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INTERNATIONAL GROWER OF THE YEAR 2019
Meet the finalists

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GAUGING THE MOOD OF THE INDUSTRY

The annual Tropical Plant Industry Exhibition (TPIE) at the Greater Flt. Lauderdale/Rivard 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 blind. 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 Maliparda 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.

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**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 into mind. In regards to geographic location, almost all ornamentals production is concentrated in Flanders.

One exception, however, is the Antwerp 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 spend €40, while the under 20s generally spend nothing in cash (notes and coins). The second is the money paid for the purchase of flowers and plants after the Netherlands and Denmark.

Still, it’s not all bad news. Over the past ten years, nursery stock production 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 cut flower 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. Heirte, taught me that money consists of two main elements. 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. Authors: Jan-P. Kras.

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**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 Giubiasco convention centre into a lush green oasis on November 23, 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.

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**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 EF Key China (European Commission initiative for the implementation of International Property). As the Chinese authorities have decided to extend the number of species subject to registration beyond wheat, cotton, maize, rice and soyab 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 consider the implementation of International Property in China.

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**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.

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 (IPFT) and Floraholland Trade Fair but also witnessed the flower naming ceremony of the new, pink Cymbidium ‘Georgia’ by Dutch growers René van Elck at Keukenhof Castle.

With over 23 ha of land, a stunning landscape and fairy tale 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 Deckers 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 ‘Spesa 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.

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**WHY WINNING AWARDS IS IMPORTANT FOR YOUR BUSINESS**

Jan-Dieter Bruns is fourth generation CEO of one of Germany’s leading plant nurseries Bruns Pflanzens.
‘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.”

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 HortiHeroes’ 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
 VIS-À-VIS

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 is of 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 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, in to 20 reefer containers leave Colombian ports weekly on their way to Europe.”

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
in the Westland area and 02 Export in Aalsmeer, serving more or less the entire country. The share of imports has grown from the 99.9% gone now. Our motto is that diversity keeps our floral family alive. This is a result of the number of companies with a sole corporate culture it would be much more complex for the grower or player in each individual segment of the market.

**HOW TO BRING VALUE TO THE BUYER?**

Specifically, at auctionhip positions, what does DFG do to retain and lead the buyer they have worked so hard to win? Technology is driving e-commerce and multi-channel 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. Business is a complicated process that sometimes you just have to watch your every move if you want to be successful. Or, let’s say, you need to be able to keep up with the competition.”

Working with DFG streamlines the retailer’s buying process, stresses Van Zijverden. “If DFG has been entrusted with organising the entire order, retailers only have a relative small supplier network to source huge product volumes in a sustainable and transparent way. We can also provide valuable market information and help design brochures based on the latest trends and for specific consumer groups. In retail, adding value may be easier than in traditional floral wholesale 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 it is a clear throwdown in that they can charge the consumer for the quality products without the added headache of dealing with multiple suppliers.”

**OVER THE PAST FEW YEARS**

Van Zijverden has followed FloraHolland’s entrance 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 other example, Holex, recently opened the doors of its new Shanghai branch to better serve our Chinese customers. In exploring the Chinese market, we work closely with Royal 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 export avenue 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 independent manufacturer of domestically made bouquets with six locations strategically located in key ports of entry maximising distribution.”

Van Zijverden has a clear view on wholesale: “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 9% 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 company is a work in progress and a sizeable investment, offering each individual company the possibility to place their own look and feel. Also in the development phase is the existing ERP platform within the Retail Division with software co-owned 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 Floriade as the grower’s power plug giving access to different sales tools such as clock, pre auction sales, Floriachange 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 Floriachange 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 thinking 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 but to stay small threats to the market leader. With sales in over 60 countries, the company has a geographic presence, but it is hard to duplicate. But I have no problem if others do so. Take the Floral Trade Group as an example,” says Van Zijverden, “launched a profession organisation. What truly concerns me are the little players who are shaking up the market. Real disruptive ones? For so far, I have not come across them. However, what is clear is that for a while come revolution 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, says “All of this has indeed coloured my personal life. I would never have dared to dream of this.” While in the beginning mostly Art van Duyvenvoorde, the company’s face to the outside world, Marco slowly took up the role of spokesperson of DFG. “DFG is a growing process. You are not aware of it on a daily basis, but it really forces you to weigh your every move. 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 employees. 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 2012 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 2012 the company was growing rapidly but still taking shape. If only he could see what he has built in the past. I think he would be proud, not only of me but of all my colleagues.”
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?

