

Anthurinfo

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VARIETIES

Anthurium bouquet flowers

Without thinking about it too much, you close another box. It is obviously a magnificent product which you support completely: the quality, the appearance, the packaging, everything is right. But what exactly are you selling?

A box of Anthurium is not a finished article. In the chain it will be submitted to several processes. Every year millions of bouquets are sold. Through innovative developments in flower production and good harmony between chain partners, Anthurium has the prospect of even greater possibilities. Smart combinations allow a guaranteed shelf life of two weeks for the entire bouquet.

Narita®, Lumina®, Artica® and Feska® are four varieties with specific properties, as a result of which they look good in a bouquet.



A bouquet of Anthurium flowers is always a treat



Beautiful simplicity

Narita is a compact flower with a special butterfly shape. It is named after the international airport of Tokyo and is as red as the rising sun. The green ears are colourfast and stable. A special appearance is the new Lumina. A lot of florists react enthusiastically when they get to know this cream-coloured flower, enhanced with a subtle green vein. The flower is easy to combine with other colours and the playful 'twist' in the flower is just a little bit different.

Artica is characterized by its purity; not only colourwise but also because very few flowers damage. The flowers rise generously above the leaf, which also simplifies the harvesting. Artica is a cold-tolerant flower. It can withstand slightly colder temperatures during a short period of time, as can occur during transport. Under normal circumstances, shelf life amounts to an average of 30 days.

Feska is an eye-catching flower, of which the bract has a slightly erect form which makes it easy to process. The leaf of Feska is small, allowing a slightly higher number of plants than on average. All these varieties have an excellent shelf life and a production which far exceeds 100 flowers.

INTERVIEW

Bernadette Kapteijn from Pull Position

Pull Position is an independent bureau for entrepreneurs in the hortical sector. Its activities include, among other things, the set-up and implementation of marketing and sales strategies, the design and execution of marketing plans, and the provision of active intermediary services for the product. Bernadette Kapteijn is mainly involved in marketing activities and we asked her some questions about important issues in the current market.

What does passion mean for you?

To achieve a purpose with dedication and enthusiasm. To create something beautiful which people are pleased with. Our motto speaks for itself: 'With your products and our passion we seduce the customer together.'

Why would Pull Position like to seduce the customer?

Because customers are very resourceful. There is so much choice, so you have to catch and reinforce their attention until the moment of purchase.

Why do you believe in a pull strategy?

Instead of a 'pushing' manufacturer (grower), the customer is 'pulling' the product. An example of a pull strategy is an action aimed at increasing preference for a certain product. In the ideal situation this leads to customers asking retailers for the product, inducing them to buy the product from the grower. Together with the other links in the horticultural chain, we are working for our joint customer: the consumer.

By gaining more insight into the needs and wishes of the consumer, we also know



The employees of Pull Position (from left to right) John Olsthoorn, Bernadette Kapteijn and Frank van Mil

which product has to be produced and how to offer it to its best advantage at a certain point in time.

You take care of the marketing of many growers. Is there anything that stands out?

Growers often forget that they are dealing with different target groups/links and that there are other wishes and needs. I advise them to have even more conversations with the buyers, to actually visit them and to strengthen the mutual relationship.

How does Pull Position anticipate market developments?

We are always studying how the product scores with customers. If we think from the customer's point of view and we are able to convince every link in the chain that we must collaborate on this together, there will always be a market for these beautiful products. We do not ignore the final customers (the consumer). We also liaise with them to find out what they would like to buy.

What does Pull Position expect from the 2009-2013 period?

The market will be more demanding and more transparent for everyone involved by 2013. The customer wants to be able to order fast, preferably within 24 hours, exactly what meets all his wishes



The logo of Pull Position

and specifications. Mass producers will want to take over the trade. Collaboration will become more important; companies that want to keep everything to themselves will be put out of action by the transparency in the market.

How do you look back on 2008?

2008 was a year with increasing energy and labour costs, disappointing sales figures in countries like the US and the United Kingdom, a strong euro and the credit crisis. Many people have already expressed their opinion on this concurrence of negative effects, which have also affected the horticultural industry. However, we have every faith that this economic dip will be overcome. The strong companies will take up an even stronger position.

Which economic developments should growers take into account?

In the coming months we can only wait for banks to become less reluctant to grant loans and investors to lose their fear of investing again. It is positive for the horticultural sector to keep investing, because when you stand still other players will get more opportunities.

Will we see Pull Position applying a push strategy again?

