

# fci

**FloraCulture International**

September-October 2017

Theme

**Consumer trends**

Feature

**The essence of  
what we create**

Up Close

**Trendwatching  
with Aafje Nijman**

Country

**Canada:  
A different  
country**



## Growth platforms

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A general approach to trends & marketing

Servaas van der Ven CCO at Royal FloraHolland





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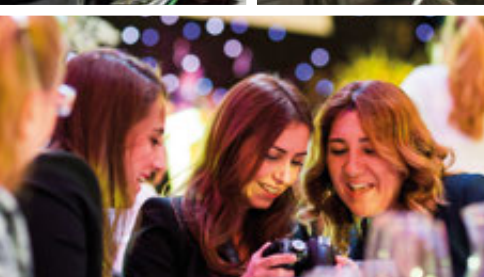
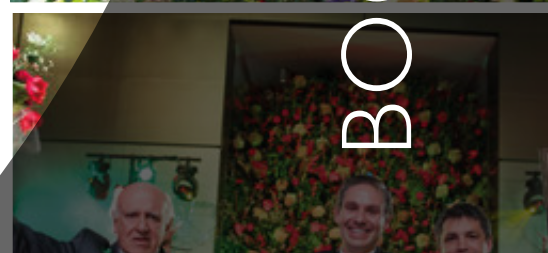


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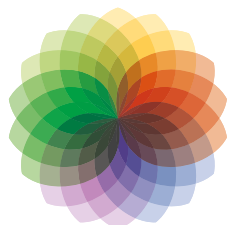


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## Preface

# Consumer Trends at FloraCulture International

**C**onsumer trends influence us all whether we like it or not. That's why consumer trends are this issue's theme. Since our aim is to provide you with information to improve your business, we find this theme highly relevant. We have tried to find out what consumer trends are, what they can mean to you and how you can use them to improve your business. We've spoken to trend experts but also to growers and breeders to find out how they cope with the challenges of consumer behaviour and consumer trends.

One thing we did find out: in the world of consumer trends, there's no such thing as the ultimate truth. Dealing with trends is always a matter of knowledge and interpretation. We hope this FloraCulture issue gives you more knowledge which is necessary for better interpretation.

And there is more! This issue we focus on the continent of North America, the country of Canada and the city of Vancouver. In addition, there is lots of information about upcoming events like the Royal FloraHolland Trade Fair Aalsmeer and IFTF Vijfhuizen.

We hope this issue provides you with useful information. Let us know what you think at:  
[info@floracultureinternational.com](mailto:info@floracultureinternational.com)

FCI Team

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### Minds



Being the large marketing organization it is, Royal FloraHolland has vast knowledge about consumer trends and how to use it to improve your business. What role can Royal FloraHolland play in using trends to the benefit of breeders, growers, wholesalers, retailers and florists and stimulating cooperation within the horticultural chain? We posed that question to Servaas van der Ven, CCO of Royal FloraHolland.

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Consumer trends are extremely important to garden centres, but flowers and plants are just part of the mix along with other products garden centres sell. We asked Martine Mensing-Meckelburg about the relation between trends and garden centres. She is the President of the German Association of Garden Centres.

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## Columns



**Fred van Tol** tells you how to recognize a consumer trend and how to adapt your product to it.



**John Ingwersen** tells you how he adapts to trends with his products and nursery.



**Piet Kralt** thinks about how to take the value out of added value.

## Meetings



### Consumer trends and how to use them

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##### **Hardware helping software**

Flowers stay in vases, plants in pots. The software (flowers and plants) is in the hardware (vases and pots). It's harder to change the flowers and plants assortment than to change the looks of vases and pots. So how can the hardware help the software? We asked Jeroen Mettepenningen, Managing Director of Belgian-based pottery specialist D&M Depot.

## Markets



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Although there are many similarities between North America and Europe, there are also many contradictions. European and American history helped shape different markets for ornamental products.

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Like everywhere in the world, American retailers have seen a rise in plant and flower sales and florists are going through difficult times. But what effects did the Pilgrim Fathers have on the importance of flowers and what were the consequences of urban American developments in producing flowers and plants? A cultural analysis.

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##### **Adapting to trends by adding value**

Members the Association of Colombian Nurseries and Ornamental Growers (Colviveros) are actively working to add value to their products.



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# Make more money... go shopping!

This headline looks completely idiotic. Go out shopping and earn money; that doesn't sounds logical. Or does it?

**C**onsumer trends are important for the floral industry. Knowing the trends and consumer needs help you base your strategy on knowledge to increase margins. There are experts who predict what the trends (colours and shapes) will be next year and beyond. I think it's important to listen to them because this helps you strengthen your market position in the medium- to long-term. But I would like to give you some advice. Go shopping.

Why shopping? Because in some sectors the trends are ahead of the floral business. The fashion industry, for example. The colours you see in dresses, skirts, pants, sweaters and suits are the colours that will be important in the near future. When I went shopping with my wife last Saturday she told me that red would be an important colour in the coming season. I wasn't aware of it, but looking at the new products you could see the dominance. The fashion industry is so influential that they create these trends.

There is a lot to be seen. The latest colours and shapes can be translated to your product. If we live in an age in which nature is important, this influences the need for flowers and plants and also influences floristry. Bouquets nowadays are much more natural than they were ten years ago which is the spirit of the times.

If you want to venture into other markets, shopping for a day will provide you with a lot of information. You'll see the current state of the economy. Is it busy in the city centre? How full do shopping bags look when consumers leave a store? How well are people dressed? What type of shops flourish and what types don't? All this information can help you approach various markets.

If you say you're an entrepreneur (and I know you do) you have to be aware of market developments. There are various ways to do market research. Shopping is definitely one of them. Enjoy!

**Fred van Tol**

Team Manager Account Management  
Royal FloraHolland Representing  
international flower growers



# Consumer trends and how to use them



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**“In order to understand trends and be able to adapt to them, you must watch the time spirit.”**

**Francine van Wijk**  
Trend and consumer expert  
at the Floral Agency

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Once upon a time growers could be successful just by growing the best quality crops possible. Today consumers have so many choices that producers must find a niche to set themselves apart. Being distinctive means you have to know your consumer and this requires knowledge of consumer trends.

Aleia Roses, a Spanish rose nursery, sells its Red Naomi's at Royal FloraHolland in Aalsmeer. Will Zuiderwijk, Aleia's Dutch Sales Director, wants to know more about his clients and eventually about their customers. Therefore, he works together with trend and consumer expert Francine van Wijk of The Floral Agency ([BureauSierteelt.nl](http://BureauSierteelt.nl)) who supports the company in marketing and communications in several European countries.

#### DIFFERENT OPINIONS

Francine defines consumer trends as “a combination of relevant developments within society that influence consumer behaviour. Some say that consumer trends are makeable. I think trendsetters are inspired by what happens in society, too. Nevertheless good marketing can help companies in creating trends (or rather, strengthening them). You can define trends on three levels: mega-trends (10–30 years), maxi-trends (5–10 years) and micro-trends (1–5 years). In the current decade, nature and greening your environment are considered important which can also be explained as the time spirit. Look at urban and rooftop farming, for example.

Trend-wise, consumers can be separated into innovators, early adopters, early majority, late majority and laggards. Innovators start a trend, laggards end it. In this world of social media, trends tend to develop faster than they did twenty years ago as online networks spread news much faster.”

#### AN ENTRANCE TO CONSUMER

“Our aim at Aleia Roses is to grow the world's best Red Naomi roses,” says Will. “We started recently and we want to get in touch with clients, trade professionals and consumers. We want to know what they want and what they expect from our product. A rose is not just a rose, it is a story, it is about emotions. We can inspire people by communicating about it, thus targeting the product to the

needs of people buying it. Trends come into focus in this targeting. To understand your consumers you have to understand the trends that inspire them. Not necessarily the exact picture that is popular at a certain moment, but the way of thinking on which this picture is based.”

#### CUSTOMER JOURNEY

“In order to understand trends and be able to adapt to them, you must watch the time spirit,” says Francine. “For me, the trend insights given by the Flower Council of Holland are useful. They help us present products (for instance, Red Naomi roses) in pictures and text thus reaching our target group. Besides that, you must always bear in mind that it is important to know the customer journey of your product or service. If you follow your customer's activities and preferences you will find out what their motivation is. And when you know that, you can reach them more effectively. If the consumer I want to reach appears to visit festivals we'll focus on festivals. If they buy online, we'll go online. Be where the customer is!”

#### PREFERENCE POSITION

For Will Zuiderwijk this helps in creating a top-of-mind position for Aleia's Red Naomi roses. “Quality is the basis of all, that on which we built our marketing, aiming to be distinctive for wholesalers, retailers, florists and consumers. Be good and express it. It's Aleia Roses ambition to create a brand in which the word Aleia stand for the best red roses money can buy, like Bentley or Moët et Chandon. Knowledge about preferences and social trends help us give our roses the look and feel that matches our product.”

Read more about Aleia Roses at [www.aleiaroses.com](http://www.aleiaroses.com).

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# Talking about the weather

**A**s I began to write, it occurred to me that I haven't referenced the weather in quite some time, which is odd...weather is a great way to start a conversation, or a column, for that matter. Then again, while the drought was on I cared about the weather a lot. Probably a little too much. Now that we've got a couple years worth of water in our reservoirs, who cares... (hey, c'mon, I am an American after all...) Just kidding...I do care, but after all, this is California. Weather today – nice. Tomorrow-cont. nice... Day after tomorrow-just as nice... Get my drift???

