

Anthurinfo

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VARIETIES

Manaka®

Manaka® has a light green to white colour (mint green) and a white spadix with a green spadix tip. The mint green colour is unique. The quality becomes evident in the solid stem and the leathery bract. These characteristics, in combination with an excellent average shelf life of 48 days, make Manaka a really popular flower. Even in the Dutch summer, Manaka keeps well outside for six weeks. It is possible to cut approximately 130 flowers and the leaf can also be cut for



Manaka®

sale. The flower size can reach 13 cm. This variety is classified as a compact cut variety. The plant of these varieties usually stays fairly short and the leaves also present a compact format. The flowers are now being delivered to the auction and the comments from traders sound very enthusiastic.

Morano®

Morano® has a wine red centre that runs into a very dark, almost black colour at the edge of the bract. In combination with its high gloss, the wine-coloured centre provides the flower with an extremely brilliant appearance. Morano also has a dark green, highly glossy leaf. The flower has a solid, straight flower stem and a good flower/leaf proportion. The average shelf life is 28 days



Morano®

and it is possible to reach a production of 80 to 85 flowers per m². The flowers have a large diameter.

All in all, the exclusive Morano variety features some pretty good qualities. Also, traders, retailers and flower arrangers are enthusiastic about the flower. With this flower you simply score on all fronts!

Hans Prins

Vriesea 'Magic'

The compact Bromelia varieties are booming. The Vriesea is an outstanding example of an interior plant par excellence, combining a surprising ornamental value with a good shelf life.



Vriesea 'Magic'

On behalf of Corn Bak, Anthura is introducing the Magic variety: a Vriesea Poelmania-like plant. Magic has a special pastel purple shade with marbled leaves and is exuberant and very elegant. The plant is especially suitable for 12 cm pots and the slightly longer cultivation period of approximately 15 months is insignificant in comparison with the spectacular flowering. In addition, Magic reaches a height of around 50 cm.

The new soft purple colour is ideal for creative use in modern lifestyle trends, combining easily with, for example, opal glass pots or metallic vases. Thanks to its delicate appearance, the plant fits well in modern, classic and minimalist interiors. Magic gives your interior a fresh, contemporary look.

Vriesea Magic, with its arrow-shaped flower, is a must for any contemporary setting. This variety will certainly be rated at its true value as part of an innovative selection.

Eveliëne Hartmanns

INTERVIEW

Roman Ferencak from Ocean Orchids

Ocean Orchids is Anthura's agent in Slovenia, and the only agent that accounts for a part of the production process. Roman Ferencak and Tomaz Jevsnik started five years ago with this company from the ground up. In these three years they have built a modern greenhouse in the east of Slovenia of 1.4 ha including assimilation light and mechanical cooling.

Why have you chosen 'Ocean Orchids' as the name of your company, since the sea is so far away from here?

The water of the former Panonian Sea that



Ocean Orchids' greenhouse

used to be situated here thousands of years ago is still there in the soil and allows us to heat our greenhouse by means of thermal heating. We pump up water at 60°C which is one of the basic elements of our production.

Why and how have you started producing Phalaenopsis?

I have always wanted to start a horticultural company. When I was still a student at the Agrarian University, I met Tomaz who was specializing in Orchids. We started growing Phalaenopsis in my mother's winter garden and soon after we planned to set up a proper company. When I was working for Zuidkoop at the Hortifair in Amsterdam, I came into contact with several agrarian companies. Anthura stood out among them and also produced Phalaenopsis. After our meeting we started developing a company concept.

Your tropical garden opened its doors recently. Could you explain more about this new greenhouse?

Since we own the only modern greenhouse for miles around and we are producing many popular Orchids, we receive between 20 and 40 visitors daily, who thoroughly disrupt the production process. We cannot turn



A part of the recently opened tropical garden of Ocean Orchids

away or refuse these visitors, because they like our products and very often they are customers. We are proud of our plants and like to show them to the public. In the new tropical garden, which has a showroom, we are now able to welcome these visitors in good conditions while the production process can continue undisturbed.

How do you involve the employees in the company to achieve an optimally functioning team?

We involve our employees in our plans for constructing new buildings at an early stage. Everybody can and may give their input and all ideas are taken into consideration. Furthermore, we also think the social aspect is important, as well as expressing our appreciation towards the employees. Once a year we all go on holiday together. We were in the Netherlands once and even kicked a ball around a park in the centre of Amsterdam. If there is enough wind, we go sailing on the Mediterranean.

You are dynamic, active and ready to break new ground with your company.

How do you cope?

Once in a while I have a beer with my friends to relax after a day of hard work and I practice sport. This keeps me balanced in the fast world of Orchids.

What can we expect from Ocean Orchids in the future?

