

VARIETIES

Phalaenopsis for smaller pot sizes



Anthura Luzern [®], *Anthura Koblenz* [®] and *Anthura Hamburg* [®]

The Phalaenopsis market is moving at a fast pace. In addition to the introduction of varieties with new colours and patterns, you can now see an increase in the variety of pot sizes on offer. Whereas until recently only 12 cm pots were available, Phalaenopsis is now offered in pot sizes ranging from 5 cm to 17 cm.

The smaller and larger pot sizes make specific demands on the assortment to be grown. The smaller pot sizes require a very compact plant with short spikes and a profusion of flowers. The larger pot sizes require a longer spike and larger flowers.

Anthura has been anticipating these new market developments for some years now. Therefore we can now offer a full selection of Phalaenopsis for 7 cm to 9 cm pots. Whereas the selection was first limited to three varieties, *Anthura Gold* [®], *Anthura Venice* [®] and *Anthura Manchester* [®], several varieties in different colours are now available throughout the year. Important newcomers are *Anthura Hamburg* [®], *Anthura Koblenz* [®] and *Anthura Luzern* [®].

The smaller Phalaenopsis pot sizes have claimed their own place in the market, as

well as their own place in the selection. The smaller pot sizes offer retailers and consumers new options in terms of plant pots, glassware and for the gift market.

For more information about these varieties and their availability, please contact your sales representative.

Robert Kuijf

Arebo[®]

Red is the main colour in the world of Anthurium pot plants. Approximately 60-70% of all Anthurium pot plants delivered to auctions is red. Anthura has already introduced several red top plants from its breeding program in order to meet in-



Arebo[®]

creasingly high expectations. Thanks to its shelf life, compact shape and bright colour, the new *Arebo*[®] variety is a new star in the selection.

The variety can be grown in either 14 or 17 cm pots. With its large, bright, 'marked' red flowers with white spadix and yellow tip, *Arebo*[®] is an Anthurium pot plant for the future. Its compact shape allows this variety to be marketed as a short plant in a 17 cm pot. The loading ratio in Danish containers will be better, making it more advantageous for transport. In short, Anthura not only focuses on the benefits of each variety, but also on the enhanced performance that growers can achieve with a new Anthurium pot plant.

Richard Smit

INTERVIEW

Mattijs Bodegom from Dutch Creations

The marketing plans of Dutch Creations are ready and a marketing manager has been appointed to streamline their implementation. On 7th May, Mattijs Bodegom was appointed as marketing manager.

As a marketing manager, Mattijs is mainly in charge of the organisation and coordination of joint activities and the setting up of new initiatives. He aims to achieve optimal collaboration with the eight breeders. He is acting as a representative of Dutch Creations and is the contact person for the trade, retail and press sectors.

After his university education in Business Administration, Mattijs worked for a few years in the sector at Bouman Anthuriums, being responsible for market and product development, and during the past year he held the position of project manager at Fresh Retail.

Why did you choose Dutch Creations?

In my opinion, Dutch Creations is the most outstanding initiative in the field of marketing ornamental plants. The combination of eight powerful, trend-setting organisations results in an energetic, future-oriented club.

Which is the biggest challenge of your position at Dutch Creations?

The combination of implementing specific activities that are geared towards both retailers and florists, coming from an organisation that is still in the development phase itself.



Mattijs Bodegom

Which (marketing) activities are you currently involved in?

Activities geared towards florists, aimed at getting a preferential position for Dutch Creations varieties. The organization of trade fairs such as Hortifair, Flowers Moscow and Floral Movement. Furthermore, at the European Championship art of flower arrangement in Slovenia, the top twenty European flower arrangers only work with Dutch Creations varieties. We have also signed a partnership agreement with the VBW (Vereniging Bloemisten Winkeliers – Dutch Florists' Association). In the field of retail, we develop activities addressed, for example, at garden centres where we aim at both an actionwise and a structural participation in shelf filling.

Which role will Dutch Creations play for growers?

Dutch Creations will create demand for specific Dutch Creations (Anthurus) varieties. This demand will filter down to the growers. In other words, these are market-expanding

activities that have a direct influence on sales and targeted deliveries, and an indirect influence on the pricing at auctions (depending on the product and specific situation).

What about foreign growers?

In 2007, the emphasis is on the Dutch market. Therefore, foreign growers will at first see and hear things from a certain distance. After 2007 we will extend our activities to a selection of foreign markets. In the long term, foreign growers will also be involved with the delivery of Dutch Creations varieties abroad.

October is the Hortifair month - what can we expect from Dutch Creations?