Drift is also kinda how I view changes in consumer tastes. I know things are happening, mindsets changing etc., but on the other hand, where is my ability to react? Plumerias notwithstanding (they're a world unto themselves from a market perspective), my fastest crop to market is three years. Therefore, I tend not to pay attention to fads (I couldn't react to one even if I wanted to). Trends are a trickier question. They last longer than fads, but are also fickle unto themselves. Things come, things go, some things are timeless. Whether popular at the moment or not, if a particular plant sold 100 years ago it's quite likely to sell again, at some point. How patient I can be is another matter entirely...

The only trend I do tend to worry about is what I call the 'generational' trend. As in, 'baby boomers good, millennials bad'.... Now, please don't take this to mean I am being disparaging of either generation. I'm not. (I'm generation X, just in case you're wondering).

But the bottom line is that the baby boomers have good taste and the money to back it up. Millennials have the good taste (thanks to being spoiled by baby boomer parents), but not the money to back it up. That's a significant problem, in that

(nature dictates this one, not me or anybody else) millennials will soon be outnumbering baby boomers...

This doesn't leave a lot of easy answers. At a very basic level, it means that as a producer, I'll have to figure out a way to continue producing what I do now, except cheaper. That's not going to be easy. Economies of scale will figure ever more prominently, and the largest producers will carry the day. Little guys (relatively) like me will go way, along with innovation... I don't see this a pretty picture, but maybe that's just me.

Anyone up for talking about the weather???

#### About the writer...

John Ingwersen graduated with a degree in marketing from Georgetown University in 1990 and founded Jungle Jack's, Inc. in 1995.





# (No) trends in breeding





You would think that breeders of ornamental plants would be fully aware of consumer trends. But it takes four years to grow a tulip bulb that can be forced and 25 years' lead time to accumulate enough stock of a new tulip variety. New varieties of other flowers and plants can be created in less time. But adapting to actual consumer trends is virtually impossible.

#### TULIP: IMPROVING RESISTANCE

With a 25-year lead time, breeding tulips to follow trends is useless. Fortunately, in a normal assortment all colours are present. Breeders do focus on new shapes like double tulips and parrot tulips, but that will not change the assortment in one or two years. Breeders also focus on more resistant varieties since bulb growers have to fight plagues and diseases with a decreasing arsenal of fertilizers and plant protectors.

Bringing back the lead time of new tulip varieties from 25 years to ten years wouldn't change the fact that you cannot breed tulips on the basis of consumer trends. Tulip forcers have to add value to keep up with trends.

#### PERENNIALS, LIMITED POSSIBILITIES

Depending on the variety, the lead time for new perennials lies between four and seven years for selecting and propagating. Only with very promising novelties can this time be shortened. So breeding for consumer trends is virtually impossible.

Still breeders are keen on trends. Sometimes novelties are kept in stock to be introduced later if they fit into a consumer trend (like vertical gardening). But since breeding is the art of throwing things away, there is only a limited number of varieties in stock.

Fortunately consumer trends in perennials develop slowly. So there is only a limited need to breed for trend changes.

#### GERBERA, THE MARKET DECIDES

Although Gerbera only has a two year lead time, consumer trends aren't unanimously leaning towards breeding novelties. Changes in preference develop organically, taking more time. Some years ago colours had to be hard; nowadays they are softer.

The major Gerbera breeders see to it that market demand is being reflected in breeding programmes. In the long run they see whether the demand is for single or double flowers or for flowers in special shapes (like spider Gerberas). On the other hand, there are fixed ratios between the various colours within the assortment. But you do need market knowledge to pick the right varieties out of thousands of seedlings.

#### POT CHRYSANTHEMUMS, TRENDS OUT OF YOUR STOCK

A lead time of four to five years is too long to adapt to current trends. But in Pot Chrysanthemums you can stock good varieties and introduce them if they fit in with a trend. You shouldn't introduce a red variety if everyone asks for white. So breeders introduce novelties they believe in and find good growers with whom to introduce them.

Breeding is about cultivation technology like reaction time, resistance and production. Sometimes breeders look for special varieties to be introduced on short notice but this is not standard procedure.



# The essence of what we create

Talking with Jeroen Mettepenningen is about getting back to basics. Jeroen is the Managing Director of D&M Depot, a Belgian creator of pottery. D&M Depot, being fully aware of current trends, considers plants and flowers to be the starting point for their creations.

“Pots should be decorative but they must be utilitarian. They have to be waterproof. The original plant pot must fit in perfectly. A pot you create for bonsai trees or Japanese maples has to be weatherproof. And you have to realize that some roots grow deep and others grow wide. So we choose to make pots in which roots can breathe.”

“Today blue is a trendy colour, yet we do not develop blue pottery. Of course we look at trendy colours for our new pots and vases. But blue can hardly be combined with plants. So no blue pots from D&M Depot. In creating new colours and shapes we visit fairs, we follow the clothing industry and we work with a Belgian trend watching agency. They search for trends in flowers and plants and follow growers in their innovations. We see a growing desire for locally produced, handmade pottery.”

“Flowers and plants are increasingly sold in atypical environments. Plant/pot or flower/vase combinations are sold in clothing stores, coffee shops, furniture and concept stores by people who are not experts in their care and handling. That’s why our creations have to be trendy but also technically perfect.”

“The added value is in the plant, not in the pot. Some pottery suppliers

constantly create new products emphasizing the pot. We choose to focus on high-end pottery for people who see flowers and plants as the perfect gift, especially in emerging markets like China, Japan and the USA. Our pottery has to be both trendy and beautiful and has to improve the plants’ or flowers’ life.”

“Communicating with clients is important. Twice a year we share our developments with florists. Our worldwide operating agents often have a background in floristry. At shows we try to inspire visitors with special plant/pot and flower/vase combinations. Inspiring clients has to be our USP (unique selling proposition). We know flowers and plants are the essence of what we create. That’s how people know us and we stick to that.”





# America: Culture, customs and connections

North American flower and plant sales differ from elsewhere. The continent is a melting pot, mainly of various European cultures. Ornamental plants have become very popular in Europe and India but this isn't true of the US or Canada. Why? .

History might explain why. On the one hand, America is strongly influenced by the Pilgrim Fathers, English Protestants from a strict sect. In 1621, after having lived in Holland for twelve years, they moved to Massachusetts. They didn't want worldly pleasures to keep them away from God and religion. Ornamental plants were considered worldly. On the other hand rich Americans spend lots of money on flowers for special occasions.

History also explains why American horticulture is relatively small. European cities have existed since the early Middle Ages, being surrounded by farms and nurseries providing food (and flowers and plants since circa 1900) for city dwellers. Until the 1870s, America had few large cities so nurseries didn't develop like their European counterparts. Later transport systems enabled citizens to get their food and flowers from distant places. So local American production lacked development.

Currently 75% of all US cut flowers are produced in California (and tulips in Oregon) but the vast majority of US flowers are purchased from South America. The Dutch have only a minor share, mainly in niche products although they still have a good name, being considered the cradle of floristry. Colombia exports its flowers to the US with zero tariff. Colombian growers developed their own logistic and administrative facilities in Miami. Phyto sanitarian facilities are available

there 24/7. Transport facilities (truck transport) are there in abundance. Most Americans live in the eastern part of the continent (east of the Mississippi) within a reasonable distance from Miami. Africa could be a tough competitor to Colombia and other Latin American producers, but they are subject to custom tariffs and lack a strong foothold in populous American regions.

Americans mainly use flowers for special occasions but are increasingly buying them for use at home. This development was brought about due to supermarkets. While America has florists of various skill levels, large cities like New York, Boston, Chicago or LA offer the best of the best. In the middle of nowhere, flowers may only be available in supermarkets and floristry may not be that good.

Most home and garden plants are American grown because it is illegal to import plants with soil. Therefore it's impossible to import plants to the US at all. This is likely the reason why 46% of US ornamental consumption consists of garden and bedding plants, 20% of houseplants and only 34% of cut flowers.

The American ornamental market is changing and developing like all markets do, in good part thanks to the internet. But culture, customs and connections have created a particular market that will differ from others in the future.





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Continent  
Country  
City



# Canada, not a carefree growth



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*Canadian growers are continuously searching for good, new varieties.*



Canada, the world's second largest country, has 36 million inhabitants. Most of them live less than 200 kilometers from the US border. Of course this influences horticulture. Urban areas (Toronto, Montreal, Vancouver) have lively floral markets but finding a good flower shop near the Polar Circle is more of a challenge.

#### **The market**

Canadians increasingly enjoy flowers in their daily lives (but less than Europeans do). Many grocery stores sell cut flowers and potted plants at affordable prices. Florists have cornered the market in flowers for special occasions such as weddings and funerals but they have to be inventive and creative to retain this foothold. Retailers have strengthened their market position in flower sales. Forty years ago many flowers in the Greater Toronto Area were sold by small convenience or grocery stores. But the shop owners' children became teachers or lawyers so the small shops closed. Many small garden centres disappeared. They couldn't compete with larger retailers and garden centres and/or sold their property for urban expansion.

The garden centre market today shows signs of upscaling. In the larger garden centres the percentage of green products has fallen and the percentage of non-green products has risen. Still, sales of green products overall have risen, sold not only to garden centres but also to landscaping businesses.

