

VARIETIES

Saxo® and Stilo®

Anthura B.V. has a vast range of pot Anthuriums suitable for several pot sizes and therefore for several segments. In this edition, we would like to deal again with the small-flowered selection through the varieties Saxo and Stilo; two varieties that complement each other to perfection and could embellish any living room.



Saxo®

Saxo is a small-flowered red obake flower that is characterized by its compact plant structure and small lanceolate leaves. The plant attracts a lot of attention thanks to its abundant flowers which stand out beautifully above the plant. Given its excellent vase life and good leaf quality, consumers can enjoy Saxo for a long time. This variety can be sold through a wide variety of distribution channels because it is suitable for many pot sizes (9 to 21 cm). In short, Saxo is a variety with great potential.

Stilo is also a small-flowered variety, registered as a pink obake flower. The variety has lots of similarities with the Saxo; it is a very compact plant with small leaves and its uniformity is a positive characteristic. The beautiful light pink colour of the flower in combination with the



Stilo®

light green leaves provides a lovely contrast. Thanks to its good leaf quality, consumers can enjoy the flowers for a long time. Stilo can also be used in many different pot sizes, yet it stands out best in the 12 and 14 cm segment.

In short, Saxo and Stilo contribute both separately and most certainly together to creating a very stylish home!

Cees-Jan van der Leek BBA

White Champion®

A gem: that is how we would describe White Champion. The special thing about the White Champion variety is that it can be grown in



White Champion®

all pot sizes (from 9 to 21 cm) which makes it suitable for any pot plant market. A Dutch grower has exclusivity for this variety. White Champion has the same properties as Pink Champion, another top variety. The variety is characterized by the large number of flowers with a long shelf life. The winter blooming is excellent and the shiny leaf is dark green and not too big. Furthermore, the flower is white and the spadix is cream-coloured. In short, the White Champion is unique in the white segment.

ing. Richard Smit

INTERVIEW

with Mr Du Shiru of the Chinese company Longcheng Garden

Mr Du Shiru is the general manager of the Longcheng Garden company in China. Since 2002, Longcheng Garden has been growing Anthurium pot plants, originating exclusively from Anthura. The premises of this private company have grown since then from 1,000 m² to 10,000 m². This year they want to expand to 15,000 m².

In the last four years, your company has grown into one of the most advanced Chinese Anthurium nurseries. In your opinion, to what is this success mainly due?

The success is mainly due to the range, the quality and a good sales organization. Faith in our own capabilities is also important. Finally, the support of Anthura and Beijing Sunny Agriculture (the agent in Beijing) has also contributed.

Why do you buy all your starting material from Anthura?

We have nearly always bought all our starting material from Anthura. We did try a test batch from another Dutch supplier, but the varieties did not meet our standards in terms of growing speed, compact plant formation and winter blooming. Besides, the Anthura

varieties are less sensitive to a non-optimal climate.

What sort of promotional activities do you undertake?

We attend trade fairs, advertise in a Chinese specialist journal and use packing material (boxes, covers etc.) with our name printed on them. Each year, a new brochure is published featuring our products and collaborators, and every two months we invite our buyers to visit our company which, of course, is good for sales. Besides, it keeps us focused on keeping the product quality at a consistently high level, as this is the best way of promoting our Anthuriums!

What are your expectations for the future for the Anthurium trade in China?

The Anthurium business will grow fast in the coming years. At present, illegal propagation is a huge problem. Due to this, many poor quality plants are being brought on the market. If quality improves, price and consumption will increase. Fortunately, Anthura, along with other parties, is working hard to establish plant breeder's rights in China, which can only have a positive effect on fair trade.

How can Longcheng take advantage of the opportunities on the Anthurium market?

In order to keep up the high standard of production and, if possible, improve it, we need better greenhouses. In addition, our company is going to expand considerably in the future in order to meet the growing demand for quality products.

As you know, Anthura is setting up a branch in China for the production of Anthurium



'Ready for sale'



Agent Andrew Shao, General Manager Du Shiru and Sales Manager Sebastiaan Hogervorst during the Hortiflor Expo in Beijing last April

and Bromelia starting material. What is your opinion about this development?

We think it is a good move. This way we can save on freight costs in the future. In addition, this cost reduction will help us in the battle against illegal propagation. After all, it will be less profitable to copy our products if the margin decreases. Another advantage of local production is the shorter transport time, allowing the quality of the starting material to be better preserved during transport.