As it was last year, Dutch Creations is the biggest participant in Hortifair, occupying a total area of approximately 1,200 m² in Hall 7. Flower arrangers from all over the world will be showing their artistic skills on the demonstration stand using Dutch Creations products. Retailers will be inspired by specific artistic expressions, responding totally to trends and developments. Growers will discover how Dutch Creations provides the link between their products and the different distribution channels!

How do you see Dutch Creations in 2010?

By 2010, Dutch Creations will be a benchmark for the whole ornamental plant cultivation sector and we will be collaborating with the most prominent organizations. We will be a trend-setting and inspiring entity, with a strong network of growers. We will be providing tailor-made distribution channels featuring goal-oriented product and concept development.



Do you want to know more about Dutch Creations? Check out www.dutch-creations.nl and register for the Dutch Creations newsletter.

Eveliëne Hartmanns

TRAVELLING ABROAD

In Brazil

Between 13 and 16 June, the annual trade fair Hortitec was held in Holambra, a city approxi-

mately 200 km to the west of São Paulo. Obviously this was a unique opportunity to visit our agent and customers in this area. When travelling, I often meet Dutch people or descendants of Dutch people, but Holambra deserves a special mention in this respect.

After all, it does not often happen that one can speak Dutch with customers in a foreign country or eat sauerkraut with sausages when it is 25°C! All of this is possible in Holambra, because it was founded after the Second World War as a Dutch farming colony.

After facing numerous problems, the Dutch ornamental plant cultivation model in Holambra has come to full fruition, obviously



Zeeland girl

thanks to the dedication of many of our compatriots.

In Holambra, a practically full package of ornamental plant products is cultivated and marketed at the auction in a very Dutch way. And it is not only the auction that strikes you as Dutch; in Holambra you can find traces of our damp country everywhere: how about genuine stepped Dutch gables and an entrance gate that could compete in design with the Waterpoort in Sneek (the Netherlands). I even could quench my thirst at a real 'Zeeland Girl'. The biggest Dutch project will be delivered in 2008: a real Dutch mill, built with the help of an old miller from Friesland (province in the Netherlands). This will be the largest mill in South America.

Just when I thought that I was actually in the Netherlands, I realized it had not rained for days and it was actually quite warm. Then I knew I'd better adjust the Dutch pace of

Holambra to the locally prevailing Brazilian circumstances...

Rick Kroon

CULTIVATION TECHNOLOGY

Growing light in pot plant culture

The structure of a plant is decided by factors such as climate, irrigation, feeding and cultivation operations (putting plants out). In spite of the fact that all these factors are fairly regular during the year, the plant structure changes. This is especially so in countries with big differences in the length of daylight during the year. In Anthurium cultivation, changes are perceptible in the internodal length (Anthurium cut flower culture) and the lengthening of the spikes (Anthurium pot plant cultivation). Important factors are the decrease in light intensity towards autumn and winter and the light composition, the latter being known as the growing light. Growing light is the light quality (light colour) in combination with its intensity, duration and the time of application. In this article we will expand on the subject of the growing light.

Growing light actually contains the light that is used for the growth of the plant. Light is electromagnetic radiation with waves and particles (photons). It can be represented as a stream of photons, of almost 300,000 km/sec, moving in a certain direction. The wavelength range oscillates between 0 to 3,000 nanometres (nm), the human eye and plants being sensitive (grow light) to the area between 400 and 700 nm. Plants are sensitive to the growing light in the area between 280 nm and 800 nm.

Several scientific publications have shown that plant morphology and development are influenced by the light quality (light colour). For morphological (plant structure) effects,

the Red - Far-red ratio (R:FR) and the blue light levels play a particularly important role.

To date, the application of growing light did not seem practicable. This has now changed with new developments. One of these is the Light-Emitting Diode (LED). This diode consists of several small light elements which imitate the desired light spectrum. In practice, this form of lighting is used in traffic lights. It is expected that this system will replace existing lamps because of the better light spectrum and the higher energy efficiency. Thanks to a specific adjustment of the light quality to (mobile) growing light, whether or not in combination with artificial lighting and specific screens and filters, the growth and development of several greenhouse cultivated plants can be better regulated.

Another pot plant project has been started up to regulate the plant form (morphology) in order to obtain more compact pot and patio plants using growing light. As well as pot chrysanthemums and Lantana plants, Anthurium pot plants are also taking part in this project. In the case of Anthurium pot plants, the objective is to study how flower stems can be kept shorter. Long flower stems can affect the plant structure and have a negative effect on their ornamental value.

