

Anthurinfo

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VARIETIES

Essencia®

Essencia® provides a glamorous look with its display of colourful veins and clear blush. The flower also has fresh, green ears and a bright, almost white-coloured lower part. For a few months now this extraordinary flower can be purchased at the FloraHolland auction houses. Consumers can enjoy Essencia for a long time because of its excellent shelf life. With no less than 43 days, this variety holds yet another winning card!

Try to prevent the plant from starting to grow too vegetative during cultivation. Generally, the flower will stay slightly more compact by cutting the leaves too small or starting to remove young leaves early. The diameter will eventually reach 19-20 cm, thus forming a real eye-catcher. Also have a look at our website www.dutch-creations.nl with the search function and then select Essencia. Here you will find relevant articles and pictures of arrangements made by famous designers. Let yourself be inspired and choose Essencia!

Hans Prins



Essencia®



Rodius®

Rodius®

For many years, the colour brown was just a concept in the world of Anthurium cut flowers. At the end of the nineties, the Choco® variety was the first brown cultivar. Since then, the demand for an Anthurium pot plant with brown flowers has increased. Numerous tests have been set up, yet the plant structure was found to be unsatisfactory. Now the time has come. After the successful introduction of Otazu®, Anthura introduces another brown cultivar which is sold under the name of Rodius®.

This brown cultivar has a compact plant structure and beautiful glossy flowers. The white spadix with its yellow tip completes the picture. Rodius is a midi-flowering cultivar that is most appropriate for the 14 cm pot, although it can also be cultivated in a 17 cm pot as a compact pot plant. In addition to the principal colours of red, white and pink, Rodius is a real innovation in our wide assortment. Rodius has a brilliant future in store in the Anthurium pot plant selection, just like Choco® has in the Anthurium cut flower assortment.

Richard Smit

GENERAL

Diafragmascreen®

With every new construction project in horticulture, attempts are made to achieve greater control of the entire greenhouse. This involves better cost control, automation, labour, production and climatic factors.

Anthura is currently adding the finishing touches to an important new construction in which the climatic factors can be controlled optimally. The most important climatic factors, namely light and energy, were given a lot of attention when constructing this horticultural greenhouse complex.

With its conventional screens, Anthura used to have too little control over



The diafragmascreen® of Anthura's new construction project

these conditions. Internally, Anthura had some ideas on how this could be improved. The key issue was the question of how screen fabrics could anticipate changing light conditions outside the greenhouse better and faster, and how energy could be saved this way. If these conditions could be controlled, the light level in the greenhouse would come closer to the desired optimum, thus having a positive effect on the growth and development of the plants. In view of



Closed diafragma screen®

this, Anthura developed the concept of the diafragma screen® (diaphragm screen).

Back in 2004, Anthura approached Leen Huisman with this concept, asking if they could further develop this idea and put it into practice. Leen Huisman in Maasland specialises in screens and darkening installations.

The company is one of the founders of contemporary screen systems. The innovative character of Leen Huisman made the company the ideal partner for Anthura to further develop the concept and guarantee its eventual execution and installation.

The diafragma screen® was installed in 2005 as a trial in Anthura's show and exhibition greenhouse. In the intervening years, adjustments were carried out to the screen and the installation, resulting in an installation that fully satisfies the wishes and requirements of growers.

The present diafragma screen® consists of two superimposed screens that both consist of alternating strips of aluminium and transparent (diffuse) screens made of fabric. The strips have a width of approximately 15 cm. By sliding the screens over each other by means of one motor per screen division, the incident light is screened seamlessly. This allows you to switch from the maximum (100%) to the minimum (50%) screening percentage and vice versa in just a few seconds.

The double screen of the diafragma screen® allows an energy saving of 75%. The maximum light reduction of 98% guarantees that the diaphragm screen already complies with future legislation on light emission.



Partially opened diafragma screen®

The cooperation between Anthura and Leen Huisman has resulted in a screen installation which is especially suitable for the cultivation of shadow plants. Leen Huisman is currently developing a diafragma screen® with aluminium strips that are narrower than the transparent strips, allowing the screening percentage to be regulated between 33% and 100%. This will increase the options for using the screen for cultivation under glass.

