketing story about shrubs and woody plants. And during the IPM Fair Cup, young novice florists will show what creativity is hidden in them when they present their work on the subject of "Wild Thing - Natural, Original, Cheeky and Free". International stars in floristry will have a rendezvous on the show stage of the Trade Association of German Florists (FDF). Amongst others, Frédéric Dupré from France, Sara-Lisa Ludvigsson from Sweden as well as the two Dutch floral designers Hanneke Frankema and Hans Zijlstra will show first-rate floristry at the highest level. Germany's best florists will offer a young, dynamic show. Amongst other highlights, they will design an alternative blossoming gift for Valentine's Day under the motto "No Classic". There will be fast-paced action during the Flower Battles. In this creative competition, professionals design a floral arrangement within a matter of minutes.

Hall 1A will host the Bloom's special show. Green products and nature will play essential roles in Bloom's Trends 2019. Visitors will find inspiring floristry on four trending topics. Themed-houses in different styles will show trend-oriented goods presentations, consumer-relevant and up-to-date products, plant innovations as well as feasible floral ideas. Additional POS concepts will be shown in the g&v Creative Centre.

IPM ESSEN 2019 FAST FACTS

Dates: From Tuesday, 22 January to Friday, 25 January 2019.

Organiser: Messe Essen GmbH in cooperation with the Fachverband Deutscher Floristen e. V. Bundesverband (Trade Association of German Florists - Federal Association), sponsored by the Zentralverband Gartenbau e.V. (ZVG) (Central Horticultural Association)

Venue: Messe Essen exhibition centre, Messeplatz 1, 45131 Essen

Opening times: Daily from 9:00 - 18:00

Exhibitors: Around 1600 from almost 50 countries.

Exhibition space: 105,000m²

Admission (pre booked online via www.ipm-essen.de/tickets/index-18.html): Adults €22, two-day ticket €34, four-day ticket €60 Trainees/students €13. Admission to IPM Essen is included within the ticket price for the International Grower of the Year Awards 2019. Ticket can be ordered and printed directly from the Messe Essen website. Messe Essen information: ipm@messe-essen.de

As usual, IPM ESSEN kicks off the New Year, taking place at Messe Essen in Essen, Germany. Expect modern design and contemporary meeting and work spaces in the recently completed phase one of Messe Essen's modernisation project. Expect a cherry-picked selection of quality plants and flowers, innovative technology, floristry and a top-notch educational programme with partner country Belgium at this year's event which boasts around 1,600 exhibitors from almost 50 countries. With 36 successful years of growth behind it, IPM ESSEN has become firmly rooted in the yearly horticulture calendar. Whether you're a breeder, plant propagator, retailer, supplier or landscape professional, you'll find that the show offers you a complete trade show experience. Entertainment is a huge part of the show as well, with a grand opening, parties and prestigious AIPH International Grower of the Year Awards, a big draw to attending this popular horticultural trade exhibition.

MODERNISATION

This year, exhibitors are provided with a particularly high-quality environment for their presentations. Spacious, single-storey halls and lots of natural light create a welcoming environment. During IPM ESSEN 2019, a new hall numbering system will be in effect for the first time. Exhibitors involved with all aspects of ornamental plants will be in Halls 1, 1A, 2, 4, 6, 7, 8, 8A and 8B, in the foyer of the Grugahalle as well as in the Galeria. Visitors will find technology in Halls 3 and 4 and also in the Galeria. In Hall 5, all floristry suppliers will exhibit together in one conven-

For more information visit: www.ipm-essen.de



SAVE THE DATE

TRADESHOW 11-12-13 JUNE 2019

From now on, GreenTech Amsterdam is an annual show. The next edition is to be held on 11 - 13 June 2019.

A total of 10,465 professionals from 112 countries visited GreenTech 2018: more than half the visitors came from outside the Netherlands and the number of multinationals that attended increased.

WHAT VISITORS SAID ABOUT GREENTECH

"An introduction to the rapid innovation, which is essential for a successful company",

"Fascinating, full of technological innovations, safety and comfort for the participants",

"GreenTech was great for thought-provoking exhibits and interesting discussions with industry colleagues worldwide."

ABOUT GREENTECH

GreenTech is the global meeting place for all horticultural technology professionals. GreenTech focuses on the early stages of the horticultural chain and the current issues growers face. All Dutch front-runners, greenhouse builders and suppliers are present.

GreenTech Amsterdam 2019, your chance to meet the horticulture world in 3 days!