#### **The competition**

In cut flowers Canadian growers have growing competition from Latin America and Africa. Energy and labour costs, but also stricter environmental regulations, weaken the Canadians' position and have led to a shrink in local production of Chrysanthemums and Carnations. But Canada does have an outlet in exports to the US (as

long as the Canadian dollar is valued at less than 85 US cents). Therefore, Canadian growers are continuously searching for good, new varieties.

#### **The heritage**

Many Canadian growers have Dutch backgrounds. Their fathers, grandfathers or great-grandfathers moved to Canada and continued what they had done in their homeland by starting a nursery. Many of their ancestors still have connections to the Netherlands. It is no coincidence that the Vancouver flower auction was based on Dutch auctions. Growers who force bulbs still buy their stock from Dutch companies. But it is virtually impossible to get good European Chrysanthemum varieties across the Atlantic Ocean. Older people (who can still read Dutch) read trade magazines from the Netherlands and find new ideas and developments. But cuttings for plant production are mainly brought in from Central or South America. This shows how the market is maturing. Canada has its own market of ornamental products which, by the way, has certain similarities to the US ornamental market. This means breeders, growers, wholesalers, retailers and florists try to adapt to the specific needs of their market. But relations with Europe (and the Netherlands) continue, especially in trying to find new, promising varieties.

Thanks to Rita Weerdenburg (Canadian Nursery Landscape Association) and Peter Kralt (Kralt Greenhouses).

# How UFG effects Vancouver flowers and plant sales

At various places in the world the supply chain of ornamental products is organized in different ways. Many cities have wholesale markets. In France these markets are even protected by law. In other countries wholesale is done by traders who collect their products regionally or internationally. In Vancouver, Canada, an auction has significant influence on the floral business. UFG's CEO Bob Pringle has the story.

## VANCOUVER BASED AUCTION UFG WAS FOUNDED IN 1963.

"Vancouver has a good climate for growing flowers and plants (like the Netherlands). In those days there was a group of flower growers, mainly of Dutch heritage. They knew the Dutch auction system and wanted their own auction to gain control over marketing and pricing. As the city of Vancouver grew and local wholesalers and retailers discovered UFG's assortment, the organization grew. Now customers from the Vancouver and Seattle regions buy at UFG.

The auction has about eighty members, all flower growers and many with Dutch roots."

## HALF OF UFG'S TURNOVER IS SOLD TO WHOLESALERS.

"The other half goes to independent retailers, florists, garden centres and independent grocers. A new sales

organization, United Floral Inc., was developed two years ago. It deals primarily with florists and independent retailers and enables UFG to do direct business with larger retailers. The sales organization sources for growers who are UFG members and those who are not. United Floral Inc. can take care of the complete transaction: sourcing, packaging, value adding and logistics, thus strengthening the position of UFG, its members and its customers.

UFG's florist sales are remarkably stable, but plant sales have declined as many independent garden centres in the Vancouver area have not grown and larger plant retailers tend to do business directly with growers without UFG's involvement. So UFG's position in flowers is stronger than it is in plants. UFG sells imported flowers via its clock system and buyers can source import flowers through United Floral Inc. The turnover of the UFG co-op including clock, greenhouse and direct sales is 44 million Canadian dollars. United Floral Inc. has a turnover of 22 million Canadian dollars."





#### THE VANCOUVER REGION IS ONLY A SMALL PART OF BRITISH COLUMBIA.

“The further away you travel from UFG, the less share we have in flower sales. In the whole province of British Columbia annual plant and flower farm gate sales come to 270 million Canadian dollars. Of that amount, plant sales were nearly 200 million. Many types and varieties of flowers can be grown in this area. It is a consumer trend that seasonal products like peonies, sunflowers, dahlias and other small crops draw more attention.”

#### IF UFG DIDN'T EXIST...

“... we would have less local products, which would mean less freshness, diversity and seasonal flowers. But UFG's position is solidly based on cooperative principles of innovative growers. Our clock system certainly is of regional influence and with United Floral Inc. we can help any type of customer. We think this is a winning combination.”







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# Holland, the place to be November 8-10

For people who are interested in horticulture there are year-round reasons to visit the Netherlands. But from November 8- 10 there are two extra reasons: the Royal FloraHolland Trade Fair Aalsmeer and IFTF Vijfhuizen. In brief, we'll tell you what to look for.

The floral business is full of new developments. Sustainability, digitalization and globalization are keywords for both production and trade. Royal FloraHolland is dedicated to making the chain more sustainable and to the development of a global, digital trading platform for flowers and plants. Gauge your success in the Green Age at the Royal FloraHolland House at the Trade Fair Aalsmeer.

At IFTF Vijfhuizen all industry segments are represented: products, suppliers, business channels, investors, etc. Visiting IFTF Vijfhuizen offers ample opportunity to learn from each other. Visiting both fairs will widen your perspective on industry developments.

## ROYAL FLORAHOLLAND TRADE FAIR: MEETING, SHARING KNOWLEDGE, INSPIRE AND BE INSPIRED

Within 24,000 square meters, 700 exhibitors will show the best they've got to 16,000 visitors. The Royal FloraHolland Home of Opportunities is centrally located at the Trade Fair

for people to meet, share knowledge, inspire and be inspired. There is a special programme with interesting highlights:

- Aafje Nijman presents the 2018 green trends (read more about it on page 32).
- Several presentations by Let it Grow, creating awareness of the value of flowers and plants.
- A workshop about online marketing by Nancy Berendsen and the Flower Council of Holland.
- Workshops from Floriday, the new online platform from Royal FloraHolland.
- Key note speakers on issues such as sustainability, marketing and digitalization.

As always the Royal FloraHolland Trade Fair Aalsmeer is full of new and existing varieties of flowers and plants with all the added value you can think of and with the whole industry in attendance.

## IFTF, WORLD OF FLOWERS

IFTF has expanded from 12,000 to 22,000 square meters and will be as interesting as ever. IFTF has at

least two strengths : there are many international exhibitors and visitors and there is a strong focus on floristry with the event World of Flowers. There will be workshops on subjects that include:

- What is the value of colour?
- How do you tempt consumers by using fragrance?
- How to become a winner in a digital future?

Another part of World of Flowers is the battle of the florists for the Wim Hazelaar Trophy. And there will be floral demos by extraordinary florists.

**Both the Royal FloraHolland Trade Fair Aalsmeer and IFTF Vijfhuizen will be held from November 8-10. The Royal FloraHolland Trade Fair is open from 09:00 to 17:00 ( Friday from 09:00 to 15:00). The IFTF is open each day from 10:00 to 18:00.**

More info on the Royal FloraHolland Trade Fair: [www.royalfloraholland.com/tradefair](http://www.royalfloraholland.com/tradefair)  
More info on IFTF: [www.hppexhibitions.com/floriculture/2017/holland/](http://www.hppexhibitions.com/floriculture/2017/holland/)





# Trend watching is a profession



“Focus on  
what your  
own company  
needs.”

**Sandra Könings**  
Trend Analyst



At the Royal FloraHolland Trade Fair Aalsmeer and IFTF Vijfhuizen thousands of people will come to see what's new and hot. No doubt they hope to see new trends that can give their product an extra boost. But how do you recognize a trend when you see one? That's what we asked Sandra Könings, a Dutch trend analyst with an abundance of experience in the world of fashion, interiors, flowers and plants.

“Trend watching is a profession. Since I'm not an expert on plants I cannot always see the difference between various qualities. I don't count buds, I look at green in a different way. If trend watching is not your forte, don't expect to recognize many trends. If your focus is mainly on the product, it will be a hard job finding trends at a fair. It's a waste of time. You'd be better off sending an employee who is adept at discovering trends. He will see things you would never see.”

“Focus on what your own company needs. Don't think you will be able to find completely new trends at a flower fair. Because completely new trends are presented elsewhere. You have to be an expert to recognize them. It's better to take stock of your own company first. What are your aims and your values? What type of consumers do you want to produce for? Are they the early adopters or late bloomers? It's better to look for things your focus group will like in the coming years than to look for fleeting new trends. And don't stick to your own product. If you want to be an innovative orchid grower, don't just look at what other innovative growers are doing. Following your colleagues will only lead to copying which commercially is the road to more of the same. That's often hell for your price and margin. It's better to look at

innovations in other green product groups (or outside the horticultural world). At the same time it's good to see what your competitors do, but that's not trend watching. Don't spend the entire trade fair in your booth; take a walk and find things that no one else sees.”

“There is a difference between seeing something and remembering it. So keep your camera close at hand and shoot as many pictures as you can. Once you are home, review your pictures and study them. You will see things in the photos that you didn't see when you were taking them.”

“Visiting a green fair is smart. But read fashion magazines, surfing the Internet, following instagramers, going shopping or visiting other trade shows can be just as useful. And if you really want to discover new trends, ask an expert to accompany you. You could even attend my trend presentation (which is November 16). And never forget: although trends are predictable, you cannot predict when a trend will reach the masses and to what extent they will embrace it. Something can simultaneously be big in the Netherlands and a disaster in Germany.”