With Anthurium we know that in Northern Europe, for example, extension of the flower stem is no problem in spring and summer conditions. In autumn and winter the lengthening is intensified. This is especially the case when using artificial light, changing the light quality.

The following tables reflect the differences in light composition, mainly varying the blue and red light ratios for the test. Besides, tests are conducted with different red/far-red ratios, the total amount of light remaining constant. The HPI treatment is actually an

imitation of exterior light in summer conditions. The test was carried out with the Anthura variety Feska®. The first test clearly indicates that the red/far-red ratio has a clear influence on the plant structure. The extension of the flower stem is evidently more present when conducting both operations. It also shows that the removal of the blue light influences the colour of the flower. The colour fades without the addition of blue light. This can also be clearly appreciated from the attached picture.

The research is still ongoing and is aimed at achieving better control of plant growth and development. This is interesting in view of new developments in the field of screens (different colours), the use of LED lighting



Test results of different treatments

and possible developments in phase cultivation. The test has been set up with several parties. Bureau IMAC Bleiswijk B.V. is jointly responsible for the supervision and Anthura supplies the starting material.

You will certainly be kept informed of all further developments in this field.

Albert van Os
Bureau IMAC Bleiswijk B.V.

| Light colour/Lamp type | Reference HPI | SON-T GP -Blue | SON-T GP + Blue |
|------------------------------------------------------------------------------------|---------------|----------------|-----------------|
| Blue % | 22 | 0 | 20 |
| Red% | 23 | 44 | 36 |
| Red/far-red | 3,2 | 6,1 | 6,1 |
| Total PPFD ($\mu\text{mol} \cdot \mu\text{mol} / \text{m}^2 / \text{s}^{-1}$) | 150 | 150 | 150 |

Lamp type and light colour used (source: DLV Facet)

ANTHURVARIA

Anthurium has been appointed as houseplant of the year!

The Dutch Flower Council starts a media campaign to support the sales of houseplants in Holland. A special Dutch edition named Groen!, has been published and underlines the beauty of the houseplant of the year: Anthurium. Groen! is published with 600.000 copies. It will be distributed in September and October of this year and free of charge with other popular Dutch magazines. More than 3 million consumers will be within its reach. The special edition will focus its attention to three subjects emotion, people and plants. The fact that Anthurium is houseplant of the year in Holland should yield a certain boost for the sales in both Holland and foreign countries. Anthura will certainly take the opportunity to extend the passion for Anthurium and make the varieties widely known. Florists and garden centres in Holland will take advantage of the appointment as Anthurium especially now deserves particular attention. Anthura is of the opinion that this extra promotional boost will be very positive for all our growers. We would be pleased to learn if you received any nice responses or obtain positive results. Should you require further information about the houseplant of the year, please contact us. We wish you good luck with the Anthurium sales.



Anthurium houseplant of the year (source: Flower council)

Collaboration between VBW and Dutch Creations

On 19 June, Dutch Creations signed a partnership agreement with the VBW (Vereniging Bloemist Winkeliers – Dutch



The contract for the partnership agreement is most appropriately signed in a greenhouse

Florists' Association). The Dutch Creations breeders have a shared vision to develop new varieties and concepts in a market-oriented way, focusing breeders on consumers. The VBW is the branch organization for all florists in the Netherlands. The VBW's mission is to empower florists as entrepreneurs and employers. A partnership agreement with the VBW is, for Dutch Creations, a logical step towards direct interaction with the final link in the chain: the consumer.

Thanks to this partnership agreement, creativity and product innovation will be closely related. In collaboration with the VBW, a communications programme will be developed, creativity and entrepreneurship being its spearheads. The exchange of information and a closer collaboration between florists and growers are of great importance for both parties.

Cultivation tip

In addition to the already available pH-EC meter and luxmeter, you can now also order an infrared pocket-sized thermometer from Anthura!

Hortifair 2007

This year Anthura will once again be exhibiting at the Hortifair, both under its own name and under the project name of Dutch Creations (Hall 7, stand number 07.0202). Anthura is also taking part in the House of Flowers and Plants in Hall 1, stand number 01.0126. It goes without saying that you are very welcome at our stand!

Anthura attendance at trade fairs from October 2007 to January 2008:

Hortifair, trade fair in Amsterdam, the Netherlands: 09/10/2007 – 12/10/2007

Aalsmeer Market, trade fair in Aalsmeer, the Netherlands: 10/10/2007 – 12/10/2007

Iberflora, trade fair in Valencia, Spain: 17/10/2007 – 19/10/2007

FloRa 2007, trade fair in Ercolano (NA), Italy: 23/11/2007 – 25/11/2007

C O L O F O N

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