

VARIETIES

Esudo®



Esudo®

Unexpected encounters often lead to interesting developments. Esudo is a good example of this. Although this variety is not included in our catalogue at the moment, it has been delivered here and there as a test. The reactions to this variety are very positive, which is not really a surprise. Esudo is a beautiful, symmetrical round plant that easily produces shining red, calyx-like flowers standing out beautifully above the glossy leaf. Esudo can be grown both in 14 cm and 17 cm pots; in a 17 cm pot the flower produces green ears. This variety can be grown a little dryer. Keep an eye out for this variety - although it is not very well-known at the moment, this is just a temporary situation because there is a great future in store for Esudo.

ing. Maarten van der Leeden

Sonera®

After Sharan, it gives us great pleasure to draw your attention once again to a new variety: Sonera. This Anthurium cut flower belongs to the obake variety, in which the green edge contrasts beautifully against the red colour. The white spadix with the yellow spadix tip completes the multifaceted colour palette of this flower.

Moreover, growers, traders and consumers can enjoy this versatile flower for a long time. The bright red colour keeps well during the whole year, while vase life can reach up to 38 days on average.

The flowers, with a diameter of 18 cm and a yearly production of approximately 75 flowers per m², stand out proudly above the leaf. Furthermore, the excellent leaf quality and shelf life of this leaf (approximately 4 weeks) makes Sonera especially interesting for growers that sell leaves.

In short, Sonera is in all respects a versatile variety suitable for several segments.

Cees-Jan van der Leek BBA



Sonera®

INTERVIEW

With Henk Post from Postplants

Henk Post met his wife Arjanne in 1988. They got married and have three children. Henk not only found his lifetime companion in Arjanne, but also, professionally speaking, he took a new course in life. Arjanne's father was a rose grower and asked Henk in 1988 to help him with the construction of a new facility of 5,000 m². This is where they started growing three varieties of Anthurium cut flowers of Anthura and at the time Jeannette van der Knaap imparted knowledge about the packing of Anthurium cut flowers to the couple. Over the years, all the roses were replaced by

Anthurium cut flowers. In the spring of 2004, Henk bought a company in Pijnacker and since July 2005 he has been growing Anthurium pot plants on an area of 18,000 m². The whole selection is presented in 14 cm pots. The first plants were put on the market at the end of 2005.

Why did you change from growing Anthurium cut flowers to Anthurium pot plants?

I was looking for a new challenge and wanted more contact with the trade. With Anthurium pot plants, you have to trade as much as possible through intermediaries. Anthurium cut flowers are mainly sold at auctions, so in my opinion you have less influence.

You have rebuilt an existing greenhouse to make it suitable for Anthurium pot plants. What changes have you made?

In the garden I bought they were growing Bromeliads. The whole garden was filled with tables with a wire mesh bottom, so I fitted all the tables with a tight base. You see, it is essential to water the plants at the top and at the bottom and now I can feed them with both the rainwater pipes and the ebb and flow system. The major difference between an ebb and flow system and a rainwater pipe is that with the latter the pot soil does not get wet evenly, since some cultivars act as a kind of umbrella, because of their leaf arrangement. Also, wet plants are a problem when delivering the product, and with my ebb and flow system I prevent this from happening. Furthermore, I installed a disinfectant, because I consider hygiene to be of paramount importance. Finally, I fitted an energy saving screen.

Why did you choose a table cultivation system?

By growing on tables, I can make optimum use of space, as every empty table is filled again immediately. I can also get higher plant turnover (three times instead of two), as a result of which I get even better use of space. Furthermore, the pot Anthurium I grow stands in a 14 cm pot and for this pot size I find a table ideal. Another big advantage of

tables is that all plants are treated in the front of the shed; the tables move forwards automatically.

What are your plans for the near future?

I am thinking of putting up lighting above the final stage of the plant. I am still not convinced that this will lead to a shorter growth duration and more flowering in winter. First I will have to gather more information on this matter.

Which cultivars do you grow and why these cultivars?

At the moment I have eight cultivars, i.e. Sierra®, Fiorino®, Espero®, Baleno®, Treveri®, Mystral®, Micra®, and Tricolore®. With these selections I can make very beautiful combinations and thanks to Sierra I have a hit. I sell Sierra both in combinations and alone.