# Cover story





# Royal FloraHolland Trade Fair Exhibitors 2017



Company	Stand number	Company	Stand number
Aardam planten bv	D.25	BB Plant	26.8
Aardse Orchideeën	35.12	BD RIJNBEEK BOOMKWEKERIJEN BV	37.3
Aarts Kwekerijen	C.12	Beautyplants	23.10
ABOUT PLANTS ZUNDERT BV	36.6	Beekenkamp Plants B.V.	21.20
ABZ Seeds	18.10	Berg de Lier, van de	28.8
Ad leenders BV, HKW	24.5	BERG EST BV, VAN DEN	C.1
Ad Sales Support	36.1	Berg Hedera's vof, Van den	24.8
Addenda	C.5	Berg Roses, Van den	12.5
Adomex International	18.2	Berkhout Plants	31.10
Adriaenssens, P.	46.6	Bernhard Plantenkwekerij B.V.	34.7
Adrichem Potplanten	36.1	Bernhard Premium	14.8
Aeroplus Europe BV	51.2	Bernhard Young Plants B.V.	34.8
African Roots	22.1	Best Bromelia, v.o.f.	30.4
Afriflora	14.4	Bestplant	42.1
Agriom	22.8	Beyond Chrysant	3.2
AimFresh	D.38	BICCO FARMS S.A.S	A.12
Air So Pure	42.2	Bischops	40.10
Aleia Roses	12.4	BLOEMENDAAL, KWEKERIJ	39.4
Allsenza	24.10	Blom Boomkwekerijen b.v., Dick	37.5
Allure Gerbera	11.5	Blom KENTIA Palmen	26.10
ALLURE TUINPLANTEN BV	31.1	Bluebird Flowerfarms	1.5
Alta Nova sales	40.7	Blueroots	21.14
Amaryllis promotiecampagne	11.4	BM Roses	26.9
Amazone Amaryllis	11.7	Boer, WTM de	37.7
Amazoneplants	D.8	Boers Tuinbouw	35.10
Amigo Plant	41.8	Boers, H.C.	5.2
AMIGRA	41.9	BOGREEN	40.1
Ammerlaan - Sosef	28.8	Bonfut, kwekerij de	28.8
Ammerlaan Orchideeën B.V.	24.4	Bongaards	36.1
Ammerlaan The Green Innovator	39.6	Bonito Plant	23.1
Amstel B.V., Kwekerij de	C.15	Boomkamp Boomkwekerijen B.V., Jan	28.9
Amstel Custers Plants. Kwekerij De	34.12	Boomkwekerij Fvan Eyken bv	40.3
Amstelzicht BV	44.9	Boomkwekerij Henk Molenaar	28.7
ANIAH HOLLAND	42.11	Boomkwekerij J. vd. Hurk, Boomkwekerij J. vd. D.22	D.16
Anco pure Vanda	13.10	Boomkwekerij J.P. van Straalen	45.14
Andesch flower/herbachef	48.20	Borst Bloembollen	5.2
Anthogether	6.8	Bos Orchids	41.12
Anthurus	19.12	Bos, Kwekerij 't Nieuw	C.6
Anton Spaargaren BV	12.1	Bosch, R.C.P. van den	C.24
Antonia/Topline	B.4	BOSRAND	D.19
Apartus	44.11	BOUVARDIA	A.20
Apeldoorn Bloembollen VOF	43.24	Braam b.v., Wim	18.8
Aphrodite Orchidee	24.3	Bredeleur	15.4
Arbeidsvreugde	40.15	Breugem	36.1
Arcadia	6.4	Broekhof	49.1
Arend Roses	B.12	BROMELIA BRIGADA	25.2
Arend Tropical Plantcenter, Van der	43.5	Bruin Plantpot, De	49.24
Armada Young Plants B.V.	17.8	BRUYNE - FLANDRESSE, DE	24.2
Artemis Lilies	15.1	Bunnik Creations	34.1
Art-Vi-Zo	51.4	BUNNIK PLANTS	34.2
Asparagus, Tarre en Smarre	D.3	Butterfly Garden / Gartneriet -	C.17
Athome Plants	36.1	Tvillingegaarden A/S	47.2
Avance Roses	A.5	Butterfly-Orchids	D.28
AVIV	13.2	by Growers A/S	44.21
B&B Plant BV	25.6	Cactuskwekerij Stolk	37.4
Baas Pot- en Tuinplantenkwekerij, A.	46.18	Cammeraat Potcultuur B.V.	27.4
Bak bv, Corn.	19.14	Caparis Hederaculturen	26.2
Bambooeexporter	51.3	Carni Flora b.v.	A.9
Barreveld, de	36.1	CHIC	49.7
Bas van der Wilt potplantenkwekerij	46.16	Chrysal Africa B.V.	
Bato Plastics B.V.	51.1		

See more exhibitors  
on pages 26 & 27.

## Cover story

### Company Stand number

Chrysal International	49.5
Chrysanthemum, Just	8.6
Citrina Sales BV	23.2
Clayrton's	C.27
COENDERS KWEKERIJEN B.V., FRANK	C.11
Colours of Nature	12.3
Corsabeheer	35.14
Cox, Paul	26.5
Créastyl	C.28
Croon Plants, De	34.5
Croyse Tuin BV	34.12
D.H.M. INNOVATION	18.1
Daalen Orchideeën, Van	44.1
DAMEN, FA H.C.	43.26
Danziger "Dan" Flower Farm	22.10
De 5 van Dolf	C.23
DE GUCHTENAERE EDDY BVBA	D.29
DE HOOG ORCHIDS	D.26
De Molenhoek BV	41.1
De Ruiter Innovations B.V.	21.5
De Vries	36.1
DECOFRESH HOLLAND	12.6
DECORUM	28.8
DECORUM	5.2
Decowraps Europe B.V.	49.13
Decowraps Miami Accents	49.11
Dehne Topfpflanzen GmbH & Co. KG	48.13
Dekker Chrysanten BV	A.28
Dekkers, Coen	38.6
Del Golfo Green soc coop arl	11.2
Deliflor Chrysanten B.V.	A.30
Denlop natural arts	49.18
Desch Plantpak BV	C.26
Designstar BV	52.3
Dijk Flowers, van	5.2
Dijk van Dijk	28.8
Dillewijn Group, Van	50.5
Dillewijn Zwapak	50.3
Does vof, Van der	9.3
Dolc'Amore	32.2
Dons boomkwekerij	39.5
Dool Plant BV, van den	33.4
Double checklily	3.5
DRACAENAKWEKERIJ DE PLAATS BV	44.13
Drenteflowers	46.15
Drift, Roses van der	5.2
Duif International	D.37
Duijn, M. van	28.8
Duijn-Hove	28.8
Duineveld, Maarten	36.1
Dümmen Orange (voorheen Fides)	21.7
Dutch Flower Group	17.2
Dymak Holland BV	50.19
Dynaplant	C.3
E VAN DIJCK VOF	36.4
Easy Grow bv	47.5
Edelcactus BV	39.2
EFFECTI SRL	52.6
Eijk, Gebr. Van	28.8
Elburg-Smit B.V.	49.9
Elka Kistenfabriek	49.20
EL-RI-JO, Handelskwekerij	23.4
Elstgeest Potplanten	30.8
Elstgeest Youngplants	20.6
Eminent-Roses	3.1
Ende Rozen, FA van den	11.1
ENDHOVEN FLOWERING PLANTS	26.16
Epla BV, Desch	C.25
Erik deBoer Plants	26.3
Esmeralda, Kwekerij	A.19
Esperit	32.9
Euflorie	26.7
Eurocactus	43.1
EUROSA	42.8
EuroTrend	29.2
Evanthia Seeds & Plants	22.12
Evanty	29.4
F. van Paassen	A.2
F1 Flowers	10.5
FACHJAN	30.2
Fashion Flowers aps	25.1
FBPlant	36.1
Feldborg	33.9
Fior XL	28.8
Fiore Anthuriums	A.15
Fiorile	43.10
Flamingpplant	36.1
FLEUROSELECT	22.2
FlevoFlora	44.8
Flor Trade International srl	A.23
Floramedia	52.2
Floramotion	C.3
Floraplanet	36.1
Florensis B.V.	21.18
Floribras Garden Plants	44.7
Floricultura bv.	21.9
Florinca Hoogenboom/Könst	14.6
Florist Holland	21.12