“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 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.”

AUTHOR: CHRIS BEYTES
United States
ECONOMIC OUTLOOK

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

“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.

“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 1,700 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 1,300 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 2022.”

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

“Nearly 7700 ha under production with cut flowers were reported by mid-2018, reflecting a 36% increase from acreages reported in 2014. Colombia’s national 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 mix, 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 Bedrijfsrechtrecht, “CBRB”) 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 CCB, 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 CCB considered the KAVB function as an International Cultivar Registration Authority. As a result, according to the CCB, 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.

Asociación para la Investigación de la Floricultura y de la Vegetación en el Tánger (AIFFT)
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.

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, Vilmos Kamblyicsics from Dagiels 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 breeding risk being blurred. One of the brain children 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. There are groups of plants with different growing conditions and better control over crop quality. Sticky cards are up and monitored on a weekly basis. There are groups of plants with different growing conditions and better control over crop quality. Sticky cards are up and monitored on a weekly basis. There are groups of plants with different growing conditions and better control over crop quality. Sticky cards are up and monitored on a weekly basis. There are groups of plants with different growing conditions and better control over crop quality. 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There are groups of plants with different growing conditions and better control over crop quality.
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 trustworthy people. Generally speaking, if people are really out to swindle they prefer selling second hand.*

The good thing is that 50% of cutting production will really feel like a family. Yes, I think the entire cutting stick process really feels like a family. Yes, I think the entire cutting stick process lightly. All this doesn’t mean that Schneider has taken the decision to automate 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 really feel 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 Ridderkkerk 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 Ridderkkerk, 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. 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. 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. 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.”

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AUTOMATION

Speaking of history, the recently-adopted automated cutting sticker machine. ISO’s automated cutting sticker machine. 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 illegal propagation and poor hygienic conditions usually go hand in hand. Eventually our plants might end up in illegal propagation and poor hygienic conditions usually go hand in hand. Eventually our plants might end up in illegal propagation and poor hygienic conditions usually go hand in hand. Eventually our plants might end up in ghostly propagation and poor hygienic conditions usually go hand in hand. Eventually our plants might end up in...
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.

Danziger’s Brand Manager, Michal Shafraisky 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™ SA, 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 innovative range of plant genetics. Based on a collaborative market approach, ThinkPlants™ has access to a very innovative range of plant genetics.

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 2009, located 40 km North East of Lake Naivasha, Kenya and Danziger Guatemal in 2013. Uri Kamara, the company’s Global Operations and Breeding 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 being close 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 try to 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. Shafraisky 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 Kamaiza. He adds that the company reuses and recycles at every opportunity resulting in lower transportation costs.

QUALITY
Asked about the future of P&Rs 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 P&Rs, 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 processes.

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

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

Danziger Guatemala continues to expand.
First Year Flowering
SOLANNA™ Golden Sphere

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

GROUNDBREAKING ROOTING TECHNOLOGY

SOLANNA™ Golden Sphere
First Year Flowering

SOLANNA™ Golden Sphere
First Year Flowering

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
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.

Basewell™ technology is an innovation which produces young plants that are ready for transplanting using automated, semi-automated or manual systems. Basewell™ cuttings are rooted and yet completely substrate-free. Fitting somewhere between a calloused 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 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.

### 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 advantage 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 Polynia. “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™.
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 in the country that was once a major plant propagator.