We might push at times. There is nothing wrong with that; in a push strategy the company tries to boost sales by making the offer available more easily. Certainly when the market is failing, we will also try to push now and then. As long as you keep in mind where you want to go and what the final goal is. We consider the Pull strategy for the longer term.

Eveliëne Hartmanns

NB. For the full interview with Pull Position, please visit our website: www.anthura.nl

TRAVELLING ABROAD

In Germany

Germany, officially called the 'Federal Republic of Germany', has more than 82 million inhabitants and is the most important

market for the Dutch horticultural industry. The country is known for its good cars, as well as for the beer festivals and the 'Bratwurst mit Brötchen'.

The classic among the sausages is the 'Currywurst', which is served sliced on cardboard. Then you add some curry sauce and curry powder and that's that. Germans love delicious food and drinks, so Germany is a great place to stay. Given that Anthura Arndt is located in Borken-Burlo and the fact that Germany is one of the biggest markets for the Dutch horticultural industry, I have to visit Germany on a regular basis and I love it. Germans swear by quality and durability. It is no coincidence that German car brands are exported world wide, as well as German beer, yet the German economy has also been hit by the 'credit crunch' or the 'Kredit Krise'. The present failing consumer confidence and the pressure on the pricing of almost all product groups is hindering sales. Falling exports are also causing unemployment to increase with our eastern neighbours. (The 'Wirtschaftswunder' of the period after WWII suddenly seems a long time ago). In



the same way as the German consumer is accustomed to good beer according to the 'Reinheitsgebot' (German Beer Purity Law - the best-known rule in the world of breweries), the demand for good ornamental plant cultivation products from Holland should also be guaranteed in these times.

People get used to good quality and they should not settle for anything less. We must maintain the German preference for beautiful Anthurium and Phalaenopsis plants from Dutch producers. After all, my preference for German car brands also continues when I see new models driving down the Autobahn.

Wim Gijzen





CULTIVATION TECHNOLOGY

Cultivation optimization with the growth vase or the growth collar

In Phalaenopsis cultivation we increasingly come across the growth vase or collar, mostly still in small quantities on a few tables between the normal cultivation. To make a change-over to using these cultivation aids, the grower will have to go through several phases. In this article we will discuss some of the advantages and disadvantages of cultivating with these products.

The growth vase or collar is used as an aid to obtain a cost price reduction as well as a better final product. When using a growth vase, the pot is placed entirely in a ± 20 cm high vase. The upper part of the vase rises ± 7 cm above the pot edge. When using a growth collar, the ± 7 cm high collar is pushed from underneath over the pot edge and is then fixed on the pot edge.

The advantages of these cultivation aids are: no excessive rooting, less leaf damage during cultivation operations, fewer cultivation operations, more plants per week per m^2 , more uniform pot humidity, faster growth and a better microclimate. These advantages are commented on briefly below.

No excessive rooting and less leaf damage during cultivation operations:

Excessive rooting is hardly possible. It might be that roots grow through a small opening between the pot edge and the collar. Apart from that, clearly fewer leaves



Extra profit can be made by growing the first 16 weeks without a vase or collar and then using them with the plants spaced at their final distance.



The pot is placed entirely in a ± 20 cm high vase. The upper part of the vase rises ± 7 cm above the pot edge.

are damaged during cultivation operations.

Fewer cultivation operations and more plants per week per m^2 :

Normally, cultivation (from potting to delivery) is conducted with an average of 50 plants per m^2 . The number of plants per m^2 in cultivations that use a vase or collar varies between 52 and 68. When potting, these plants are then directly placed at the final distance. This depends on the type of collar or vase in which the plant is cultivated. These differ significantly in diameter, surface and shape. For some unique models a patent is filed or granted.

The above is best illustrated through an example. Suppose that the fixed costs per week per m^2 amount to $\text{€ } 1.85$. In the normal cultivation duration of 46 weeks, the fixed assets per plant are $\text{€ } 1.70$ ($\text{€ } 1.85 \times 46 \text{ wk} / 50 \text{ plants} / m^2$). In a cultivation with 68 plants per m^2 the fixed assets per plant amount to $\text{€ } 1.25$. This yields a cost price reduction of $\text{€ } 0.45$ per plant.