A general view of the greenhouse at Henk Post's facility with a Postplants pin label

What distinguishes you with respect to other growers?

I have opted to cultivate four exclusive varieties. This means I am the only person in the Netherlands able to offer the cultivars Sierra, Fiorino, Baleno and Micra in a 14 cm pot. This results in good prices and high sales figures for these exclusive varieties. These cultivars are just a little bit more marketable than the others I grow.

What kind of customers/markets does Postplants focus on?

I concentrate on the high-end segment, i.e. garden centres and the wholesale business, because I find plant quality very important and I have linked my price level to it.

Who sells Postplants plants?

Comfort Plant, owned by Menno van Es and Helmer van Wezel, is the sales organisation which markets my plants (www.florapla-

net.nl). These men are very enthusiastic sellers who get much more from the market through all their contacts than I could possibly manage to do. Besides, I am a specialist in growing the plants, not selling them.

Which promotional activities does Postplants undertake?

Comfort Plant attends all the major trade fairs in Holland for me. I will soon have my own website (www.postplants.nl) and I take part in a promotional campaign for Anthurium pot plants in Germany. Furthermore, I am the only grower in Holland with transparent pin labels for Anthurium pot plants.

What have you learned in the last year?

Nothing comes automatically. It has involved

a lot of effort, especially because I combined the cultivation of Anthurium cut flowers and pot plants for a while. Working on two projects is not always easy. All in all, I am very proud of where I have got to now and I am looking to the future through 'Anthurium-tinted' glasses.

ing. Richard Smit

TRAVELLING ABROAD

In Thailand

The impressions you get when first discovering Thailand are stupendous. Amazing Thailand, as Thailand often is called, is indeed a country full of surprises. A trip to Thailand usually starts in one of the liveliest cities in the world: Bangkok. With



A stall with food and drinks on the roadside

its full name *Krung Thep Mahanakhon Amon Rattanakosin Mahinthara Ayuthaya Mahadilok Phop Nopparat Ratchathani Burirom Udomratchaniwet Mahasathan Amon Piman Awatan Sathit Sakkathattiya Witsanukam Prasi*, this city can pride itself on having the longest name in the world.

As well as the time difference, Thailand also has a Buddhist era, in which 2007 is the year 2550.

I leave Bangkok by car towards the south, where the majority of the Anthurium growers are found because of the climate. The 12 hours' drive takes me alongside oil palm plantations and coffee plantations, ending at a stay in a lodge under the palm trees on one of the most beautiful pearly white beaches.

The Thais are a friendly and hospitable people, all equally peaceful and calm, who seem to have all the time of the world and are very royalist. They worship their king Bhumibol and on the occasion of his 60th anniversary



A greenhouse of Anthurium in Thailand

on Monday everybody wears a yellow shirt or T-shirt with the Royal Arms. Some people even wear this colour the whole year round as homage to the longest reigning sovereign in the world.

Thailand is also exotic in terms of both food and nature. Everything that moves can be eaten, anywhere and preferably spicy, and according to the Thais should not be looked down on. Thai nature has a wide variety of exotic flowers and plants, the Orchid being the national symbol.

Thanks to this multiplicity of curiosities, the country is rightfully called 'Amazing Thailand'.

ing. Sander Smeding

CULTIVATION TECHNOLOGY

Planning in pot plant culture

Planning is one of the most important aspects in pot plant culture. The art of planning lies in growing the right number of plants at the right time as well as making sure the greenhouse is not underutilized. This article will offer some tips on how to make a cultivation plan.

The difficulty of planning is that the available space should be used to the maximum, without this being at the expense of quality. A very frequent mistake is short-term planning, meaning that the number of plants is adapted to the space on hand at that time. However, the problem is that the plants in the first phase only take up one third of the space compared to the last stage.



Difference in structure of the Dakota variety

Furthermore, a plant can also remain in place once the growing phase has already finished and thus occupy space required for spacing and potting. If plants are not spaced, in the end quality will be lost. In order to retain quality, it is better to sell the long-standing batches for a lower price. To keep planning consistent, it is important that you pot at least 6 times a year. By doing so, you can keep the available space constantly occupied.

