

## VARIETIES

### **Anthura Nagasaki<sup>®</sup>**

Phalaenopsis has been in great demand with consumers during the last few years. The exclusive nature and long vase life of this pot plant are the basis of its success. Phalaenopsis cut flowers are mainly used for special occasions, such as in bridal bouquets. By developing new Phalaenopsis varieties especially for the cut flower culture with an improved vase life, Anthura is attempting to stimulate the use of the Phalaenopsis cut flower for multiple purposes.

Anthura cut flower culture varieties can be recognised by the names of Asian cities. The white varieties are represented by Japanese cities. The Nagasaki variety is a new addition to the Phalaenopsis cut flower culture assortment. A strong foundation for the productive white varieties has been laid by the varieties Nagasaki, Kobe and Kyoto.

The flowers are beautifully ranged in a vine, which is typical for this product and therefore so popular with the consumer. Nagasaki production is excellent: the number of flowers per stem can be up to 15 and the annual production per square



*Anthura Nagasaki<sup>®</sup>*

metre is 325 flowers. The flower size is 10 to 12 cm and vase life can be classified as good: 14 days.

*ir. Robert Kuijf*



*Faran<sup>®</sup>*

**Faran<sup>®</sup>**

As you know, Anthura has been selling red-brown Anthurium varieties for the cut flower culture for quite some time. This unique cut flower colour has more than proven itself. After several years we have succeeded in developing a pot plant variety with red-brown flowers. The name of this special plant is Faran. The extremely shiny flowers maintain their colour when the plant is getting older.

Faran is also eye-catching due to its bright yellow spadix tip and high leaf quality. The most suitable pot size for Faran is the 17 cm pot. Faran is also suitable for the cut flower culture. As cut flower (9-11 cm) Faran has a vase life of 25 days. The expected production is 130 flowers. It can be used very well in bouquets, because of its smaller size. In short, Faran is a versatile variety with a unique colour!

*Sebastiaan Hogervorst (MSc)*

## INTERVIEW

### **With Leon Breugem from Breugem Plants**

Henk and Leon Breugem are the owners of the Breugem Plants nursery in Bergschenhoek, the Netherlands. Since February 2005 they have been growing *Anthurium andraeanum* on a 17,000 square metre area, using 17 cm pots for the complete range. They used to grow sweet peppers. Father and son constructed a new greenhouse in 1999 and in 2004 the greenhouse was prepared for the arrival of Anthurium plants at the beginning of 2005.

#### ***How did you become involved with Anthurium?***

We were looking for an alternative to sweet peppers because we did not want to grow on a larger scale. The average sweet pepper nursery is more than 6 hectares and our current location did not have any room for expansion. We also wanted to set ourselves apart in the market and that was possible in the Anthurium pot plant sector.

#### ***Which starting points did you use when setting up the culture?***

Our objective is to cultivate a good and reliable end product by using a controlled production process. All growing activities are as environmentally friendly as possible and we implement the best working conditions.

#### ***You are already delivering plants. What kind of feedback are you getting?***

We will have been selling pot plants for six months when the next issue of Anthurinfo is printed. We can conclude that our customers are satisfied by looking at the continuity in customer orders and the prices achieved.

#### ***Who are Breugem Plants' target customers/markets?***

The distinguishing features of the plants we deliver are the large number of flowers per plant and the beautiful plant shape. Our



An overview of the greenhouse

target market is not a specific group but rather anybody that values quality. The plants are delivered to various garden centres, wholesalers and cash-and-carry outlets throughout Europe. Sales are organised in partnership with ID Plants, a sales organisation, to our complete satisfaction.

**How would you describe the Anthurium andreaeanum image?**

The consumer sees Anthurium not only as a luxury plant but more and more often as a



Leon Breugem in the greenhouse with the Vito variety

fashionable plant. The demand is particularly high for special colours. Nowadays, the consumer recognises Anthurium more and more often. Promotional campaigns such as currently in Germany “L(i)ebe die Topf-Anthurie” (Love the Anthurium pot plant) are always welcome.

**Are you involved in many product promotions?**

Breugem Plants participates in various trade fairs. The Aalsmeer Market in November and the FloraHolland Trade Fair in March are the most well-known. We also participate in the promotional campaign in Germany and we have our own website ([www.breugem-plants.nl](http://www.breugem-plants.nl)). We have also produced a flyer and we add a label with care instructions to every plant.

**What does Breugem Plants hope to have achieved in 10 years’ time?**

We hope that Breugem Plants will become a well-known company in the Anthurium world and that our products will distinguish themselves by their good quality.

We would also like to thank Anthura B.V. for their support during the transition period from sweet peppers to Anthurium pot plants. We are also very grateful for the fact that we have met Jan Schenkeveld. Jan used to be an Anthurium pot grower and currently works for us. He has a wealth of experience and he brought his customers with him.

ing. Richard Smit

WHILE TRAVELLING

**Wax or plastic dishes**

Everyone seems focused on themselves in western society. Personal interest is paramount. In Japan this is the other way around. Individual interest is of less importance than the interests of the group (the company, the family, social group, etc.) in Japanese culture. Japan is the most organised country in the world.

Devotion to work in the interest of the group is aimed towards taking care of details and attaining perfection. A personal mistake means loss of face within the group. In my opinion, Japanese precision is legendary.

A beautiful example of this is the Japanese menu. Many restaurants in Japan make copies of the dishes on their menus using wax or plastic. The display window contains an exact copy of the food. The product for sale is clearly visible. What you see is what you get.

