

## VARIETIES

### Moments®



Moments®

Take a colour chart and you will discover that the colour white has many different shades. It starts at creamy or yellowish white and goes all the way through to snowy white. Try the same thing with Moments and a few other white Anthuriums. The conclusion is that the spectrum was missing a link until Moments arrived on the scene.

The creamy white colour of Moments can be used to perfection in wedding bouquets, in particular because more and more brides prefer a creamy, off-white bridal gown. Furthermore, you do not often come across a snowy white carriage or Rolls Royce. That cloud nine feeling of the bride and bridegroom can easily be beautified with flowers from the Cheers variety, which is related to the Moments variety. The qualities of Moments are thus based on those of Cheers. A production of more than 80 stems is certainly an option, but it all depends on the distance between the plants. The variety also produces long leaf stems with good, firm leaves.

### Montero®

A question often asked at the butcher's shop is: "Is it all right if it is a little bigger?" This

question applies to the size of the Montero flower. The bright red flower combined with its fresh green spadix is on average one size bigger than Tropical. Montero will certainly be compared to this variety because there are many similarities in their appearances.

Another similarity is the average 25-day shelf life. The production of Montero is also impressive; more than 85 flowers. 'Large red' seems to be the trend, and with Montero you hold the winning cards. In addition, this variety has a number of attractive qualities, such as the short internodes and a reasonably high leaf quality. The answer that Montero gives to the question of the butcher is: A little bigger is not a problem!

### ing. Hans Prins



Montero®

## DEVELOPMENTS

### Anthura builds for the future

The agrarian sector is constantly changing. A company must change with these developments. The organisation of a company and also the products that it produces will have to change with the times. Investments are required to implement change in the organisation and its products. The construction of new buildings is proof that Anthura is

building for the future. The old section of the greenhouse at the Anthura Flower testing company has been replaced.

A high, modern greenhouse has been built in its place. The complete area has been provided with artificial lighting. This allows Anthura Flower to test the effect of lighting on the complete range of Anthurium cut flowers. The results will be compared to those of the test beds at the breeding company, where artificial lighting is not used. Light has caught the attention of many people. This is evident from the installation of a new type of screen system: the diaphragm screen.

The diaphragm screen was invented by Anthura and further developed by screen installer Leen Huisman. The screen is based on the diaphragm principle of a camera. The objective is to arrange a better control over the amount of light allowed to filter through. Two shade screens are placed directly on top of each other for this purpose. Both shade screens have aluminium strips of approximately 15 cm that alternate with strips of transparent cloth. By allowing the aluminium strips of the upper shade screen to slide more or less over the transparent section of the lower shade screen, light transmission is controlled to within 10 seconds at most.

A separate section of 1,000 m<sup>2</sup> has been set up near the office to show pot Anthuriums



An impression of the new greenhouse at Anthura Flower



The diaphragm screen

and the complete range of orchids. Next to the Anthura Flower remodelling, the office building is also expanded. A new entrance with a presentation and demonstration room has been built where there used to be a processing shed.

The second floor is being used to increase the office space. The renovations at Anthura Flower and the new offices have allowed Anthura to improve the testing and presentation of its products, which in



The new 17,000 m<sup>2</sup> greenhouse complex at Anthura Arndt in Germany which is used to cultivate Phalaenopsis plants

turn allows growers to make the best product selection.

Phalaenopsis is a high-growth product, including at Anthura. A new 17,000 m<sup>2</sup> greenhouse complex for growing Phalaenopsis young plants has been built at our Anthura Arndt branch office in Germany to meet the growing demand for these plants. The conditions for growing Phalaenopsis are optimal thanks to the construction of this complex. We are currently busy making plans to cultivate Anthurium. In 2004 we bought 26 hectares of land, which allows us to build a new greenhouse complex connected to the fittings and fixtures of the greenhouse on the Anthuriumweg. Anthurium will be cultivated at full capacity here.