“T"wisting around their machetes.” Ed Malipaard once worked in garden roses and raspberries in the Netherlands, bringing with patient good humour, talks in a calm, unruffled 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 2012 and the country’s former president was handed over to the Internationale Criminal Court in The Hague and is now in 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. "Un-educated Ouattara has had a
dedication to land property issues. They knew all the ins and outs and were able to open the right doors for us."

**VOID**

Malipaard, brimming with patient good humour, talks in a calm, unruffled 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."

**VOIL**

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**FLORACULTURE INTERNATIONAL | JANUARY/FEBRUARY 2019**

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 orchids. 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, Ivoire Fleurs. 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 the country. 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 80 ha."

**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 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 it interesting 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, we explored the scale production of a wide range of cut foliage. From a logistical point of view the location is well situated 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 for 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 Abidjan to Europe, there is no currency loss. By contrast, when you ship a reefer from Central America to the port of Rotterdam, your goods 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.

**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 28% 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 showed 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 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. 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 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.

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*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 bulbous rhizomes used for propagation purposes.*
ELLEPOT FLEX20 AIR
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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.

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- 10–20% Higher Air content
- Fast & uniform rooting
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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.

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, a surprise appearance. 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?

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.

“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.”

Mr Tim Edwards, IGOTY Jury Chair

THE AWARDS

This year the IGOTY award categories are:
- **Certified Products & Trees** – for finished plants and trees that are ready for 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!*

Edward 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

Mr. André van Kruisjissen (Netherlands)
CEO, Floriplus

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

Prof. Shiwei Zhao (China)
Director of R&D, Indoor Plant Division, China Floriplus

Mr Tim Edwards (UK) – Vice President, AIPH
Director of R&D, Indoor Plant Division, Costa Farms

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

THE IGOTY GOLD ROSE AWARD WINNERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Company</th>
<th>Country</th>
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<tr>
<td>2009</td>
<td>Sylvie van Hul (Belgium)</td>
<td>Belgium</td>
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<tr>
<td>2010</td>
<td>Hille Nursery (UK)</td>
<td>United Kingdom</td>
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<td>2011</td>
<td>Bylands (Canada)</td>
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<td>Schoneveld Nurseries (the Netherlands)</td>
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<tr>
<td>2016</td>
<td>Costa Farms (USA)</td>
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<td>2017</td>
<td>Flores El Caprio S.A. (Colombia)</td>
<td>Colombia</td>
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<tr>
<td>2018</td>
<td>Ter Laak Orchids (the Netherlands)</td>
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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.

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 has over 50% of the market share in Europe, 30% in the US and 45% 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!”

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

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
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.

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 produces.

Innovation for ensuring sustainability is at the core of the company’s lifetime. 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.

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.
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 Rüske, 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 (VILAM) in Brussels; Pieter Van Oost, Managing Director of the Belgian Nurserymen and Growers Federation (AVBS), and Lucien Verschooren, 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 this 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 IPM ESSEN 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."

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 670 tree nurseries are located in Belgium and produce their plants on an area of 6,300 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.
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

TO MEET

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

Flower Show Istanbul, 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 Göltekin 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. As 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 Göltekin 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.”

Göltekin 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.

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.
165 exhibitors from 10 countries.
2 exhibition halls.
9,068m² of exhibition area.

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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!

www.tuliptradeevent.nl

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- **GREAT** product choice and international partner network
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WE ARE LOOKING FORWARD TO WELCOMING YOU.

WWW.IPM-ESSEN.DE
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.

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 convenient 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 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 Speaker’s 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 attenders 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 Gold!”. 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 Glass!”. 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 12th year, 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.

THE WORLD’S PREMIER SHOW FOR ORNAMENTAL HORTICULTURE

IPM ESSEN has become firmly rooted in the yearly horticulture calendar

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

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
Entrance: Admission free; booked online via www.ipm-essen.de/tickets/index.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
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.

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 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.”

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

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What Visitors said about Greentech

“Interesting discussions with industry colleagues worldwide.”

“GreenTech was great for thought-provoking exhibits and discussions.”

“Fascinating, full of technological innovations, safety and comfort for the participants.”

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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!

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”,

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