

Anthurinfo

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VARIETIES

With autumn coming, this is the ideal opportunity to consider the following brown varieties:

Tropic Night®

A tropical night is often associated with warmth and sultriness. Tropic Night®, with its dark brown colour, fits in seamlessly in this context. The brown colour is moreover very suitable for autumn.

The bright radiance of the flower and the lovely white spadix with its dark green tip contribute to its high decorative value. Of note to growers is that, despite the plant's large size of 14-17 cm, a good production of around 100 flowers per m² per year can be harvested. In addition, the leaves are of such a quality that makes them suitable for selling.

By the way, let there be no misunderstanding that a variety with a name like that is only suitable in tropical climates: growers in cooler climates can obtain outstanding results.



Tropic Night®

Terrasol®



Terrasol®

Terrasol® is an outstanding follow-up act for the well known Terra®. The most important differences are that the Terrasol flower is slightly larger, measuring 15-18 cm, while the colour is slightly darker.

As one suspects from the name, with this variety the sun is drawn into the home. This comes from the shine of the flower and its white, green-tipped spadix, but its most important aspect is the elegant way bract and spadix stand in relation to the slender stem.

With an average shelf life of 37 days and an average production of 85 flowers per m² per year, with this variety you have a good starting point for successful cultivation.

In short: if you wish to respond to the demand from the market all year round with your assortment, then varieties like Tropic Night® and/ or Terrasol® should not be lacking. Should you be interested in these top varieties, please contact your sales manager.

Cees-Jan van der Leek

INTERVIEW

With Craig Bryson of Sprint Horticulture Pty Ltd.

On 1 January 2001 Craig Bryson and his wife Karin started the distribution company Sprint Horticulture Pty Ltd. At the time, Craig had already been involved in the business for 16 years and the new firm was an opportunity.

From day one the firm was already an agent for various products and it also began to sale pot Anthurium plants. Shortly thereafter, Craig also started trade in Phalaenopsis and Bromelia.

Craig and Karin have 4 children and live in Wamberal, Australia. Since 2004 their firm, Sprint, has been an agent for Anthura in Australia. Recently I visited Australia and below you will find an interview that I held with Craig Bryson.



How do Anthurium and Phalaenopsis stand in the Australian market at the moment?

In the early 90s indoor plants were really popular in Australia. More and more green plants were used as decoration. Later in the 90s green plants came to be considered old-fashioned, so they disappeared from people's houses. Still, Anthurium survived the crisis, and the plant is more and more considered as trendy. The Phalaenopsis



Craig Bryson with his wife Karin

product is for the customer sometimes still hard to get, but, like Anthurium, it finds oneself in the higher market segment.

How do you see the future of floriculture in Australia?

There will always be room for a product of better quality. Just having a pretty plant, won't cut it, though. It is the complete concept: the plant, the pot, the packaging, the corresponding label and marketing. Precisely Anthurium and Phalaenopsis are outstanding products here.

Can you make a comparison, for example with floriculture in northwest Europe?

I think the differences are big. In general nurseries are smaller in Australia than in Europe. You hardly see the ongoing automation here that you see in northeastern Europe. The difference in climate compared to northwest Europe is also big. The consequence hereof is that we have a much harder time getting a good product. The temperature in an Anthurium greenhouse can reach 45°C during summer.

How do you see the employment market in Australia?

Economically, things are generally going well. Unemployment is at a low level. The effort we have to put into getting or keeping people in horticulture is huge. Some functions you can no longer cover. This could well one day be a humbling experience to horticulture in having to keep its head above water.

What are your experiences with Anthura up to now?

I see the relationship between Anthura and

Sprint as being professional and reliable. With Anthura I also managed to deal with cultivation technology problems; here Anthura can also make an appeal to Bureau IMAC. My experience has been that IMAC has an answer for everything. Further the sales and marketing support from Anthura is adapted as much as possible to the local market aimed at the device 'Think global, act local'. Anthura as breeding machine can operate at the highest level in the world of Anthurium and Phalaenopsis. This in turn helps me enormously to position a high-quality product in the market.

What would be your message to Anthura or the whole horticulture business?

Don't settle for less. Keep operating at the highest level. In doing so, do look for exactly the right combination between business and personal life.

I only go for the best. That is probably why it clicks so well between my firm Sprint and Anthura; we are both striving for the best.

Frank Verhoogt

TRAVELLING ABROAD

California Dreaming

This famous lyric from the 1960s by the pop group The Beach Boys was never put so aptly. California still holds an irresistible magnetism over millions. The Hollywood movies are world famous and all paint an

ideal picture of vast beaches, beautiful women and flashy cars. The gold rush in the 19th century, the rise of the film and aviation industry in the 20th and the rise of the internet era in the 21st century: this is all California. This American state by itself represents the 8th largest economy in the world. There, where the world famous Hollywood actor Schwarzenegger has been governor for years!

Clichés aside, California is also at great agricultural state. In immensely irrigated desert land many vegetables, soy, wine and citrus fruits are cultivated. Furthermore there is a large floriculture sector, especially along the coast, with its mild, sunny climate.

Floriculture, however, has come under pressure: increasing pressure over land,



strict environmental laws and rising energy costs. Individual growers have to deal with very strong customers: the supermarkets. There is no cooperative auction system.

A grower once told me that 80% of the American floricultural production is sold through less than 10 supermarkets / hardware store chains, each with thousands of outlets all over the country. I think that's not far from the truth. The power of supermarkets and hardware stores will force growers to be very efficient and to produce in high volumes in conformity with the market. Only then there is a chance to remain a market participant in the future.

