

VARIETIES

Nunzia®

Nunzia is a unique cream-coloured flower with bright pink veins and a green spadix tip. The leaf/flower proportion is excellent and the leaf is of good quality. With the Nunzia variety (13-15 cm), a production of 80 flowers per m² per year can be reached.

Compared to many other varieties, cutting needs to be done differently. Because of the intense veins, the flower may have a different appearance. Therefore it is better to cut according to 'colour' than according to ripeness of the spadix. It is also advisable to harvest twice a week which makes it possible to supply an attractive box.



Nunzia®

Nunzia's appearance is spirited, warm and exotic. In short, it is a magnificent flower with a southern touch. So it is completely understandable that many people get enthusiastic after a first acquaintance with Nunzia.

ing. Hans Prins

Lyric® versus Manaka®

Thanks to Anthura's intensive breeding programme, the colour range gets bigger every



Lyric®

year. The range has been increased now with two green cultivars, namely Lyric and Manaka. Green is a unique colour in the Anthurium pot plant segment. Both varieties are very suitable for 17 cm pots. Lyric can also be grown in a 14 cm pot. Manaka has a mint green flower and the spadix is cream with a dark green tip. Lyric, on the other hand, has light green flowers, that go dark green as they get older. The beautiful purple/cream-coloured spadix with its light brown tip really stands out. Both varieties have a good plant structure; the flowers stand out beautifully above the plant. When the colour green was introduced to the Anthurium cut flower cultivation in 1990 with the Midori cultivar, reactions were quite



Manaka®

sceptical. 'Green is not a colour; you might as well just put a leaf in a vase', was an oft-heard remark. And yet green comes second to red with a market share of 20%. Is one of these cultivars going to become the 'Midori' of pot Anthuriums?

ing. Richard Smit

SEMINAR

Mexico, June 2006

On 23rd and 24th June, our Mexican agent Stigma, in collaboration with Anthura, organised a seminar on the cultivation and sale of Anthuriums and Phalaenopsis in Mexico. The seminar took place in Cuernavaca, the home base of Stigma, an approximately one-hour drive from Mexico City. The strongly increasing sales of Anthura products in Mexico and the need to exchange knowledge about cultivation techniques led us to the decision to organise this seminar.

Mexico, with its 107 million inhabitants, is a big market for flowers and plants. Most products are sold locally or traded on the central market in Mexico City; only a small proportion of Anthura products is produced for export to the USA. Many flowers are still sold during traditional holidays (such as Mother's Day and Valentine's Day) and funerals and weddings, although this is changing. The 'impulse' sales in supermarkets and hardware stores such as Walmart and Home Depot are growing.

The difference in standards between producers in Mexico is very obvious, going from traditional small nursery gardens using shadow nets to large companies with modern greenhouses. Yet in the last few years a clear increase in scale can be observed and there are more and more companies investing in new facilities in order to produce high quality products. Arturo Flores of Stigma helps these companies by importing Anthura

plant material and related articles, such as potting compost and other products.

These larger companies in particular can deliver consistent quality to supermarkets and organise flower exports to the USA. This country is a particularly interesting growth market. Since Mexico is its neighbouring country and flowers can be transported by road, it is possible to compete with other exporting countries in South America, which have to transport their products by plane. Furthermore, labour is cheaper and the climate is more favourable in Mexico compared to the local growers in the USA or Canada.

Because of the increasing demand for knowledge about cultivation techniques, we called in the help of two IMAC advisors for the seminar, namely engineers Hans van Eijk and Menno Gobielle. On the first day of the seminar, Hans discussed the Anthurium pot and cut flower culture exhaustively and on the second day Menno held a presentation on Phalaenopsis. Marco van Herk and I amplified on the developments of Anthura and the market in general. It was especially useful to be able to show new Anthurium pot and cut flower varieties. The enthusiastic reactions afterwards clearly indicated the interest of the local market.

During the seminar two things became clear: the need for support when growing Anthura products under different climatic conditions and the lack of knowledge about basic components, such as potting compost and artificial fertilizer schedules. Thanks to effective translation, we were able to offer more clarity on this subject. Stigma did a



A beautiful example of a modern company in Mexico, where Anthuriums are grown, among other plants



Host Arturo Flores speaking at the seminar

great job organizing this seminar. Everything was taken care of down to the last detail.

We can look back upon a successful seminar; both days were fully booked and lots of questions were asked outside the presentations. In view of the growers' eagerness to learn and the positive response afterwards, I can only conclude that the Mexican market will continue to develop positively in the near future.