### Company Stand number

Floritec	21.3
Florius B.V.	B.5
FLORIZON PLANTS	39.3
Flourish marketing impact together	15.6
Flower Auction Japan Inc	1.6
Flower Board - The Financial Company LTD	8.4
Flower Handling Services	8.1
FlowerBoost	43.28
Focus on Gerbera	7.4
Fondieplant	41.17
Forever Plants Group	D.14
Fransen Orchideeën	41.12
Fransen Roses	15.8
Fresco Flowers	14.2
Fusioncolors bv	28.5
Future Flowers B.V.	5.2
Gaarslev A/S	24.1
Gartenbau Viehweg	34.12
Gebr Grootsholten	D.18
Gediflora	16.4
Geest potplanten, DC van	28.2
Geest, N.L.	36.1
Geest, van	C.3
Gentily	A.4
Gerbera United	A.7
Gevers	36.1
Global Pack	49.3
Globe	30.6
Globeplant	20.4
Gloriosa, Crown Jewels	B.2
Glorious Gloriosa	34.12
Goedegebuure Natural Decorations	50.13
Gova	28.8
Gravenhof Kwekerij, 's-	C.20
Green Collect Sales	42.15
Green sales & promotions	44.10
Green Works International B.V.	A.26
GreenBalanZ	D.31
Greenflor B.V.	19.4
Greenova	A.13
Griffioen Plants - UNIQU Plants	41.2
Griffioenwasenaar BV	34.4
Gro4u	6.2
Groene Tint	36.1
GROOT, DE	45.3
Growfun	50.18
Grunewald BV, Jonge Planten	38.8
H. Appelboom BV	D.4
Hartog BV, Kwekerij	48.3
Hassinger Orchideeën	A.27
Have, J & P ten	28.8
Hawaii Gartneriet	40.4
Hazeu Orchids	40.2
Heembloemex	36.1
Heijnen Potplanten	44.17
HELLEBORUS GOLD COLLECTION	34.10
Hendriks Young Plants	21.16
HENRI-JET, KWEKERIJ	48.14
Herburg Roses	4.6
Hertog Noordam	c.16
Hillplant	28.8
Hilverda De Boer	20.1
HilverdaKooij	19.3
HL Hogervorst BV	28.8
Hoef BV, Kwekerij de	D.20
Hoefnagels BV	42.5
Hofland Flowering Plants	28.8
Hofland Freesia	5.2
Hogervorst & zonen B.V., E.J.	40.10
Hogervorst, Gebr	43.18
Holla Roses	4.2
Holstein Flowers	3.2
Hoofman, V.C.	44.14
Hoog Bos	27.8
HOOGENDOORN STEPHANOTIS	41.13
Hoogeveen Plants	33.12
Hoorn Bloommasters	21.1
Hoorn Orchideeën bv, vd	34.3
Hoorn Succulenten, van der	35.18
Hoorn, Kwekerij Ton van der	41.4
Hortus Supplies International BV	50.1
Houwenplant	42.3
Hoven en de Mooi	15.10
HPD Rozen	36.1
Huisman Chrysanten	9.1
Hulst Rozenkwekerijen, Van der	1.4
Humako Holding BV	44.19
Hydrangea & Buxus Promotie	45.1
Ichthus Flowers	3.2
ID-Flor	36.1
IJzelenberg potplanten BV	35.13
Inca Orchids	35.11
INFO BALIE	21.8
Iris, Kwekerscollectief	10.3
IrynaHolla	9.10
ISLANDPLANT B.V.	48.18
Jac Oudijk	5.2
Jacaranda bv.	48.4

### Company Stand number

Jacoba Nurseries	46.3
"Janse, Ricardo	
Jansen, Ricardo"	9.12
Jansen's Overseas B.V.	25.5
JBB Pack	48.2
JHL sales	36.1
JK Plant	D.36
JMplants	37.2
Jodeco Glass BV	19.6
Joflor	35.9
JoGrow	28.8
Jong Plant B.V., De	34.9
Jong Tuinplanten vof, De	29.6
Jongenotter	36.1
JONGERLING, KWEKERIJ	D.33
Joy Plant	46.9
JUB Holland	49.2
JUNGHEIM BOOMKWEKERIJEN	39.4
Junglestar Bromelia's	28.8
Jura Botanica	25.3
Kanplant	34.11
Kapiteyn Group	23.3
Kap-Tiegelaar, Kwekerij	36.1
Karma Plants	34.13
Kébol B.V.	D.39
Kempen, F.N.	33.8
Kester, CM	45.10
klavervier Plantsales	40.16
Klein Mexico	35.16
Klepper	36.1
Klondike Gardens	6.10
Klusmann Blumenvertrieb	24.6
Knaap, Jan Van Der	46.7
Koelman Plants B.V.	42.6
Koen Pack BV	50.11
Koen Pack Manipal LTD	50.9
Kokoplant B.V.	44.12
Kolster bv	22.5
Komen-Kruiswijk, M.J.	43.16
Konaplant	48.12
Koningshof, kwekerij	5.2
Kooij BV, Jac	50.16
Koolhaas Natuurlijk!	B.10
Koppe B.V., M.	23.5
Koppens Steeghs Import Export B.V.	49.22
KP Holland	35.2
kreling chrysant	10.1
Krimpen BV, van	50.2
Kromhout & Zn., D.C.	3.4
Kuipers en zonen, F.	1.5
Kuyvenhoven, Leo	5.2
Kwekerij Aris BV	37.1
Kwekerij Atlantis	41.7
Kwekerij de Landscheiding	3.2
Kwekerij de Opstal	6.1
Kwekerij De Stadsweiden	47.3
Kwekerij Loek Jansen	D.9
KWEKERIJ MEESLOUWER	47.4
Kwekerij Op Dreef	41.12
Kwekerij Rozenhof bv	4.4
Kwekerij Sensation	1.7
Laguna	36.1
Lansbergen	36.1
Lansbergen Roses	15.2
LECHUZA	50.7
Leerdam Orchideeën	27.12
Lehei GmbH	46.1
Leo van der Harg B.V.	32.3
Let it Grow	19.8
Levoplant	C.3
LG Flowers	B.7
Liesveld, De	31.4
Lilies of Life	12.10
Lily Company	C.18
Linden, Cactuskwekerij Van der	45.12
Linflowers	B.8
Lionplant	28.8
Logico	41.12
Lokken Keramiek	50.14
Loo VOF, Kwekerij 't	27.6
Lots of Flowers BV	A.14
LUGT B.V., PLANTENKWEKERIJ VAN DER	D.10
Lugt, van der	3.2
Luijk, Fa Jan van	D.11
Luiten Kwekerij BV	D.13
LUNDAGER	33.11
Lundegaard, Gartneriet	D.27
LV Plant	36.1
M Mathot cv	44.3
M&M GARDEN	46.13
M.M. Duin Bearflowers, TraditionaTulips by	1.1
Madiba	7.1
MAGRET, KWEKERIJ	38.1
Malima Ecuador	A.3
Mans Flowers	9.6
Marck Westringdijk BV	3.4
Marginata BV	41.15
Marginpar BV	12.2