At the moment there are many energy developments in the horticultural sector, such as the closed greenhouse and the greenhouse as a source of energy. Anthura believes that you cannot copy ideas directly from other cultures. For every culture you need to select the building blocks from the developments that meet the product cultivation conditions.

With our project, the plant is given centre stage. First and foremost we aim at achieving an improved climate control, which entails a decrease in overall energy consumption. That is why climate control and energy savings often go hand-in-hand. The realisation of the project will mean improved energy cost control, but also more control over the cultivation itself. The overall objective is to provide growers with a competitive and reliable product.

In short, Anthura implements changes in line with the developments in the sector and is constantly developing, because it has faith in the future.

*ir. Mark van der Knaap*

**TRAVELLING ABROAD**

**Italian design**



*Italian design*

Nothing is new in Italy. This is a compliment to Italy and the Italians. This Mediterranean country has been inhabited by humans for many thousands of years. The Roman Empire existed for hundreds of years about 2,000 years ago. The prosperity and standard of living at the time was unprecedented. Romans enjoyed life, they enjoyed food and wine, their bathhouses (thermae) had warm water and they went to the theatre (auditorium) and the coliseum (colosseum) to watch sports and other shows. The Romans had an eye for aesthetic value and today's Italians are no different. No people in the world are as conscious of their own history and culture. Art, delicatessen, wine, cappuccino, architecture, opera and pizza. These are just a few examples of that which has made Italy famous around the world. Well-known brands such as fashion house Armani, Valentino leatherware, Alessi furniture design, Gucci cosmetics, Prada shoes and Versace sunglasses are sold everywhere. The list of Italian products is infinite. And who is not aware of top brands such as Ferrari, Lamborghini and Maserati? Exclusive products for which people are willing to pay good money all over the world. They have a luxurious image and status and are synonymous with good taste. Italians know about marketing. The Netherlands also have a world-famous aesthetic product: beautiful

flowers and plants! These give the Netherlands a positive image which should make the Dutch proud. But everything can be improved upon. Is there a brand of flowers with the image of Gucci or a Versace plant, that is, a plant that has a quality that is recognised globally? An absurd idea? If it can be done with sunglasses, why not with flowers? One can learn a lot from other sectors, other countries, other cultures. There is enough inspiration going around. The practical approach is yet to come. Who will take up the challenge?

*ing. Maarten van der Leeden*

### CULTIVATION TECHNOLOGY

#### Prevention is better than a cure

Different methods are used in the cultivation of ornamental plants to optimise plant growth. I would like to discuss the different analysis methods available in the pot Anthurium cultivation process. I will also enlarge on the control resources that are available to discover the diseases that occur and, even more importantly, how they can be avoided.

#### Fertilisation

Pot soil analysis methods are often used in the cultivation of pot Anthurium using the 1:1.5 methods (150 ml demiwater supplemented with 100 ml substrate). This provides an insight into the ratios of the different nutrient elements in the substrate. The values of the soil samples are compared with the target values to decide whether they match. The fertilisation schedule is corrected when



*Lack of magnesium*

there are deviations. Corrections are implemented in small steps since usually there are various potting phases at a nursery. Corrections that are too big may lead to problems. In many cases, low or zero values can be found for trace elements when pot soil substrates are tested. This is often the case with regard to the following elements: manganese, zinc, copper and molybdenum. A low or zero value does not, however, mean that the elements are not present or are not being absorbed. Certain elements are already present in the soil. Dry substance analysis of plant material has shown that trace elements are being assimilated even though they cannot be shown to be present in the sample. A high manganese value may result in yellowing of the bottom leaf in the pot Anthurium culture. This is the reason why a specific maximum dose is prescribed by Bureau IMAC with regard to most trace elements. It is important to have an insight into the ratios of the elements in the recirculation water, if growers use it. This is most definitely the case when working with a high recirculation water percentage. Imagine the following scenario: 80% of the recirculation water is recycled for the next irrigation session; this will mean that only 20% fresh water is being added to the fertilisation schedule. This means that the influence of the recirculation water will be very significant.