The same devotion can be seen in the production of pot plants. The quality of the plant is, without exaggeration, the best in the world. This is also true for presentation. Delivering poor quality means personal failure with respect to the group (the consumer, the auction, etc.). This is the other way around in the Netherlands. We prefer selling our remaining batches of lesser quality through the cooperative auction indicator. We thus solve our individual problems at the expense of the common market: the consumer!



‘What you see is what you get’

Maybe the auction should make a replica of our plants in plastic to ensure that the buyer knows exactly what he or she is buying when the actual plant rolls in. This may lead to the unprecedented satisfaction of the customer. But I am dreaming... this will never happen: it is not in our personal interest, and, moreover, it is a concept that is far too Japanese!

*ing. Maarten van der Leeden*

## CULTIVATION TECHNIQUES

### Cultivation of Phalaenopsis cut flowers

Growing Phalaenopsis in a 12 cm pot has increased tremendously in the last few years. The quantities produced have increased spectacularly and the price has stayed virtually the same. The result is that the achieved auction turnover for Phalaenopsis has seen a major increase. The development of growing Phalaenopsis cut flowers has, however, lagged a little behind. The last few years have seen a slight increase in supply and a small increase is expected in the future. The Phalaenopsis cut flower culture may be able to hitch a ride on the success of the pot plant culture through mechanisation, more efficient growing and new specific cut flower varieties.

A brief growing description of the cultivation is given below. Phalaenopsis requires a period of growth at a temperature of

approximately 27-28°C. At these high temperatures and with a low light intensity (4,000-6,000 lux) the plant remains green and produces the leaf mass (read: production of dry material) required to produce a high-quality, beautiful flower stem. After the growth period, the plant requires a stress moment to induce flowering. Pot plant growers induce the flower stage through cooling. A controlled temperature of 19-20°C with a light intensity between 10,000 and 15,000 lux is applied around the clock during this cooling period. After 4 to 6 weeks nearly all the flower stems will have been induced and will continue to grow at a temperature of between 20 and 22°C. The duration of this last period varies between 10 to 15 weeks depending on the weather and the variety.

Growing Phalaenopsis cut flowers according to the above schedule is not easy. The greenhouse often contains various batches of different ages which are at various stages of growth. Cut flower growers have opted for a compromise. The temperatures fluctuate between 21 and 24°C, to ensure that the temperature is high enough for the plant to grow and sufficiently low to induce flower stems. The level of lighting also fluctuates between 8,000 and 12,000 lux. Plants are often grown in 9 cm pots before being repotted in the sales pot. This last pot is 15 or 17 cm. The substrate is usually coarser than the substrate generally used to grow pot plants. This is mainly related to the



*Phalaenopsis cut flower presented in a window carton*

durability of the substrate that is required the long cultivation period. A good plant can be in production 3 to 4 years.

The plants are usually provided with water through a water spray system. When they flower it is best to water them using drippers, which is a better option to prevent problems such as Botrytis on the flower. Stems are harvested when nearly all the flowers on the stem are open. The last flower should not be open to show that the stem is fresh. The price of the stems will depend on the number of flowers they have. Flower stems find their way to flower shops where they often are used in bouquets or arrangements.

The demand for Phalaenopsis stems during the year depends more on the time of year than any other crop. Besides the important demand weeks around Christmas, Valentine's Day and Easter, spring and early summer (April through to June) are important due to the "wedding season". Many people get married at this time and (mainly white) Phalaenopsis flowers are very much in demand.

*ing. Menno Gobelje  
Bureau IMAC Bleiswijk B.V.*



*A nice example of a Phalaenopsis cut flower cultivation*

ANTHURVARIA

**Anthura trade fair participation  
from January to March 2006:**

**TPIE, exhibition in Fort Lauderdale,  
USA (Florida): 19/01/2006 – 21/01/2006**

**IPM, exhibition in Essen, Germany:  
02/02/2006 – 05/02/2006**

**Tuinbouw Relatiedagen, exhibition  
in Rijswijk, the Netherlands:  
14/02/2006 – 16/02/2006**

**Salon du Végétal, exhibition in Angers,  
France: 22/02/2006 – 24/02/2006**

**FloraHolland Trade Fair, exhibition  
in Naaldwijk, the Netherlands:  
08/03/2006 – 10/03/2006**

**New colleague interior sales  
department**

I, Eveliene Hartmanns, have been working as a Sales Manager in the sales department (office based) at Anthura since 1 October. I have already met a few of our readers at the Horti Fair 2005, but I would like to take this opportunity to introduce myself officially.

I was born in Lisse, the flower bulb area of the Netherlands. Now, twenty-five years later, I am working for the Anthurium market leader. I completed my International Marketing Management studies and subsequently worked for an employment agency. However, my passion for international com-



Eveliène Hartmanns



*The Anthura management and employees wish you a Merry Christmas and a Happy New Year!*

merce and my affinity with flowers and plants continued. I therefore decided to join Anthura and feel very enthusiastic and motivated.

As Sales Manager I hope to be at your service. I am looking forward to working with you.

**Jubilee Polish agent**



*Marco van Herk hands Stefan Wisniewski a beautiful work of art as gratitude for his efforts year after year*

During the representatives' day on November 4 Anthura celebrated the twelve and a half year jubilee of her Polish agent, Stefan Wisniewski of the company TopPlants Import-Export. TopPlants is the first company that Anthura started an agency with 12,5 years ago and to this very day the cooperation is highly satisfactory. We would like to

thank Stefan Wisniewski for his efforts all these years and for bringing the Anthurium cultivation to such a high level in Poland.

**Cultivation tips**

How can we prevent blown-up cells? Cells can be damaged by high root pressure. Root pressure can be easily decreased by watering the plants early during the day, maintaining the EC level and not allowing relative humidity to rise during the night.

**C O L O F O N**

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