We hope to create a 'Westland' area where we live. Step by step we are expanding: next year we are planning an expansion in Phalaenopsis and later on we will probably start growing Anthurium pot plants. I see a lot of chances and opportunities, like thermal heating, our position in central Europe with developing markets in the south and the east of Europe and people wanting to work in the agricultural sector. An ongoing problem is still bureaucracy: you have to

go through the red tape if you want to set up and start an agricultural company in Slovenia.

All in all, we can look back at five productive years in good cooperation with Anthura and if the five coming years are just as successful, we will be more than happy!

Wim Gijzen

TRAVELLING ABROAD

In Catalonia

Present-day Catalonia is now part of Spain. It used to be a separate nation and it still has a strong identity, with its own language, Catalan. The major passion of Catalan people – young and old – is their soccer club, FC Barcelona!

FC Barcelona, or simply Barça, is one of the biggest soccer clubs in the world with a soccer stadium, Camp Nou, which can seat almost 100,000 people. Soccer forms a big part of life here, history and politics being closely interwoven with sports. Emotions can run high because the club is an important symbol of Catalan identity.



Camp Nou in Barcelona

The Netherlands has produced one of the biggest soccer players ever: Johan Crujff. In 1974 he started playing for FC Barcelona. His unparalleled skills led to Barcelona winning the much longed-for league championship title from its arch-enemy in the Spanish capital, Real Madrid. Barça had not won a single Spanish league championship in 14 years, and the proud Catalans considered it as a moral victory over the then Spanish dictatorial regime. This provided Crujff with the status of a hero and the surname The Saviour (El Salvador). When Crujff named his son, who was born in Catalonia, Jordi



(a typical Catalan name), the creation of a legend was complete. Such a deep-rooted regional identity: I love it. In spite of the fact that the borders in the modern 'United States of Europe' are blurring, regional variety is more noticeable. Diversity is an enrichment of culture, a binding factor between people, but also leads to very specific economic development, for example tourism.

As a breeder of Anthurium and Phalaenopsis, we are keen on variety and diversity. Genetic diversity of plants, that is. It is Anthura's raison d'être. The more diversity we offer, the more favourable it is for breeding purposes and eventually for the market development of our products. And this is favourable for our customers, so they can surprise their own customers with beautiful plants and flowers.

Long live diversity, long live Catalonia and long live Barça!

Maarten van der Leeden

CULTIVATION TECHNIQUE

Pot sizes for Phalaenopsis

Traditionally, Phalaenopsis are grown in 12 cm pots. Actually, over the years this pot has been reduced to 11.5 cm in order to improve the loading ratio on the Danish container and consequently increase production numbers. Other pot sizes, such as 9 cm or big pots, were only used rarely a few years ago. Now, the market is facing a period in which this 'boring uniformity' will change. At the moment the market is broadening, and apart from the well-known 12 cm pot, other pot sizes are conquering their place on the market. There are a number of pot sizes that will call the shots in the near future (in order of importance): 12 cm, 15 cm, 9 cm and 6-7 cm. In spite of this market differentiation, the traditional 12 cm cultivation will, for the time being, hold on to its dominant place on the market.

The breeders of the different selection companies have been anticipating the trend for different pot sizes. By breeding a specific plant form (very compact to very large), branch length (from heights of 10 cm to 100 cm), flower shape and flower size, the new varieties will be targeted in the future for only one or a few pot sizes.



Big-flowered Nassau[®] suitable for the 15 cm pot

The cultivation of other pot sizes demands another approach. Aspects such as (micro)climate, spacing of pots, length of the cultivation period and marketing each require a different way of proceeding.

6-7 cm pot

The differences in the cultivation of the smallest pot sizes are the biggest. The plants are often put directly from the flask (laboratory) into the 6 cm pot, omitting the planting-out stage. The material used is a 100% sphagnum mixture. The assortment is narrow and only the shortest and most compact varieties are suitable. After the formation of two to four new leaves, the plants are sent to the cooling area. In the Netherlands the production of this pot size is still small, but in countries like Germany and Denmark they share a significantly bigger part of the market.

9 and 12 cm pot

A very frequent mistake is thinking that the cultivation period of a 9 cm plant is much shorter than the cultivation period of a 12 cm Phalaenopsis. This difference is actually not so big. In practice, the cultivation of a 9 cm plant takes approximately 35-40 weeks. The 9 cm pot can be cultivated densely in the initial phase, allowing growth of approximately 80-85 plants/m²/year during the abovementioned cultivation period. The assortment of 9 cm plants is mainly based on varieties with small flowers, with a branch length of <40 cm.

Commercially, a plant with two branches is more appreciated and pays better in smaller pot sizes like 12 cm than a plant with one branch. Therefore it is necessary to grow a plant with sufficient leaf pairs to allow the production of sufficient plants with two branches.

The cultivation of a 12 cm plant lasts 42-50 weeks, and in 12 cm pots approximately 45-50 plants /m²/year can be grown. All varieties with small to medium-sized flowers are suitable for the 12 cm pot.