When really big problems occur with regard to cultivation (such as certain yellowing of the bottom leaf), a dry substance analysis of the leaf or flower is usually chosen as the working method. Based on the results, you can determine whether the elements in the leaf are present in the correct ratios. Shortcomings that are identified using this method include defects in the bottom leaves. A shortage of magnesium or brown flower edges are examples of this that can be caused by a lack of calcium.

#### Water/plant research

An unstable climate, irregular pot humidity, moderate substrate quality, inaccurate water irrigation methods or pot temperatures may lead to root problems in relation to pot Anthurium cultivations. When a problem has been identified, it is important to determine which disease is causing the problem. This can be achieved by plotting the disease, whereby a plant section is cultivated to find out which fungus or bacterium is present. A faster method is the multiscan method that



*Lack of calcium*

can be performed at various specialised research bureaus. A score can be assigned based on a multiscan that shows the degree of fungus and bacterium damage. This will provide more clarity about the disease that is present.

Do, however, ensure that the plant that is being tested is not completely dead because, if this is the case, many secondary fungi will be present. It is therefore important to test a plant where the first symptoms are visible.

Since prevention is better than a cure, checking the irrigation water is also important. This is particularly applicable to fungus development in indoor silos and especially during the summer period when the fungi present can multiply faster under the influence of higher water temperatures. Even if implementing water decontamination measures, the chances of infection are still there. It is therefore important to have the water silos checked, particularly during the hot month of August. It is preferable to take a sample from the bottom part of the silo, where there is often stagnant water and sediments. Any actions that may have to be taken can be taken in time, based on the information from the samples!

Bureau IMAC Bleiswijk BV can offer a full package in relation to the various fertilisation investigation methods. Fungus and bacterium research is also in good hands at our company.

*ing. Albert van Os*  
**Bureau IMAC Bleiswijk B.V.**

ANTHURVARIA

**Anthura trade fair participation from April to June 2006:**

**Hortiflor Expo, trade fair in Beijing, China: 11/04/2006 – 14/04/2006**

**World Flower Exhibition Goyang, trade fair in Goyang, South Korea: 28/04/2006 – 10/05/2006**

**Hortitec, trade fair in Holambra, Brazil: 21/06/2006 – 24/06/2006**

**New Anthurium fan with both cut flower and pot varieties**



*The new Anthurium cut flower and pot plant fan*

It was at the end of 1999 that Anthura first put an Anthurium fan on the market. At the time it was a huge success. The ornamental flower sector did not have a comparable product on the market. Other plant types quickly copied the concept after it was introduced.

We are often asked for new versions of the Anthurium range. We therefore decided to meet this demand in the autumn of 2005. The new Anthurium fan is currently being distributed among thousands of florists and garden centres in Europe. The former fan only



*The Anthura stand during the Tuinbouw Relatiedagen (Horticultural Relation Days) on 14, 15 and 16 February 2006*

featured cut flowers while this new fan also includes pot plants. The fan has once again a convenient size for providing an useful overview of the Anthuriums cultivated in the Netherlands.

**IPM 2006**

From February 2 till February 5 Anthura participated at the IPM (international plants exhibition) in Essen (Germany). This exhibition that is often compared with the Horti Fair has attracted many visitors again this year. Many



*The Anthura booth during the IPM in Essen at the beginning of February 2006*

traders were interested in our product and Anthura has even made its performance on German television.

Besides the presentation of the Anthura products in our booth in hall 2, they could also be admired in hall 1A 'Green City'. Visitors of this hall were surprised with de latest trends in the area of plants and flowers.

**Cultivation tip**

It is important to calibrate the EC and pH meter in order to prevent incorrect technical cultivation interventions.

**C O L O F O N**

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