Some growers in other countries are worried that Chinese exports will affect their market substantially. Do you think their concern is founded?

For the time being the local market will be more important than exports. The Chinese market is enormous and far from saturated. So our primary aim is to serve the local market. At the moment it is difficult for us to export because we do not have any experience in this field.

What can foreigners learn from the Chinese?

The Chinese work hard to fulfil their dreams. Longcheng's dream is to become the number one company in the Chinese Anthurium pot plant market. We will dedicate ourselves with great enthusiasm to this cause and we know that both Anthura and Beijing Sunny will help us as much as possible in reaching this goal.

ing. Sebastiaan Hogervorst

TRAVELLING ABROAD

A renewed and regenerated Poland

I visited Poland for the last time nine years ago when I spent my holiday with some friends. This time I am here on behalf of Anthura and as far as I can see a lot of things have changed since then. The street scene is quite different, with more and, above all, bigger cars and new motorways which make travelling more pleasant. During the past years, well-known European companies have set up in the outskirts of big cities. Yes, Poland, the biggest country of the 'newcomers' in the EU with almost 40 million inhabitants, has been preparing its future for some years now.

Poland has a central position in the European continent, yet not so long ago it seemed as if the eastern border of Europe was drawn between the two Germanies of that time. Meanwhile, this boundary line has moved eastwards to the neighbouring countries of Byelorussia and the Ukraine.

The centre of Warschau looks wonderful and is well worth a visit, especially the 'old' centre. However, old has a relative meaning here: about 60 years ago, 90% of the city was totally destroyed by acts of war. Thanks to joint efforts, the capital has been rebuilt in the old style, which was a big job.

Little can be noticed from the communist days in the present Poland, yet in the centre of Warsaw a recognizable skyscraper from

this period rises up, featuring a bizarre mixture of architectural styles and unmistakably meant to attract attention. And then there is horticulture, the reason for my trip. Judging by developments, you can be sure that this sector has not stood still either. There are more and more companies with the size and techniques we are used to in Holland. Poland is looking towards a great future and horticulture will undoubtedly play a part in it!

ir. Wim Gijzen

CULTIVATION TECHNOLOGY

Are young leaves on Anthurium cut flowers necessary?



Removing young leaf

The researchers Dai and Paull have examined the development and growth of Anthurium plants under tropical conditions. Test results have revealed that from the moment the young leaf starts to unfold, the flower starts growing slower until reaching 0.1 mm of growth a day. The flower practically stops growing. During this time, the young leaf consumes more assimilates than it produces itself via photosynthesis. The young leaf is clearly a sink (part of the plant to which assimilates are attracted).

A fully-grown, optimally growing (not illuminated) Anthurium plant produces about 6 kg of fresh weight per gross m² a year. Approximately one third goes to the flower and two-thirds to the leaf and other parts. The production of dry substance amounts to approximately 1 kg a year, of which roughly a quarter goes to the flower and three-quarters to the other parts (mainly the leaf). So the overall production of flowers per day and

per m² is almost 1 gram of dry matter. This means that eventually 75% of the dry matter production is actually lost! In the summer of 2004, Anthura and IMAC looked into whether this situation could be improved. A shift of the dry matter direction towards the flowers could increase production. We started removing the young leaves of about twenty plants of different varieties at the earliest possible stage. We did this after the normal growth phase with an average leaf density of two mature, fully-grown leaves per plant. The results of this small test were so promising that in the summer of 2005 we started a large-scale investigation into this possible new cultivation method.

During this investigation, we put the advisability of removing young leaves from more than 30 Anthura varieties to the test. In addition to this, we are also making an in-depth examination of the suitability of removing young leaves (500 plants per variety) from the Maxima Verde, Tropical and Choco varieties. During this research we compare production, vase life and flower size with those from traditional growing practices.

We can already draw some careful preliminary conclusions. First, an Anthurium plant from which the young leaves are removed at an early stage (after a solid growth period) will produce qualitatively excellent flowers. Secondly, an Anthurium flower does not necessarily need an accompanying leaf. As yet, there seems to be a (slight) production increase which, however, is not in proportion with the dry matter saving that occurs. Plants also stay a bit more compact, flowers get damaged less, there are fewer bent stems and cutting the flower is easier. Another important advantage is that the time needed



View of a Choco crop after having removed young leaves

for cutting leaves can be considerably reduced and that less leaf waste is produced. A disadvantage could be that the flower stems do not grow as tall.