Floriculture has an assured future, but it hasn't been California Dreaming for a long time. It demands a clear view of the market and above all entrepreneurial spirit.

Maarten van der Leeden



CULTIVATION TECHNOLOGY

Factors that influence Phalaenopsis blooming induction

In order to induce blooming in the cultivation of Phalaenopsis, it is necessary to lower temperatures for 6 to 7 weeks after the growing phase. A temperature beneath 25°C can then lead to blooming induction. The production of spikes has to be uniform, which means that the spiking phase and later the budding phase have to be the same for all plants in a given batch. In addition we prefer a minimum of two spikes on a plant with a preferable minimum of 9 flowers per spike.

In today's Phalaenopsis cultivation a temperature of between 18.5°C and 19.5°C is aimed at during the cooling phase. In addition to lowering the temperature by about 10°C with regard to the warm growing phase, the luminous intensity needs at the same time to be forced up accordingly. In the growing phase luminous levels of 3.0 - 4.0 mole/m²/day are generally maintained, but during the cooling phase these levels are doubled to 6.0 - 7.0 mole/m²/day.

The plant hereby tries to cope with a stress situation and looks for a way to survive: blooming. Temperature is the biggest initiator for inducing spikes. Expressed as a percentage, its influence lies at around 60%. Holding a good second place is light at 30%. Then there remains another 10% for other factors.



Uniform spike induction

- Assimilates: as the temperature lies at a low level, the respiration (breathing) of the plant is also lower. At the same time more light is available to the plant, and its night-time CO₂ intake is more efficient at these lower temperature levels. The result is a surplus of assimilation, resulting in the sprouting of generative shoots and extra growth of existing and new roots.
- Air humidity: during cooling it is best to keep the RH (Relative Humidity) to a minimum of 70% (Humidity Deficit = 4.0-4.5 gr/m³). Higher RH allows for (still) greater CO₂ intake, whereby the surplus of assimilation is more. Furthermore, the spike growth is better at higher RH levels.
- Fertilisation: fertilisation can also play a role in blooming induction, especially the amount of EC that is used. By exposing the plants to a higher EC, one can contribute to placing the plant under stress. The plant is thus likewise incited to bloom, just as it would be by a cold period. However, with this method there is a big risk of damaging the roots with the result that the final plant quality will suffer. If the worst the plant dies. It is true that the nutrient demand of the plant in the generative phase is different from that of the vegetative phase. In general, the plant's nitrate demand is lowered and its potassium demand increases.

When, during warm days, the desired 24 hour temperature for cooling cannot be



Cooling and finishing section in the greenhouse

attained, it is important that other factors are optimal. This is achieved when the light level in the greenhouse is sufficient (10,000 – 12,000 lux ≈ 180 - 200 μmole/sec/m²) and by making sure that air humidity is not too low (>60 %, preferably 70%).

In order to push the plant even more, it is possible to briefly expose it to temperatures lower than 18.0°C. This is often done in the evening, by opening the windows and bringing the temperature back to roughly 17.0°C in a short time. This method is called a 'pre-nocturnal drop' and is common in vegetable cultivation. This places the plant under more stress, which will stimulate it towards spike production. In addition such a pre-nocturnal drop can bring down the 24 hour temperature on a warm day. However, the pre-nocturnal drop is not without risks: in some cases it can lead to leaf damage.

From the above, we may conclude that several factors can have a positive impact on blooming induction. The trick is to create optimal blooming induction within your own firm with just the right combination of these factors.

For inquiries about this growing technique contact Bureau IMAC.

Menno Gobelje
Bureau IMAC Bleiswijk B.V.

ANTHURVARIA



Print of some screens Spanish website Anthura

Website Anthura

Alongside Dutch and English versions, the Anthura website is now available in Spanish. Anthura's website has become a very useful tool for agents, growers and even trade to experience more than 300 commercial varieties within the Anthurium and Phalaenopsis culture.

The website has become of high value for all users. Visitors can easily and quickly find information about our varieties, cultivation support, current developments and the latest news.

Please visit our website www.anthura.nl and let us surprise you with the extensive assortment.

Anthura trade fair participation, July to end October 2008:

Flormart Miflor, fair in Padua, Italy
11/09/2008 – 13/09/2008

Kunming Flower Exhibition, fair in Kunming, China
11/09/2008 – 14/09/2008

Hortifair, fair in Amsterdam, Holland
14/10/2007 – 17/10/2007

Dutch Creations trade fair participation July to end October 2008:

Flowers Moskou, fair in Moscow, Russia
30/08/2008 – 02/09/2008

Bloemschikevent Alden Biesen, in Alden Biesen, Belgium
19/09/2008 – 22/09/2008

Hortifair, fair in Amsterdam, Holland
14/10/2007 – 17/10/2007

Growing Tip

The PAR (Photosynthetic Area Rate) is an important aspect of the plant's growing light. With a PAR-meter you can better determine how much growing light is available for your crop. Anthura sells a good PAR-meter at an attractive price of € 150 (VAT not included).



COLOFON

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Editor: drs. Laetitia de Goeij

Anthura B.V.
Anthuriumweg 14
2665 KV Bleiswijk - The Netherlands
Tel. (31) 10 - 529 19 19
Fax (31) 10 - 529 19 29
E-Mail: info@anthura.nl
www.anthura.nl

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