Company	Stand number	Company	Stand number	Company	Stand number
Mariënoord b.v., Kwekerij	46.14	Pull Position	27.9	SurePlants	44.18
Marjoland BV	13.6	Pure Collection	40.12	SV.CO	24.7
Markman Cultures b.v.	36.2	PURE Gerbera	A.10	Swinkels, Vaste plantenkeukeij Jos	C.10
Maron, Kwekerij	36.1	PureRoses / Flower Update	B.11	Taiwan Floriculture Exports Association	19.5
MARREWIJK STEELHOVEN B.V., VAN	43.4	PV Bar	46.10	Tass, kwekerij	36.1
Mart vd voort potplanten	31.6	PV Bloemen, RFH	7.2	Ten Have Plant	28.8
MATE	50.12	PZ Planten	44.6	Ter Laak Orchids	28.8
MATHOT POTCULTURES, JESPER	44.5	Quakelplant BV	D.35	Ter Steege	19.6
Mathot, Pernettya M.	28.8	Qualily	6.1	Tesselaar Alstroemeria	A.6
MDK Plants & Decorations	32.10	Qualirosa B.V.	14.3	Tesselaar, H.M.	14.1
Meerten V.O.F., Boomkwekerij van	D.6	Quality Flower Group	8.2	teun valstar shadowplant	43.2
Meeuwisse	36.1	Quanthurium	36.1	Thoruplund A/S, Gartneriet	45.6
MEIJER	B.11	Queen - Knud Jepsen a/s	9.5	TIM VAN LEEUWEN	41.5
Meko Hulsebosch BV	32.5	Raadschelders Varens	D.34	TISENTO FEELINGS OF FLOWERS	32.6
Mermans Dirk, Kwekerij	39.1	RADEMAKER, GEBR.	38.3	Together2Grow	A.8
Mertens	C.29	Reijm	36.1	Ton Vreugdenhil	10.4
Microflor	A.29	Richplant	28.8	Top-orchid BV	35.3
Miniplanten.nl	35.1	Rijk de Jongh Flowers	10.2	TUJL POTS-TRAYS-STICKS, VAN	49.14
Miracle Flowers	5.2	Rijke, Kwekerij de	33.1	Tulpen.nl	1.2
Mixt Creations	19.6	RIJNBEEK EXCELLENT PLANT	39.4	Twinpack B.V.	D.40
MM Flowers Europe bv	18.4	Ripapant. B.V.	48.7	Ubink B.V., Handelskwekerij	42.16
MNP flowers	22.9	Ripbromini	36.1	V.D. Plant	38.4
Moerman, J.A. & J.	5.2	RM Plants	31.2	Valk BV, van der	44.4
Moermanlilium	B.6	Robert Rijnbeek	36.1	Valk Groenesier, van der	5.2
Mondo Verde	44.2	Roland van der Werf	44.16	Valstar Handling	A.18
Montana Lisianthus	5.4	Roma nova	43.9	Valstar, Gebr	47.6
Montfleury selection b.v	20.2	Ronald Lamers Verkoop voor Sierteelt	40.17	Valstar, Plantenkwekerij	C.4
Montis Zuidplas	28.1	roobeek kwekerij	32.11	Van de Walle - Lambert bvba	40.13
Montis, Moerkapelle Kwekerij	28.8	Rood, G.	43.14	Van Der Ende Flowers	11.3
Mooijman, Kwekerij R.	5.2	Rosa Danica A/S	45.2	Van der Velde Waterplanten B.V.	35.4
MOREL DIFFUSION	21.6	Rosa Plaza AQ Roses	2.4	Van Geel Orchideeen	27.1
Mostert Nieuwerkerk BV, Kwekerij	40.5	Rosborg	42.9	Van Helvoort Company	7.3
MPS	52.1	Rovawee B.V.	45.8	Van Iperen BV	50.15
Mulder Asparagus	6.1	Royal Flowers, B.V.	1.3	Van Nifterik	50.8
Nederpel Succulenten	28.8	Royal Van Zanten	20.8	VannoVa Laurens vd Lans	A.11
Nederpel, Gebr.	D.12	Ruiten Fleur B.V., Van	12.8	Vase The World	50.21
Nerine	B.1	SalesCluster, VDVfacilities -	C.21	Vaselife	50.4
NewCo Orchids BV	32.4	Salixkwekerij, Bontekoe B.V.	33.10	VBI FILIPPO b.v.	52.4
Nieuwkoop Europe	25.4	Sam van Schooten b.v.	26.12	VDE Plant	C.3
Nol Bulbs & Flowers	D.2	Sanders B.V., W.P.	41.3	VDW Plant BVBA	40.11
Nolina Kwekerijen	33.7	Sar Import b.v., Van der	50.17	Veken, Bart van der	36.1
NOORDPOEL, KWEKERIJ DE	38.7	Satter Orchids	C.14	VELDEN BV, HKW VAN DER	35.5
NorthPlants	46.5	Satter Roses	C.13	Velden, Freek van der	28.8
NOTKAMP BOOMKWEKERIJ	46.4	Scheurich	49.10	Veluweplant/Konijn	D.24
Offer Madsen A/S	40.8	Schie, Potlelies van	28.8	Veranda, De	D.11
OK PLANT	32.7	Schneider youngplants	18.12	VG Colours	41.12
Olsthooen en zonen, T.	D.7	Schoemaker Living Creations, Alex	31.12	VG Orchids	41.12
OPALBENGA	42.13	schoenmakers verkoop bv	48.11	Vijverberg, Marcel	36.1
Opti-flor	32.12	scholte Orchideeen	C.19	Villa Gerbera	7.6
optimal- connection	12.8	Schouten Opti-Fleurs	A.22	Vireo plantsales	36.3
Orchids Services	38.10	Schouten, Kwekerij Bert	41.11	VITA TOSCANA	42.7
Orchids4all	48.10	Schreurs Holland	19.10	Vitro Plus B.V.	22.3
Orchios	28.8	Select Breeding	22.7	Vitrocom Holland BV	17.4
Oriental Group	40.9	Selecta-one	21.2	Vlasman	36.1
OTM ORCHIDS	31.3	semp rozenkwekerij bv	12.7	Vlasman, Kwekerij	28.8
Ottenhof, Thijs	35.7	Senten Aalsmeer BV, van	D.5	VLERKEN, BLMNHNDL JACK VAN	43.7
OUT, BOOMKWEKERIJ	26.18	sentinel	42.4	VOORN	A.25
OVATA	33.5	Seters, van	28.8	Voort Chrysanten	A.17
OZ Import	19.2	Sign Nature	35.6	Voort Potplanten BV, Van der	31.14
P.P.Orchideeen	42.14	Sikkes	36.1	Vossen BV, J.H. van der	43.20
Palcoplant SL	45.4	Sion Young Plants BV	18.6	VREDEBEST, KWEKERIJ	39.4
Paletti Growers	34.12	Sjaak van der Sar	28.3	Vreede Holland, De	C.9
Palmentuin, kwekerij de	28.8	Sjaak van Schie BV	28.6	Vreeken Bouvardia	16.1
Panda BV	36.1	SK Roses	3.3	Vreugdenberg KWEKERIJ	23.12
Pannebakker Plants	46.8	SK Soendgen Keramik	49.4	VREUGDENHIL B.V., PLANTENKWEKERIJ	33.3
Pannekoek	36.1	Sky Orchids bv	43.6	VW Orchids	27.5
Pantar Tuinderij	45.5	SlijkermanKalanchoë	C.2	VWS Export Import of Flowerbulbs BV	21.10
Paridon, C.A. van	1.9	Smit Kwekerijen	D.32	W&L groenservice	23.8
Passie Plant B.V.	46.11	Sneijers Thema BV	42.12	W. van Hage en zn BV	36.1
PEETERS POTPLANTEN BV	44.15	Snepvangers Tuinplanten B.V.	26.1	Walter Grootcholten BV	9.2
PerlaNova	5.1	Snoeker & Zn.BV, W.	40.14	WE-PLANTS	27.3
PERSONAL SALES- GEERD HILGERSOM	48.16	SO Natural	33.2	Werken Lisianthus BV, vd	B.9
Personal sales Henk Thielen+Hans Vlekke	47.1	solisplant	27.14	Westland Plant	43.8
Personality Plant	28.8	Son & Koot BV, Van	34.6	WETERING POTLILUM B.V.	31.8
Persoon Potplanten	28.8	Sonneveld Hydrangea	3.2	wilfredpel.nl	37.9
Persoonlijke Verkoop	48.9	Spaargaren van doorn BV	41.6	Wilgenlei, De	D.21
Phalaenova	38.2	Special Orchids	3.2	Willem Kuipers BV	45.7
Pico Bello Hortensia VOF	5.2	specialplantzundert	26.14	Wilt Gerbera's, van der	13.4
Piet Vijverberg	27.7	Springintveld, P.	35.20	Wim van Winden BV, Buxus Kwekerij	26.6
Piko Plant	28.4	Starre B., Van der	33.6	WIMApant	48.5
Pinc Plants	36.1	Stars-Plant	22.6	Winco Holland	13.8
pj dave	2.1	Stalice Specialist	5.2	Winden, van	C.3
PKM	40.6	Steenwijk Abbenes	9.8	Windt/PACOMBI Horti, van der	19.6
POLYPAP	51.5	Steijn & Zn, JM v	43.3	Wit & zn, G. de	A.16
Pöppelmann GmbH & Co. KG	49.12	Steijn Damen	36.1	WOONING ORCHIDS	27.2
Pöppelmann GmbH & Co. KG	49.12	Stofbergen Plant Company	36.1	Woudenberg Tuinplanten, van	C.8
Porta Nova BV, Rozenkwekerij	B.3	Stolk Flora	36.1	Wout Hoogervorst	38.5
Postplants	27.10	Stolk Orchids Waddinxveen	41.10	Wouters, Kwekerij	46.2
Pothos Plant Nederland BV	32.1	Stolze, G Kentiakwekerij	28.8	Wulopant vof	D.17
POTPLANTENKWEKERIJ TURK	32.8	Straathof, Gebr.	43.12	Zeurniet	48.1
Pottery Direct Int. BV	49.8	Straathof, J.	28.8	Zijlgeraniums, van	36.1
Pottery Nieuwkoop BV	49.6	Straathof, J.G. & S. Mts	5.2	Zonnebloem	36.1
Pottery Pots	50.6	Streng	36.1	ZONNEBLOEM PLANTEN BV, DE	31.16
Premium Flowers	3.2	Streng & Zn Potcultures, Fa J.A.	D.15	Zuurbier & Co I nternational, C.G.	1.11
Prins Orchidee	9.4	Stricker Plants	36.1	Zwaan, Kwekerij Wim de	45.16
Prudac	16.2	Summerflowers	A.24		
PT-Creations	D.30	Sun Calla	2.2		
Pulcher Snijcultures	6.6	Sunshine Grow	36.1		



# A general approach to trends and marketing



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“Somewhere in time this company truth becomes a consumers truth.”

**Servaas van der Ven**  
CCO at Royal FloraHolland

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“Today companies and organizations run marketing campaigns to increase flower and plant sales. This is good, but the end results of these campaigns are not successful. Instead of causing market growth, they cannibalize each other. Royal FloraHolland thinks the basis for these marketing activities is insufficient. What we need are sectoral assumptions. We’ve created them in Growth Platforms.”

**So says Royal FloraHolland’s CCO, Servaas van der Ven**, pointing out that worldwide operating brands use similar general assumptions. “Coca-Cola communicates a limited number of messages (for instance, that drinking Coke makes you happy). Somewhere in time this company truth became a consumers truth. If we could link health or happiness to flowers and plants by repeating the same message time and again, the same truth would materialize. Since floral communications have a variety of messages, no consumer understands what we are saying as a brand.”

**“Every company needs a personal profile in communicating,”** Servaas continues. “We do understand that. All we want is consistent, integrated assumptions when someone communicates about flowers and plants. Therefore, we developed these nine platforms. We have already discussed them with customers and sectoral organizations. They agree with our targets. At the next Royal FloraHolland Trade Fair we will visualize our platforms in order to start talks with sector partners about more consistent communication in regards to trends and developments in ornamental products. Together we have to give a consistent message to the market. Royal FloraHolland itself does not communicate to consumers, so we have to work together with our growers and customers.”

#### NINE PLATFORMS FOR GROWTH

Royal FloraHolland has developed nine growth platforms in order to communicate more consistently about flowers and plants. Between 2017 and 2020 Royal FloraHolland sees additional sales opportunities with the first four platforms.

**Health & well-being:** people live longer and want to live to the max, with a healthy mind in a healthy body. Flowers make you happier and friendlier; plants filter the air you breathe. There’s scientific proof that flowers and plants contribute to human health, which could create a unique buying rationale.