Edwin van den Nieuwendijk

TRAVELLING ABROAD

In France

When you think of France, you think of cheese, wine and haute cuisine, but also of artists like Manet, Matisse, Cézanne and Monet. Its capital, Paris, is regarded worldwide as the most romantic city in the world, the city of love. The photo alongside by Robert Doisneau, 'Le baiser de l'hôtel de ville', taken in Paris, could be the symbol of this.

The French love of flowers and plants is reflected in one of the most beautiful gardens in the world, barely 25 km from Paris. Hidden in Versailles? No, the city of Versailles originated after the gardens of the Château de Versailles were laid out (1682). King Louis XIV almost paid more attention to the gar-

dens than to the castle. Can you imagine yourself basking in this kind of wealth and luxury?

The French way of life is all about supreme enjoyment. Wine has to flow generously and food has to be culinary art. The most long-awaited moment of the working day is the long lunch break at noon. Often this is the time of day that business deals are concluded. We Dutch could certainly learn from this. Anthurium and Phalaenopsis are outstanding quality products. Who could fail to enjoy talking about a beautiful product while enjoying a nice glass of wine and a culinary tour de force? You can imagine yourself basking in wealth and luxury with these products in your own 'garden of Versailles'. Is there anyone out there who does not agree with the French 'joie de vivre'?

Eveliëne Hartmanns BBA



Paris, the most romantic city in the world

CULTIVATION TECHNOLOGY

Interview with LVG Plants South-Africa

LVG Plants was established in Krugersdorp (South Africa) and is run by Lous van Geest and his sons Geert, Bart and Ivo and Wayne Knijnenburg. Lous, Bart and Wayne mainly deal with the cultivation side, Geert with the general business and Ivo with marketing the products. Since 1995, the company has been owned by Lous and his sons and on an area of 6 hectares LVG grows foliage plants, pot Anthurium, pot Phalaenopsis, Bromelia, Zantedeschia, Begonia and Spathiphyllum. In this issue we would like to introduce this interesting company through an interview with Geert van Geest.

Could you explain something about your greenhouses and climate?

We grow in plastic greenhouses (30% whitened plastic) with a pad-fan system; most greenhouses are equipped with a sun screen. In summer, temperatures outside run to between 15 and 32° C, there is relative humidity (RH) of 50-60% and we have 600-800 mm rainfall. In winter, temperatures outside fluctuate between 0 and 22° C, RH is 20-30%, there is no rainfall and we have many clear days. In winter, we heat the greenhouse (with coal) by pipe heating under the tables and/or in the upper part of the greenhouse.

Which cultivation methods do you use?

The flowering plants are grown on fixed tables, most of them having an open bench. Irrigation is by dripping spikes or rainwater pipes. In between, we rectify with a handbrush. The foliage plants are grown on the floor.



Wayne Knijnenburg, Bart, Lous and Geert van Geest (from left to right)

What did you find most difficult when starting cultivation of Anthurium, Phalaenopsis and Bromelia?

The most important thing for a good start is having good plant material. In the beginning, we worked with several suppliers, but we changed this. Now, we work exclusively with Anthura as a supplier for Anthurium, Phalaenopsis and Bromelia. Also, investment costs are very high, though these are recovered by selling the resulting high quality products. Finally, being so far away sometimes hinders successful cultivation, but then again, Bureau IMAC, among others, offers excellent support.

Do the three species above coexist well?

Bromelia and pot Anthurium can be grown well together. In the beginning we used to combine them, but now the products each have a separate section. Phalaenopsis requires a different temperature both for growing and flower induction and is more difficult to combine.

How do you grow Phalaenopsis?

In the growing section we operate at a temperature of 27-29° C and at the finishing section at a temperature of (18-)-19-21° C. In summer, this is not always achieved due to the extreme daytime temperatures, yet also in these circumstances we can finish a good product thanks to good light levels.

What have been the main reasons for calling in Bureau IMAC?

Working with Bureau IMAC has allowed us to learn about the different cultivations (Anthurium, Phalaenopsis and Bromelia), which finally led to a better product. Besides, IMAC really got to know LVG during their LVG business visits, which means that



Sales of Anthurium with an added value

questions can be solved more easily via e-mail or over the telephone.

How do you organise sales?