JANUARY 2019

16-18. UNITED STATES

Tropical Plant Industry Exhibition (TPIE) at the Broward County Convention Centre, Ft. Lauderdale.
www.tpie.org

18-27. GERMANY

Grüne Woche, international green week Berlin. The world's largest consumer and trade fair for food, agriculture and horticulture.
www.gruenewoche.de

22-25. GERMANY

IPM ESSEN
www.ipm-essen.de

22. GERMANY

The 10th International Association of Horticultural Producers (AIPH) International Grower of the Year (IGOTY) Awards 2019 is taking place at the IPM fairground alongside IPM ESSEN 2019.
aiph.org/groweroftheyear/

25-29. GERMANY

The Floradecora show will display interesting ways to blend fresh cut flowers, pot plants and home décor accessories. Held in conjunction with Christmasworld Frankfurt.
www.christmasworld.messe-frankfurt.com

FEBRUARY 2019

6-8. GERMANY

Fruit Logistica Berlin, the world's leading trade fair for the fresh fruit and vegetable business.
www.fruitlogistica.de

20-22. ITALY

Myplant&Garden at Fiera Milano.
www.myplantgarden.com

21-23. POLAND

Gardenia, horticultural trade exhibition in Poznan.
www.gardenia.mtp.pl

MARCH 2019

1-11. TAIWAN

Orchid Land, 2019 Taiwan International Orchid Show.
www.tiostw.com

AIPH Approves Expo 2021 Doha (Qatar)

The International Association of Horticultural Producers (AIPH) has approved an application from The State of Qatar to host an A1 International Horticultural Exhibition in 2021/22. The approval of Expo 2021 Doha (Qatar) was finalised in March 2018 with formal recognition by the BIE (Bureau International des Expositions) on 22 November 2018.



Photo left to right: AIPH Secretary General Mr Tim Briercliffe, Qatar Ambassador to France Ali Bin Jassim Al-Thani, Minister of Municipality and Environment Qatar His Excellency Abdulla Bin Abdulaziz Al Subai, & AIPH President Mr Bernard Oosterom.

With a theme focused on greening the desert and improving the environment the Expo 2021 will take place in Doha, Qatar from late 2021 to early 2022. It will cover at least 50 hectares and is expected to attract 3 million visitors.

Commenting on the approval AIPH Secretary General, Mr. Tim Briercliffe said "The approval of this Expo marks an exciting new opportunity for developing horticulture and city greening in Qatar and the broader Middle East region. This will be a unique

opportunity for the world to demonstrate how plants and the landscape can address challenges faced by hot, desert countries and we very much look forward to working with the Government of Qatar to make this a great event which will be held just one year before the country hosts the FIFA World Cup." His Excellency Abdulla

Bin Abdulaziz Al Subai, Minister of Municipality and Environment in the State of Qatar, said "It is of the utmost importance to consider the Expo 2021 Doha as a catalyst for boosting the construction of parks, the development of horticulture and the planting of flowers, plants and trees in harsh climates in terms of heat, salinity and aridity."

13-15. ETHIOPIA

Hortiflora Expo Addis Ababa.
www.hpp.nl

13-15. VIETNAM

Hortex Vietnam 2019 at the Saigon Exhibition and Convention Centre (SECC) in Ho Chi Minh City.
www.secc.com.vn

17-19. CHINA

China International Floriculture & Horticulture Trade Fair at Guangzhou's International Sourcing Centre Complex.
www.flowerexpochna.com

20-22. NETHERLANDS

Tulip Trade Event.
www.tuliptradeevent.nl

21 MARCH-19 MAY. THE NETHERLANDS

Keukenhof, one of the world's most beautiful spring gardens.
www.keukenhof.nl

20-22. UNITED STATES

World Floral Expo in Dallas.
www.hpp.nl

APRIL 2019

20-22. CHINA

Hortiflorento IPM China
www.hfexpo.org
www.ipm-essen.de/weltleitmesse/ipm-worldwide/hortiflorento-ipm/

25-27. IRAN

Iran Green Trade Fair at Iran's International Permanent Fairground
www.hpp.nl

29-APRIL TO 7 OCTOBER. CHINA

World Horticultural Exposition in Beijing
www.horti-expo2019.org

MAY 2019

8-19. FRANCE

Floralies, the 12th edition of the Floralies Nantes will take place at the Parc de la Beaujoire Convention Centre in Nantes.
www.comite-des-floralies.com

JUNE 2019

4 TO 7. THE NETHERLANDS

Dutch Lily Days.
www.dutchlilydays.nl

5 TO 7. KENYA

IFTEX, International Floriculture Trade Expo at Nairobi's Oshwal Center.
www.hpp.nl

11 TO 13. THE NETHERLANDS

Greentech, the world's leading horticultural technology show.
www.greentech.nl

Lisianthus *Chaconne*

NEW Promising Players