The diafragma screen® fabric is used in the new complex on a surface of approximately 102,600m². The system is undoubtedly beneficial for the growth and development of Anthura plants, offering numerous advantages. We are convinced, though, that the diaphragm screen has many advantages in store for a wide range of horticultural cultivations.

Should you have any questions or would like to receive more information on the diafragma screen®, please contact info@leen-huisman.nl.

Kevin van Gulik
Leen Huisman BV

TRAVELLING ABROAD

In Vietnam

Vietnam has around 85 million inhabitants. It is an elongated, narrow country that is approximately 2,000 kilometres long. The overall economy has grown strongly during the past years. Several foreign investors have come to Vietnam to establish production companies. These products are then exported to other Asian countries. Coffee, tea and rice are currently Vietnam's main export products. Rubber is also an important export product.

Vietnam is a beautiful country with tropical temperatures where floriculture has experienced substantial growth over the past 10 years. Chrysanthemums, roses, gladioli and carnations are grown most. The majority of these flowers are exported to Japan and other Asian countries.

A small percentage of flower production is destined for the local market. At the local markets you see several flower stalls which generally offer high-quality flowers.

Dalat is Vietnam's horticultural area par excellence where the majority of the growers is concentrated. There are, of course, floricultural companies outside Dalat, located in the mountains. Sometimes these flower-growing companies can consist of seven different greenhouses located at seven different altitudes.

Developments in horticulture look set to continue in Vietnam, which is of course positive.

Frank Verhoogt



Vietnamese greenhouses at several altitudes



CULTIVATION TECHNIQUE

Spacing according to the variety

In order to obtain good plant quality it is important to use a good spacing scheme focused on the variety concerned. This is of crucial importance to get the best performance from the variety. Important issues when spacing according to the variety are cultivation time, leaf size and bushiness.

Cultivation time

More and more differences can be noticed between the varieties when it comes to cultivation speed. In particular varieties such as Amis® and Micra® excel in cultivation time. Extra attention should be paid to these varieties before and during spacing. This means that you have to provide extra space (15%) for these varieties before spacing so they will pass through the stages of growth more quickly. It is possible to get a shorter cultivation period and a lower week/m² use by spacing optimally! In real terms this means that Amis® must be potted last, so that it is situated up in front of the greenhouse and can be spaced first. When everything is performed on time, the Amis® variety in the 17 cm pot can be delivered within 36 weeks, whereas the average cultivation period of a 17 cm pot of this variety fluctuates between 40-42 weeks.

Leaf size

In general, the bigger the leaf when spacing,



Arebo® spaced correctly and Arebo® spaced too quickly

the easier it is for the leafstalk to stretch. Because of the big leaves, the plant fills out faster and the heart of the plant is covered more quickly. The new leaf searches for light, stretching out above the old leaf. The Dakota®, Florida®, Amis® and Marasol® varieties stretch easily. In the case of varieties such as Vivaro® or the new Lentini® series, the leaf size is considerably smaller. Because of the smaller leaf surface, the stretching of the leaf stalk is less important and consequently the moment of spacing requires less precision. The varieties with small leaves often have three to four weeks' more margin with regard to the moment of spacing compared to varieties with big leaves. This

means that the plant structure of varieties with big leaves gets disturbed more quickly when spacing takes place too late and is no longer balanced!

Bushiness

The leaf size is often connected with the tendency for bushiness. The tendency for bushiness is an important factor for spacing. Varieties such as White Champion® and Vivaro® easily produce lateral shoots and in this case the moment of spacing is a very determining factor. Spacing the varieties concerned too early will cause a surplus of cuttings resulting in overly compact and slow growth. In the case of varieties that produce shoots less easily, such as Amis®, it is important to space in time to let the shoots grow by the extra light. In this case, too, there is a clear difference in the way the plants perform.

The issues mentioned above are important when it comes to classifying a variety into a specific 'spacing group'. In Anthura's assortment you can obtain better plant quality in some varieties by paying extra attention to certain issues. Two of these varieties are described below, namely Arebo® and Sierra®.