In our company my brother Ivo is responsible for sales through a self-established sales organisation called Plantimex. Plantimex was set up by two growers (including LVG) that offers different products. This way mutual competition is avoided. The product range is increased with products from other growers. The joint sales organisation allows us to supply a wide range of pot plants. Furthermore, transport costs are kept down. Sales are good the whole year round, although seasonal influences do certainly count. Sometimes selling in winter months is a problem because the shops are not heated in winter and the plants can suffer from cold damage. When a surplus of certain products is imminent, they are sold as special offers.

Which is the most important sales period?

The period from August till October is the most important one for us. The main holidays are Christmas and Mother's Day.

To conclude, how would you describe the South African market?

The South African market is a growth market, particularly for new, fashionable products. The market is also growing for ready-to-use products with added value.

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

ANTHURVARIA

New staff member in the sales department

I would like to take this opportunity to introduce myself to you in this new issue of Anthurinfo. My name is Sander Smeding and I have returned to Anthura after a six year absence. I will be a familiar face to many customers, since I was the former Sales Manager for the Asian market. This time I am going to be responsible for business in Asia, a fascinating and strongly expanding market. With a branch in China from where Anthura will supply its Chinese customers, this is another challenge which I am taking on with great pleasure. In the meantime, I have been working in the musical instrument industry, which differs in many ways from the horticultural sector. In particular, the progressiveness and development that are so characteristic of the horticultural sector and appeal so much to me are hardly present in the traditional musical instrument industry. Yet both industries also have something in common: the end product is used for enhancing our environment. I took up my new job on 1st June and look forward to an enjoyable (and for some of you renewed) collaboration with our customers.



ing. Sander Smeding

Horti Fair

For several years now Anthura has been a loyal participant in the Horti Fair in Amsterdam RAI. Anthura will be participating once again this year, although not in the usual way. This year, you will not only find us under the individual name of Anthura, but also under the project name Dutch Creations: a cooperative of Dutch top breeders with a wide assortment of flowers and plants (in total over 28 groups of products).



A shot of the successful social evening held at Anthura Arndt on 18th August

What does that mean for you as a visitor? At the Dutch Creations stand (which includes Anthura) you will find everything you need to know for the next year! Our stand is a synonym for entertainment and experience. There is always something going on. Dutch Creations wants to be inspiring for growers, retail and wholesale with a view to serve the consumer better. In short, the group aimed at in the first place. The following leading breeders have joined forces in Dutch Creations: Anthura BV, Corn. Bak BV, Fides BV, Schreurs Gerberas and Roses, Van den Bos Flowerbulbs BV, P. Kooij & Zonen BV, Künst Alstroemeria BV and Jn. Haakman & Zn. BV. All participating companies retain their own identity.

Are you curious about this new creation? Be sure to make a note of 31st October, 1st, 2nd and 3rd November 2006 in your diary and come and visit us in Hall 7 (stand 07.0204) and in the theme pavilion 'House of Flowers and Plants' in Hall 1 (stand 01.0124). We are sure you won't be disappointed. Opening hours are Tuesday (a day earlier than usual) to Thursday from 11.00 am to 8.00 pm and Friday from 11.00 am to 6.00 pm. As from 2006, visitors must register to visit Horti Fair. We kindly request you do so through www.hortifair.nl and the cards supplied by us. This will ensure you are dealt with quickly at the cash desk and you will receive a personal badge and even have a chance to win a weekend in Amsterdam.

We hope to welcome you at our stands.

Opening of Anthura Arndt GmbH

In July 2006, the new buildings of Anthura Arndt in Borken-Burlo (Germany) were completed. On 18th August, the building was officially opened with a successful social evening attended by Anthura staff members and

orchid customers from Holland and Germany. Anthura Arndt has been expanded with no less than 17,000 m² of greenhouses, including a processing room, boiler house, dispatching room, dock, canteen and offices. This expansion allows us to meet the significant growth of Phalaenopsis within Anthura and means that breeding activities can be further expanded and brought to an even higher standard.

Anthura trade fair participation from October to December 2006:

Horti Fair, trade fair in Amsterdam, Holland: 31/10/2006 – 03/11/2006

Aalsmeer Market, trade fair in Aalsmeer, Holland: 01/11/2006 – 03/11/2006

Flora, trade fair in Ercolano, Italy: 24/11/2006 – 26/11/2006

C O L O F O N

Anthurinfo is a publication of Anthura BV. This newsletter is distributed free of charge to customers and is available in Dutch, English, Italian and Spanish. Anthurinfo appears four times a year.

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