By cultivating the plants directly using the final distance, less labour is required as it is not necessary to plant them out. Suppose that $\text{€ } 0.08$ per week per m^2 labour is saved. The fixed costs fall to $\text{€ } 1.77$. So by not planting out, more than $\text{€ } 0.05$ per plant is saved. The conclusion is that more plants per m^2 result in a cost price reduction per plant. The labour-saving is a relatively small part of this cost price reduction. The number of plants per week per m^2 can be increased even more. Extra profit can be



made by cultivating the plants during the first ± 16 weeks without a vase or collar ($80\text{-}84 \text{ pl} / m^2$), then putting on a collar or vase and continuing to grow them using the final distance. This yields the following advantages:

More plants per week per m^2

This now varies between 62 and $73 \text{ pl} / m^2$ (giving standing costs per plant of $\text{€ } 1.37$ and $\text{€ } 1.16$ respectively). During the first 15 weeks of cultivation a microclimate is created as usual. The disadvantages of this are that it involves an additional cultivation operation and plant movement.



Growth collar

More uniform pot humidity

In normal cultivation, differences in pot humidity can easily arise due to overlapping leaves, and plants can even be lost because of dehydration. Thanks to the collar or vase the water administered is distributed more uniformly. A more uniform pot humidity results in a more uniform growth and loss because of dehydration is pretty much ruled out.



Faster cultivation and better microclimate

It is a fact that when fewer cultivation operations are carried out, the plant is disturbed less frequently and does not fall behind in growth. It is still unclear whether it is possible to create a better microclimate. At the beginning of the cultivation, the plants are more spaced. The question arises to what extent this affects the microclimate in the vase or collar. In the cooling and finishing section, the plants are placed closer to each other compared to the normal cultivation. This is positive for a better microclimate. The disadvantages of the growth vase and collar are the costs, labour, plant shape and light interception.

Costs

A growth collar costs between € 0.05 and € 0.10, obviously cheaper than a growth vase which costs approximately € 0.50. The vase lasts longer (2 to 5 times) than the collar, which sometimes only lasts one cultivation cycle. The purchase of collars/vases in one go, entails quite an investment. And in addition you have to reckon with the costs of maintaining a stock of these products.

Labour

It has already been demonstrated that extra labour costs are relatively small in relation to the cost price reduction thanks to the gain of extra space. Nevertheless, when making a choice you should take into account the extra costs necessary to provide the pots with a collar or vase, even if this operation is executed mechanically.

Plant shape

When cultivating with a collar or vase the leaf pairs grow upwards. After removing the vase or collar, this leaf position is maintained. The leaves do not drop (unless obstructed by a flower branch and depending on the variety) to a horizontal position.

Light interception

The major disadvantage is perhaps the light interception. The plants are not shielding each other any more, but themselves. When four or five leaves have developed and the plant can be cooled, it might occur that the two bottom leaves are completely overshadowed by the two upper leaves. This goes at the expense of optimal induction. Cultivating with a vase or collar certainly offers prospects for optimizing cultivation and cutting the cost price.

Whether the investment and the method of cultivating are profitable may differ for each company. Therefore it is important to weigh up the pros and cons before embarking on this process.

Ed Konijn

Bureau IMAC Bleiswijk B.V.

ANTHURVARIA

New employee in the Sales Department

My name is Rudy van den Berg and I would like to introduce myself. I have been employed since mid-February this year as the Sales Representative Orchids Holland. I am 29 years old and I live in De Lier (municipality of Westland). I was brought up on greenhouse farming. My father was a grower in the Westland and cultivated 9,000m² of tomatoes, then lettuce and finally disbudded



Rudy van den Berg

chrysanthemums. I worked for vegetable breeder Rijk Zwaan as a sales representative and for the orange pepper nursery garden Barendse as cultivation manager. A huge yet wonderful challenge is awaiting me at Anthura; servicing the Phalaenopsis market as well as possible with the right selection for each grower.

Cultivation tip

On extremely warm days you can prevent high greenhouse and plant temperatures by keeping out more light. By applying this adapted shading strategy at the optimum time in the morning, it is possible to fight the building up of the temperature.

Anthura attendance at trade fairs from July 2009 to October 2009:

Flowers 2009, trade fair in Moscow, Russia 03/09/2009 – 06/09/2009

Flormart Miflor, trade fair in Padua, Italy 11/09/2009 – 13/09/2009

GLEE, trade fair in Birmingham, England 20/09/2009 – 22/09/2009

FiaFlora Expogarden, trade fair in Sao Paulo, Brazil 23/09/2009 – 26/09/2009

7th China Flower Expo in Beijing, China 28/09/2009 – 05/10/2009

Hortifair, trade fair in Amsterdam, Holland 13/10/2009 – 16/10/2009

Dutch Creations attendance at trade fairs from July 2009 to October 2009:

Alden Biesen, trade fair in Bilzen, Belgium 21/09/2009 – 24/09/2009

Hortifair, trade fair in Amsterdam, Holland 13/10/2009 – 16/10/2009

COLOFON

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