**Connecting friends:** society digitizes and individualizes, thus creating distance between people. But social contacts contribute to happiness. Flowers and plants underline friendship, social and physical contacts. They are tokens of love and affection. Communication should stimulate physical contact with flowers and plants.

**Celebrate seasons:** every season has its charms and attributes. People like winter flowers when it’s freezing and colour at the break of spring. Seasonals keep consumers from getting bored with ornamental plants. Sales can be stimulated by focusing on the impermanence of the assortment.

**Interior:** people use their homes not only for living, but also for working and decorating it with love to create a welcoming atmosphere. Through the use of flowers and plants consumers express their personal style in each of their various living spaces.

**Colour everyday:** flowers and plants always bring joy no matter where you put them. You can’t go wrong with flowers and plants because they contribute to instant happiness.

**Express yourself:** flowers and plants can always be personalised. Modern, classic, artistic or retro, the assortment is always wide enough and the possibilities are endless.

**Gifting:** flowers and plants are the perfect gift for any occasion. Giving them means that you’re compassionate. And someone else’s smile will make you happy in return.

**Gardening:** in any size garden and on any balcony or terrace garden, bedding plants or perennials can be used to express yourself and caress your senses.

**Do you remember:** people of many cultures value flowers and plants at emotional moments in their lives. They make you happier when you are happy, they support you when you mourn. All of this in a very personal way.



# How to watch trends?



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## “Trend watching needs rationality and a theoretical basis.”

**Aafje Nijman**  
Trend watcher

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Every year Dutch sector organizations in flowers and plants, bulbs and trees and gardening present new green trends based on the zeitgeist or time spirit. Why and how do they do this? Esther de Waard (who guides the process on behalf of the Flower Council of Holland) and trend watcher Aafje Nijman tell us.

### TRENDS OF VALUE AND STYLE

“Dutch sector organizations present these trends to show that flowers, plants, bulbs, trees and perennials fit perfectly into the spirit of the times,” Esther says. “Trends apply to the media’s needs. Journalists, bloggers and vloggers frequently ask us how green is developing. Trends help us keep ornamental plants at the forefront of consumers’ minds. They also help us consistently visualise what we want to communicate about the products. Thus, developing value trends and style trends creates a visual language which connects the product to the taste of our target group. Our photos, videos and texts have the power to make people look at flowers and plants in a different, trendy way.”

### THEORY AND FEELINGS

“Trend watching needs rationality and a theoretical basis,” says Aafje. “But I couldn’t do it without my intuition. My analysis creates a framework within which to design solutions for the next two years to be used by the participants in the project.

The process of green trend watching starts with collecting paper and online information about developments in demographics, economics, politics, society, ecology and techniques. We also look at arts, music, etc. Certain tv-shows remain popular. Why? What are their core values? What do we do when seeking security and consolation? Why does

everything, including baking a cake, turn into a competition? Which bloggers are hip? Why?

There lies the time spirit. Much of what we see is applicable worldwide. But of course there are differences between Paris and the Little House on the Prairie.

It’s useless to oppose trends when they are not to your liking. It’s like opposing a storm. You’d better prepare for the storm so that it won’t ruin your business.”

### THE 2018 GREEN TRENDS

Time spirit: Trial and error. In a changing world you’ll fail if you don’t evolve. People seek new ways when the old systems seem obsolete. And people will find these ways. This is a positive feeling in a world full of risks, leading to four value trends:

Controlled chaos: people search for order in their chaotic world by withdrawing, interpreting and changing their consumption patterns. ‘What do I need?’ is a vital question. Dried flowers could very well have a comeback. Popular colours might be brown or grey.

Patch world: Today’s world is like a collage with crossovers that don’t seem logical. Power is redistributed. Old structures collapse. At the same time activism and facets of a culture go hand in hand but in new forms. Which means you can use flowers and plants in unexpected combinations.

Bubblicious means people can afford to live in their own (digital) bubble with self-censored news. Products therefore have to prove themselves as being worthy, day after day.

Tabula rasa, new ethics developing at the centre of the discussion with room for harmony and tenderness accompanied by tender and open flowers.

Ruler swift, power is fleeting when people don’t know who is in power anymore, Trump or Google? Everyone is fighting for freedom and the right to say virtually anything. In a world like that you need flowers and plants with which to make a statement.





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“Preferences and trends differ by country, especially in decorative and Christmas products.”

Martina Mensing

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# Adapt to what's happening outside your front door

Garden centres sell both software (flowers and plants) and hardware (decorations, furniture, etc.). The green assortment is a constant whereas the hardware assortment changes each season. How do garden centres cope with trends? What role do flowers and plants play? We met Martina Mensing in the historic city of Bad Arolsen in Germany. She is co-owner of nine garden centres in Middle Germany and President of the Association of German Garden Centres.

## YOU RECOGNIZE RELEVANT TRENDS BY THINKING OUTSIDE THE BOX.

“You should also recognize what's happening in society; you should travel and visit shops, preferably in other sectors. Clothing stores show you which colours are hot and which are not. Look at them with an open mind and adapt these trends in your stores. Our business is in a small city in the countryside. We adapt to that. People in Bad Arolsen don't like things just because they do in Tokyo. In our garden centre we seek the perfect mix between trends and price point, with lots of inspiration thrown in because I sell dreams.”

## TRENDS IN ORNAMENTAL PRODUCTS DEVELOP SLOWER THAN TRENDS IN HARDWARE.

“Preferences and trends differ by country, especially in decorative and Christmas products. In Italy they build

little cribs, in Holland little Christmas houses. The Germans only put up their Christmas trees on December 24. People in different countries also have different opinions about colours, shapes, etc. The Germans and the British like a classic tint of red, the Dutch use a different tint. No doubt the Japanese or the Mexicans use other tints. When it comes to garden plants, be aware of location. Plants that survive the Italian or Irish winters will undoubtedly die in our North Hesse climate.

You can add value with flowers and plants, for instance by offering garden plants that are bee- and butterfly-friendly. In creating special 'bee and butterfly' tables, we make the client feel better which is good for sales. Certain animals are not sold in our garden centres, because we cannot verify how these animals were raised. In a garden centre you have to offer mainstream products but you continuously have to renew yourself.

That's what trends bring you. In a garden you can create colours and blooms, a place for working and relaxing, but only if you have patience. But not all consumers are as patient as they used to be. Therefore, people buy plants when they look their best and if they bleed out they buy the next season's beauties. So you have to have a wide assortment of blooming garden plants and trees in optimum quality at fair prices. Grower concepts can help you adapt to trends, but so many growers develop concepts that it sometimes looks like overkill which is disturbing for the consumer.”

## THE VERBAND DEUTSCHER GARTEN-CENTER (VDG, ASSOCIATION OF GERMAN GARDEN CENTRES) IS AWARE OF TRENDS.

“VDG has a covenant with the German government about bee and butterfly protection. We also advise our members about staff policy. Consumers want to be advised about the merchandise they purchase. That's where our employees come in. They also have to be familiar with trends. Therefore, VDG has the Gartencenter Akademie where they can follow all kinds of courses to improve their skills.”



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# Growth like never before

## Philips GreenPower LED toplighting

LEDs offer several advantages: they improve crop quality and production and enable lighting to be used on darker days. Philips GreenPower LED toplighting may be used either instead of traditional high-pressure sodium lamps (HPS) or as an energy-efficient addition to them. In the installation at Kernock Park Plants, LED toplighting vastly improved the propagation success rate of high value crop like Cordyline from 30% to 96%. LED toplighting is also suitable for situations in which conventional lighting is currently not possible due to the greenhouse temperature or the infrastructure.

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**PHILIPS**





Making them hip again:

# The ABCs of Chrysanthemums



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*Chrysanthemums are easy to work with and they make a great impression.*



In its own right the picture was iconic. A girl bathing in a Chrysanthemum covered bath. It wasn't interesting because of the naked girl – sex had been selling for ages – but because it was the first effort to make a dull flower hip again. Chrysanthemums were considered to be old-fashioned and boring. Varieties were chosen because of their production rate, not to surprise consumers. Mums had become grandmum flowers.

**A**t the turn of the century, Dutch Chrysanthemum growers and breeders took action. They didn't want their product to end up in the gutter so they started promoting it and still do today. Of course there were lots of USPs to promote. Chrysanthemums are durable and for sale in numerous shapes and colours. The JustChrys campaign proved that mums could be hip. Improving the assortment helped confirm this belief. Recently we visited a JustChrys event. Dutch bloggers, writing about living and interior decorating, were introduced to mums' numerous possibilities.

**B**loggers are important stakeholders. Consumers are influenced by what they write and follow their advice. Bloggers can help you spread the word about your flower or plant. The JustChrys event focussed on one particular trend, Rebel. Rebel is a reaction to today's troubles and intensity. It's loose, colourful and averse to conventions. Designer and florist Geert Maas showed his audience how the many shaped and coloured Chrysanthemums can work within this trend. The arrangements he showed were impressive, yet simple to make. And Geert showed the bloggers how.

**C**hrysanthemums are easy to work with and they make a great impression. That was the simple, yet powerful message to the bloggers. Today's floristry is full of contrasts. With mums you can make any contrast you like because there are so many varieties, shapes and colours (disbudded, spray, santini). The stems are lengthy enough to create height differences within a bouquet. If you take care of Chrysanthemums, by removing the leaves and cutting the stems diagonally, you will be rewarded with a long vase life. On top of that it's not difficult to make your own bouquet with Chrysanthemums, which today's consumers like to do. The bloggers did so too, experiencing the joy of flowers.