15 cm pot

At the moment the bigger pot sizes are coming on, the 15 cm pot being the most popular size. The cultivation method varies considerably from that of smaller pot sizes. In most cases, the plants are first grown in a smaller pot, for example in a 9 or 10 cm pot, to be transplanted after 15-20 weeks to the definitive 15 cm pot. It is important that a plant in this pot size produces two branches. A plant with only one branch in a 15 cm pot is not easily marketable. Therefore, the plant must be big enough to be able to produce two branches. The total cultivation period amounts to approximately 65 weeks, during which time the plant needs approximately 45 weeks to develop into a plant that can be cooled. The big pot size selection is limited to the larger varieties, with a branch length of 80-100 cm and a flower size of between 10 and 13 cm.

Thus the different pot sizes have specific requirements in terms of what assortment is grown.

Menno Gobelje

Bureau IMAC Bleiswijk B.V.



From left to right: 15 cm pot, 12 cm pot and 9 cm pot

ANTHURVARIA

New employee in the Sales Department

On September 1st I started working with great enthusiasm as Sales Manager Orchids for the Dutch market. I would like to seize this opportunity to introduce myself briefly, although I have already had some contact with some of you. I am 35 years old and I live in Moordrecht with my wife Corine and our 5 children.

I attended primary and secondary horticultural school in Aalsmeer and during the latter I also did business studies. Afterwards I signed up for several sales training courses and attended a course on cultivation. For the last 14 years I have been working as a representative and cultivation supervisor of starting material at M. van Veen BV Rijssenhou. I was responsible for the sales of starting material of several plants in the



Siem Kranenburg

West of the Netherlands. For a good while I was longing to concentrate more on one particular product and this is now possible at Anthura, where I will be focusing on the sales of Phalaenopsis starting material. I am looking forward to serving you in the future and hope to continue the good relationship between Anthura and its customers.

New posting for Sander Smeding

As from 1 January 2008 I am working in China, as the manager of Kunming Anthura Horticulture Co. Ltd. Piet Keijzer, the former general manager, who did an excellent job organizing the start-up of the company in Kunming, will leave our company to dedicate his time completely to his new venture. Since the position I was holding in the Netherlands was mainly based in Asia, I will be able to continue performing part of these activities from Kunming.

I am looking forward to this challenge, both from a business and personal point of view. It has been a busy period with all the preparations, as moving to another country involves quite a lot of paperwork. I will be making regular reports for Anthurinfo and other information channels so that everybody who is interested can keep abreast of the developments of this company.



Sander Smeding in front of his new 'workplace'

Dutch Creations attendance at trade fairs from January to April 2008

Spring Florist Event, trade fair in Birmingham, England (UK), 20/01/2008 – 21/01/2008

Fruit Logistica, trade fair in Berlin, Germany, 07/02/2008 – 09/02/2008

Len Expo City Flowers, trade fair in St. Petersburg, Russia, 24/04/2008 – 27/04/2008

New company logo

It is fresh, elegant and something we are proud of: Anthura's new company logo. A new company logo that in our opinion is more contemporary and better attuned to our services and customers. Quite a change but, then again, not really. After more than 10 years it was time for an updated, modern look. The emblem symbolises a part of a flower with several cells, and the colours and shapes stand for our slogan 'Unlimited in varieties'. With the new logo Anthura wants to give the company a new look, without losing the recognizable red Anthura colour. Our company logo has changed, yet the quality of the plants and the calibre of our service obviously will not. Anthura remains a professional and modern breeder of Anthurium and Phalaenopsis where our customers occupy centre stage.

COLOFON

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Anthura attendance at trade fairs from January to April 2008

Flora Egypt, exhibition in Cairo, Egypt, 11/01/2008 – 14/01/2008

TPIE - Tropical Plant Int. Exhibition, trade fair in Fort Lauderdale - Florida, USA, 17/01/2008 – 19/01/2008

IPM trade fair in Essen, Germany 24/01/2008 – 27/01/2008

Tuinbouw relatiedagen, trade fair in Rijswijk, the Netherlands 12/02/2008 – 14/02/2008

Salon du Végétal trade fair in Angers, France, 20/02/2008 – 22/02/2008

Expoverde trade fair in Mexico City, Mexico, 21/02/2008 – 23/02/2008

IPM trade fair in Dubai, United Arab Emirates, 04/03/2008 – 06/03/2008

The Flora Poroka trade fair in Celje, Slovenia, 14/03/2008 – 16/03/2008

FloraHolland Trade Fair, trade fair in Naaldwijk, the Netherlands 12/03/2008 – 14/03/2008

International Florishow trade fair in Gangtok (Sikkim), India, 14/03/2008 – 16/03/2008

The 10th Hortiflorexpo China in Beijing, China, 09/04/2008 – 12/04/2008