Arebo®

Arebo® is a new red variety that bears a slight resemblance to Dakota®. The most striking feature is the big leaf of this variety. Unlike Dakota®, this variety produces lateral shoots very easily and tends to fall apart when being spaced. This can be avoided easily by keeping the pots together for a



Difference in structure between Dakota® and Sierra®



longer time so as to gain more length on the plant. A 17 cm variety remains at the initial stage for an average of 12 weeks. A variety such as Arebo® needs 4-6 weeks more in the initial stage to gain sufficient length and cultivation time. The advantage of this is that the total duration of cultivation will not be any longer eventually and that the space is used better with this variety. Be aware that spacing too early will result in a slower-growing plant, thus prolonging the duration of cultivation!

Sierra®

The growth of Sierra® bears a resemblance to Arebo®, yet Sierra® has a much smaller leaf. This variety's growth is compact and bushy and the leafstalks hardly stretch. With this variety it is also important that the plant reaches a certain length and that the 17 cm plants are kept 4-6 weeks longer in the initial stage. Spacing too early could lead to overly compact and bushy growth in the case of Sierra®, slowing down the duration of cultivation.

We have come to the conclusion that a clear understanding of your varieties is essential to achieve better growth performance. Good luck with your plants!

Albert van Os

Bureau IMAC Bleiswijk B.V.

ANTHURVARIA

Dutch Creations attendance at trade fairs from January 2009 to April 2009

**Len Expo City Flowers, trade fair in St. Petersburg, Russia
23/04/2009 – 26/04/2009**

Lentini Pink® of Anthura nominated for FloraHolland Award 2009

During the relation event of the Aalsmeer Market the first two nominees in the product category house plants / indoor plants were announced last Thursday, October 16. The nominees can compete for a prize, namely the prestigious FloraHolland Award 2009. General Manager Timo Hugues of FloraHolland handed over the nomination to Richard Smit (sales manager Anthurium pot plants in the Netherlands). The nominated Anthurium pot plant Lentini Pink® is

especially suitable for the 9 cm pot. Lentini Pink® has a cheerful, sweet pink colour, is bushy and has numerous small flowers.

During the FloraHolland Trade Fair next March two additional nominees per product category will follow. Besides that, FloraHolland will give away one wildcard per product category, so that there will be five nominations in total per product category for the FloraHolland Award 2009.



Lentini Pink®

Anthura stand wins prestigious Csizik price at the Horti Fair 2008

At the Horti Fair the stands in the horticultural segment, the horticultural supply and delivery chain and trade all compete for a prestigious prize, the Csizik cup. The price is awarded by the inspectors of the VKC (committee that makes quality judgement activities in the green sector).

This year the stand of Anthura is crowned as winner of all participants. In the field the Csizik cup is the most prestigious award. The price is granted since the seventies. Ir. A.P. Csizik was the first designer of the horticultural exhibition at that time who dedicated himself to the renewal of the presentations of the stands. He has made a very valuable contribution to the development of the flower arrangement. The Anthura stand obtains very good results during the inspection of the presentation of the stand. The combination of arrangements, design & style, applied techniques and artistic filling-in is highly appreciated by the jury. The design of and the arrangements in the winning stand of Anthura are made by Zuidkoop Natural Projects from De Lier (the Netherlands).

Cultivation tip

When days grow longer and more light comes in, it is advisable to use the screen in time, because the Anthurium or Phalaenopsis plant is not used to much light during the darker days.

Anthura attendance at trade fairs from January 2009 to April 2009:

TPIE, trade fair in Fort Lauderdale, USA 15/01/2009 – 17/01/2009

IPM, trade fair in Essen, Germany 29/01/2009 – 01/02/2009

Salon du Végétal in Angers, France 17/02/2009 – 19/02/2009

Tuinbouwrelatiedagen in Gorinchem, Netherlands 17/02/2009 – 19/02/2009

Flora Holland Trade Fair in Naaldwijk, Netherlands 04/03/2009 – 06/03/2009

Flowers & Hortech in Kiev, Ukraine 01/04/2009 – 03/04/2009

Hortiflora Expo in Shanghai, China 01/04/2009 – 04/04/2009

COLOFON

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