Five things are important when making a plan: net available space, underutilization, pot size, plant size and variety characteristics. The net available space is the space which is actually left for cultivation, this means the gross greenhouse area minus the main paths and the paths between the plants. The percentage of lost space is usually 8-12% of the gross greenhouse area. The second point is underutilization and working space. You usually gather batches of plants several times and if the space is not directly rearranged after gathering them, there is often available space left over. The percentage of underutilization quickly amounts to 5%. Thirdly, when making a plan, the pot size is very important. The smaller the pot size, the more plants per square metre, but the variety has to be

suitable for the pot size in question. The smaller the leaf, the more suitable it is to use a small pot. Fourthly, the plant size also affects planning. The bigger the plant when purchasing it, the shorter the first phase is. Finally, the variety characteristics of a plant are important when planning, since varieties differ in structure and growth speed. Differences in growth speed of 4 to 6 weeks can occur and for planning purposes the spacing positions are important. The bigger the leaf, the quicker the plants need to be spaced.

Below you find an example of a plan for the cultivation of 17 cm Anthurium pot plants:

The available gross greenhouse area comes to 2,000 m² with a net greenhouse area of 1,800 m². The underutilization is 5%, so the available space for the calculation is 1,710 m². For the calculation you start from a 7 cm pot. In addition, to calculate the planned space we use the term 'week m²', which means the number of weeks multiplied by the available space. In this example, this means 52 weeks x 1,710 m², making 88,920 available week m². This term is used when making the plan in order to bring all the values of the scheme into line with each other for the different cultivation phases.

In the spacing scheme we work with three phases, namely the pot phase, the intermediate phase and the final phase. To calculate the required space we start from 1,000 plants.

The required metres are multiplied by the number of weeks that the plants are in the position concerned. To grow the batch of plants below, a week m² number of 2,794

Cultivation phase	Number of weeks	Number of plants	Number of plants per m ²	Required space per 1,000 plants in m ²	Space requirement in week m ²	Percentage of the available space
Pot phase	10	1000	34,0	29,4	294,0	10%
Intermediate phase	10	1000	20,0	50,0	500,0	18%
Final phase	20	1000	10,0	100,0	2000,0	72%
Total duration of cultivation	40				2794,0	100%

Example planning of Anthurium pot plant culture

week m² per 1,000 plants is used. In order to be able to determine how many plants can be produced on a yearly basis, the number of available week m² must be divided by the required week m² per 1,000 plants. This means that 88,920/ 2,794 x 1,000 plants = 31,825 plants can be produced per year. However, this involves repeated potting.

In the event of potting only once, on this area, starting from the scheme, 1,710 x 10 plants per m² x 52 weeks/40 weeks = 22,230 plants can be produced per year. When potting five or more times, 31,825 plants per m² per year can be processed.

A good plan leads to more space, better quality and more plants, which has a positive influence on trading results.

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



An impression of the colourful arrangements at the IPM stand.

ANTHURVARIA

Anthura attendance at trade fairs from April to July 2007:

9th Hortifloorexpo China, trade fair in Shanghai, China: 11/04/2007 – 14/04/2007

Hortitec, trade fair in Holambra, Brazil 13/06/2007 – 16/06/2007



An impression of the well-attended and successful Tuinbouw Relatiedagen held from 13-15 February in Rijswijk (Holland).

Cultivation tip

By chalking the greenhouse top, the temperature in the greenhouse will increase less, as a result of which day temperatures will be more stable and the humidity level can be controlled more easily.

President of India



The inauguration of the 2nd Flora Expo on 8 September in the capital of India, New Delhi, was officially carried out by the President of India, His Excellency Dr. A.P.J. Abdul Kalam. Anthura's agent in India, Mr S.K. Gutgutia of Florance Flora, welcomes the Head of State to the stand.

IPM 2007

The International Pflanzenmesse in Essen (Germany, 25-28 January 2007) was once again a real crowd-puller this year. Anthura's well-attended stand continued along the same lines as at Hortifair.

This year, on the occasion of the 25th anniversary of this fair, Anthura received an award for having participated, together with Günter Arndt, in all 25 editions of the fair. Participation in the IPM has also been successful this year in every respect.

C O L O F O N

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