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**JustChrys spreads the message that mums are fun and easy to work with by partnering with traditional and social media. This leads to TV coverage, articles in lifestyle and home decor magazines and blogs with a renewed interest in Chrysanthemums. These steps are the ABCs to make mums hip again.**

# Piante®



Piante®

## Adding value Colombian style

Adding value to a plant or flower can improve its price or help attract new customers to buy it. Worldwide, adding value is embraced by more and more growers, which is also true in Colombia. Members of a new organization, the Association of Colombian Nurseries and Ornamental Growers (Colviveros) are actively working to add value to their products.

Piante® produces mainly Phalaenopsis plants. Nicolás Vélez points out that his company's specialty isn't plants, but customer experience. "Adding value is more than just upgrading the look of a plant. It's about the entire customer experience and exceeding expectations in order to make them come back. Quality is the starting point but we

emphasize the benefits of our plants by teaching customers how to handle them so they will last for years. Once our plants bloom four or five times, we are successful. We see ourselves as our customers' partner. We are only happy with our products when they are."



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“Adding value is more than just upgrading the look of a plant.”

Nicolás Vélez

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Meanwhile, creative companies have been developed to help growers communicate the value they add. One of these is De Origen-Espacios Verdes founded by David Rubiano who specializes in the design of decorative products with ornamental and live plants. The company has seen good results with ‘handmade’ products for the Colombian market. Innovation, design, presentation, but also care, handling and specific customer needs are the keywords for De Origen.

Rocía Muñoz of Plantaciones Flor Verde is still young. Being a grower’s daughter, she started her own nursery after she had earned her degree. “I didn’t want to produce the same plants that others do so I chose to focus on Calathea. Quality is not my usp, it’s simply my starting point. This requires organization which means the nursery looks neat so that when customers (wholesalers) visit, they have a pleasant experience. Plants that have been produced in a neat environment have a better chance of a long life.”

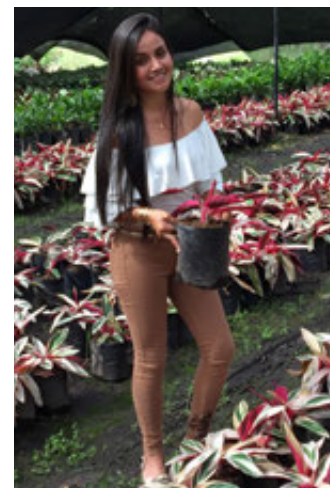
Epiflora, a production company of Orchids (mainly Phalaenopsis), focuses on online activities. “A price strategy alone is useless,” says Epiflora’s founder Santiago Piedrahita. “There will always be someone who is willing to sell at a lower price. Therefore, we focus on quality, innovation and presentation. We offer different options in size and product packaging and try to innovate by improving our assortment. We use the web to give consumers useful information about the care and handling of our plants (with videos) and we organize special web sales. By doing so we are creating a brand which gives us an emotional connection to our customers.”

Adding value can also be attained by changing your policy. Aydée and Thomas Toulemonde, whose Anthurium flowers gave their nursery a huge turnaround, focused on potted plants and adding Orchids and Bromelia to their assortment. The packaging and presentation of their plants make them highly appreciated, not only by the domestic market, but also as exports. Why? Because as Thomas Toulemonde says, “we do not sell plants in the traditional way; we propagate emotions.”

More info at [www.colviveros.org](http://www.colviveros.org)



De Origen-Espacios Verdes



Rocía Muñoz



Epiflora



Anthurium (Aydée & Thomas Toulemonde)



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# What value adds money?

**F**lowers and plants in shops, garden centres and supermarkets look beautiful, fragrant and colourful. But how do you make consumers buy them?

Compare this with chocolate. Once there were only simple chocolate bars. Now various chocolate messages are being told. There is chocolate for a snack, for thanking or spoiling people. Some chocolate has a unique flavour, others come from the Swiss mountains.

The chocolate industry provides numerous ways to convince consumers that chocolate is the answer to their needs. You will find chocolate when and where those needs arise and spend more money buying it.

This is also relevant in the floral segment, yet not visible and in need of being communicated. Other fresh categories already do so: Milner promotes its lean cheese; fruit organizations (Nature's Pride, Belorta) have created brand recognition.

To realise this in horticulture we need to understand and seduce consumers. This starts with being aware of the way consumers think. Professionals focus on products; consumers try to solve problems. Producers focus on the similarity of twenty roses in a bunch. Consumers want to cheer up their house when friends come to dinner. They can choose candles, flowers or plants. Our job is to persuade them to choose flowers or plants. Consumer one will buy twenty red roses, consumer two buys a mixed bouquet and consumer three a Kalanchoe. We need to understand what consumers think and feel about our products, convey that message and focus on the emotion, not on the

product. Only then will we become relevant at the consumer's level and create more buying moments for flowers and plants. As an industry we should help consumers appreciate the relevance of flowers and plants, the way our products can add value to their lives. At the right point of purchase (in shops, online, wherever consumers shop), this is possible with the right message and relevance.

By solving consumers' problems, Bloomon is a perfect example of a company adept at adding value. No more hassles to bring flowers home or cut stems or put them in water. And they also last. Consumers are willing to pay extra for that.

We could also entice consumers to buy flowers and plants because they are beneficial to their welfare. Plants purify the air, help you to concentrate, help you sleep better, improve your sleep and prevent mosquitos from biting you. Research shows that people are kinder to each other in a room full of flowers.

Consumers aren't aware of these floral advantages when they are in a flower shop. By visualising these messages we show consumers how ornamental plants add value to their lives.

**Piet Kralt**

is an independent Dutch journalist and interim Editor of FloraCulture International.

## Events

# What's hot?

We would like to share some highlights of upcoming events that we think may be of interest to you.



NOVEMBER 8 - NOVEMBER 10

## IFTF 2017

Whilst in the Netherlands to visit the Royal FloraHolland Trade Fair Aalsmeer, do not hesitate to take a short drive to Vijfhuizen to visit IFTF (International Floriculture Trade Fair) 2017. Local and international exhibitors will show the newest and latest in flowers, bulbs, plants and concepts. At IFTF there is extra attention paid to floristry in the special event World of Flowers, organized to inspire florists

with special exhibitors and workshops. A very special florist event is the Wim Hazelaar Trophy. Wim Hazelaar was a famous Dutch florist who is being memorialized by a floristry competition in which participants have to show their creativity by working with specific materials.

**See also:**  
[www.hppexhibitions.com/floriculture/2017/holland](http://www.hppexhibitions.com/floriculture/2017/holland)

NOVEMBER 23 - NOVEMBER 25

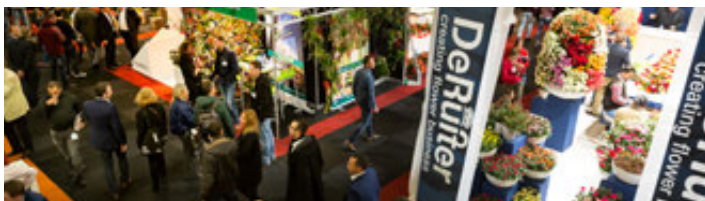
## The Eurasia Plant Fair/ Flower Show Istanbul 2017

Between November 23-25 you'll find new products and innovations, meet new suppliers and make new connections at the Istanbul Tuyap Beylikduzu Fair Centre. The Eurasia Plant Fair/Flower Show Istanbul 2017 will be the region's largest trade event for the professional horticultural, floricultural and landscaping sectors with thousands of exciting new products, from the latest varieties of ornamental plants to innovative new breeding, planting, growing and harvesting technologies.

East meets West in Istanbul with nearly 300 exhibitors from Belarus, Belgium, Bulgaria, China, Denmark, Finland, France, Germany, Greece, Italy, Kazakhstan, Lithuania, the Netherlands, Poland, Russia, Spain, Sweden, Taiwan, UK, USA and Turkey and visitors from the region and beyond.



**See also:**  
[www.flowershow.com.tr/?dil=en](http://www.flowershow.com.tr/?dil=en)



NOVEMBER 8 - NOVEMBER 10

## Royal FloraHolland Trade Fair 2017

The next Royal FloraHolland Trade Fair will be held 8-10 November, 2017 at Royal FloraHolland, Aalsmeer. The opening hours are 09:00-17:00, and Friday, 09:00-15:00. At this fair the international horticultural sector gathers, networks, shares knowledge and finds inspiration. Both local and foreign growers and breeders will display their latest products and concepts. Exporters, wholesalers and buyers from near and far are inspired in Aalsmeer by the complete overview of new flowers, plants, product concepts, novelties, market developments and consumer trends.

**The Royal FloraHolland Trade Fair is free of charge.**  
**For more information and to register as a visitor visit:**  
[www.floraholland.com](http://www.floraholland.com)

## Colophon

### FloraCulture International

is an independent international trade magazine gifted to the floral industry by Royal FloraHolland. FCI shares knowledge within the industry by bringing together markets, people and cultures because we believe this will make us all bloom.

### FCI team

Katja Bouwmeester (Editor in Chief), Piet Kralt (Editor), Rianne Nieuwenhuize (Editor), Angie Duffree (Traffic & Sales) and a number of highly talented journalists and photographers.

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