Yet there are many things we are still questioning. The most important issues are:

- Which is the ideal season to start (does winter leaf or summer leaf function better all year round)?
- Which is the ideal plant age to start?
- When does the old leaf have to be substituted by the new one?
- What happens to the plant's water absorption?
- What happens to the climate in the greenhouse?
- How many leaves should be left on each plant?
- What are the differences per variety?
- When do the leaf buds have to be broken off?
- What is the shelf life of the flowers all year round?
- How does the fully-grown plant react?
- What is the ideal plant density per m²?



Internodes difference with Tropic Night (left: normal leaf cutting, middle: young leaves removed one time and right: young leaves were removed continuously)

A lot of growers have been well informed by now about this possible new method of plant maintenance. Many growers have started (often small-scale) their own tests to investigate whether a fully-grown plant is also suitable for this new cultivation concept. Before starting, you will have to make sure that the crop has a good leaf density. If possible, two fully-grown leaves should be left per plant. In the event of low plant densities, more leaves should be left per plant to provide sufficiently large light interception. In any event, a LAI (Leaf Area Index) of approximately 2 (2 m² leaves per m² greenhouse surface) should be the aim. Young leaves should be removed at least once every two weeks.

At this moment the subject of removing young leaves is surrounded by more questions than answers. It is perfectly clear now that young leaves are not always necessary. Yet it will take a few more years before all the effects of this new cultivation method have been studied adequately. Until then, you can first experiment yourself on a small scale to discover if this new approach to growing Anthurium cut flowers will suit you and your plants. Whenever you want to start removing young leaves on a larger scale, make sure you are properly informed by our experts.

Anyway, we hope we have given an important impetus to a possible fundamental change in the growing methods of Anthurium cut flowers. Let's hope that this will be advantageous to your overall operational management.

ing. André Lont
Bureau IMAC Bleiswijk B.V.

ANTHURVARIA

Anthura trade fair participation from July to September 2006:

Nursery Expo, trade fair in San Antonio, Texas (USA): 18/08/2006 – 20/08/2006

Kunming International Flora Exhibition, trade fair in Kunming, China: 07/09/2006 – 10/09/2006

Flora Expo 2006, trade fair in New Delhi, India: 08/09/2006 – 10/09/2006

Flormart - Miflor, trade fair in Padova, Italy: 14/09/2006 – 16/09/2006

Sponsoring of florist and consumer fair in Italy



Promotion of the end product is very important according to Anthura. Therefore, we delivered Anthurium and Phalaenopsis flowers and plants for the florist and consumer fair Euroflora in Genova, Italy in April (600.000 visitors). The picture above gives you a good indication of the arrangements that were presented.

New staff member in the sales department

My name is Edwin van den Nieuwendijk, I am 35 years old and I live with my wife Karin in Boskoop. I have been working with Anthura since April 10th as a Sales Manager. My areas of activity in Anthura are the Caribbean, the Middle East, South Africa and South America. I grew up in Boskoop the Netherlands, known throughout the world as the centre of Dutch arboriculture. Here I received my primary and secondary education at the horticultural school and gained my first work experience in the 'green sector'. When I was 21, I took up my first job in tropical plant-breeding and since then I have been working for several



Edwin van den Nieuwendijk

Latin-American companies. Over the past 12 years, I was employed at an export company of young plant material, where I was responsible for sales, mainly to growers and traders in Asia and Latin-America.

The changeover to Anthura is a logical choice, since I can combine my international travel and commercial experience with the progressive approach of Anthura. I have started this job with a lot of enthusiasm and am looking forward with confidence to collaborating with my colleagues and customers.

Top 20 Anthurium cut flowers in 2005 at Dutch auctions (according to turnover)

Variety	Breeder	Colour
1 Tropical	Anthura	red
2 Midori	Anthura	green
3 Pistache	Anthura	green
4 Acropolis	Anthura	white
5 Choco	Anthura	brown
6 Fantasia	Anthura	cream
7 Champagne	Anthura	cream
8 Calisto	Anthura	red
9 Cheers	Anthura	pink
10 Danielle	Avo	green
11 Casino	Anthura	orange
12 Terra	Anthura	brown
13 Cognac	Anthura	brown
14 Safari	Anthura	red
15 Carnaval	Anthura	white
16 Sonate	Anthura	pink
17 Amigo	Anthura	obake
18 Simba	Anthura	obake
19 Fire	Anthura	red
20 Scorpion	Anthura	pink

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C O L O F O N

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