

Anthurinfo

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Varieties

Nero®: a surprising flower in colour and shape

The definition of novelty gets some hits on Wikipedia, for example: something new, an innovation. But these synonyms are somewhat inferior in intensity, because Nero® is rightfully a Novelty and not just something new!

The powerful colour and striking shape of the bract stand out immediately. The black bract colour becomes even more striking because of the black spadix colour.

Recent interviews with buyers show that a divergent bract shape in Anthuriums has a certain appeal. A few years ago, Anthura also noted this when varieties like Peruzzi® and Lumina® were assessed very positively by a florist panel. The exterior characteristics of Nero• stand out and offer the variety a good point of departure to distinguish itself on the market.

In order to boost its market introduction, Nero® will be introduced as a fair novelty at the Hortifair. A visit to the Anthura stand (10.0402) is therefore highly recommended. When you have the opportunity to visit our exhibition greenhouse, you can assess the plants and the variety-specific characteristics yourself. Also in this case Nero® stands out with a production of 90 to 100

flowers! But of equal importance are the long shelf life, the short plant structure and the compact leaf. The plant density is to be adapted to this and with 16 plants per m² a productive crop can be obtained. In combination with young leaf breaking, lower labour costs are possible. In addition, the percentage of second type flowers is low.

Practical tests carried out with several growers in Holland have positive results and offer additional information. It was noticed, for example, that the flower colour can vary from very dark red to red-black depending on the cultivation method. This is a feature that we also recognize with Morano® that features a very dark-coloured bract too. Are you curious to get to know Nero®? Then talk to your sales representative and ask about the possibilities.

Hans Prins

Product Manager Anthurium cutflowers



Nero®

Product details Nero®

Colour	Brown Black
Colour spadix	Brown
Colour spadix top	Brown
Flower size	13 - 15 cm
Production per gross m ² /year	90 flowers
Plants per gross m ² (advice)	16

As from September 1st last year, Frank Verhoogt, started as account manager Phalaenopsis in the Netherlands. I am 47 years old, married and have two children. The last four years, I worked as Area manager Asia at Anthura for both Anthurium and Phalaenopsis and gained experience in this field.

Before I worked at Anthura, I worked for the American company Ball, for Moerheim and Vegmo Plant. These companies are active in outdoor plants and cut flowers.

As these were jobs in the field of account management, sales and product management, I travelled regularly to places all over the

world. Herefore I gained much experience in the international world of horticulture.

With great enthusiasm I started my new job as account manager Phalaenopsis in the Netherlands. Some of you I have already met at your company or at Anthura. I hope to be able to make a positive and fruitful contribution to the dynamic world of Phalaenopsis in Holland.

Frank Verhoogt
Account Manager Phalaenopsis
The Netherlands



My name is Joost Hendriks, I am 36 years old and I have been working at Anthura since 1 September 2011. In my position of Area Manager I focus on North, Central and South America.

Horticulture has been a well-known area for me since I was young. My parents, and now my brother, own a pot-plant nursery garden in Stompwijk. I studied at the Secondary Horticultural School in Lier, and afterwards in the Horticultural College in Delft.

In the past six years I worked at Könst Alstroemeria filling the position of Area Manager. I was responsible for North America, Brazil, Argentina and

several European countries. I was also product manager of the Alstroemeria garden.

At Anthura I will focus again on my beloved America. I hope to meet you, my new clients, soon at the nursery garden or at fairs. I am already looking forward to this. In the meantime, I am further specializing in cultivation, together with my new colleagues.

I am looking forward to having a successful collaboration at Anthura and with you at the nursery garden.

See you soon!

Ing. Joost Hendriks
Area Manager



New employees Anthura



My name is Jurre Dalessi and I have been working for Anthura since 1 September 2011. In my position as Junior Area Manager I focus on Asia (with the exception of China), Australia and New Zealand. These regions appeal to me, because there are a lot of possibilities in the area of horticulture. Also the different cultures within these continents are a big challenge in my new job. A challenge that I was looking for.

My interest in horticulture originated from the tree nursery. Thanks to my ever-growing interest in working with plants I started looking for suitable training, which I found in the HAS Den Bosch. I finished my Business Management and Agribusiness studies with

specialization in finances. After having finished my studies I opted for a company where I could learn a lot and where I could continue with my personal development. So I started to work for Anthura.

I hope that in the coming months I will be able to meet everyone I have not met so far and look forward to a productive time together. See you soon!

Jurre Dalessi
Junior Area Manager (office)



My name is Kasper Rietvelt, I am 30 years old and since 1 August 2011 I have been working for Anthura. As an Area Manager I am responsible for Asia (with the exception of China), Australia and New Zealand.

Since an early age I have been interested in horticulture. So an education in that field was a logical choice. First in the secondary horticultural school in Gouda and then in the HAS Larenstein in Deventer. I graduated in International Horticulture and Marketing.

After my studies I started working at an ornamental plant cultivation farm in Guatemala (Central America) as production and

sales manager. I enjoyed living and working there for almost six years. The acquired (international) experience fits in perfectly in my current position as Area Manager. Even so, the products and the field of activity are a new challenge for me.

When you read this communication, I will already have finished my first foreign customer visit and have met some of you. I hope to be able to greet all of you who I haven't already met in the coming months at Anthura, at a fair or during one of my trips. I hope this will be the start of a long-lasting collaboration. See you!

Kasper Rietvelt
Area manager

Root problems after glassiness

With Anthuriums root problems arise with relatively young plants on a large scale. Specially striking is the relatively short period of a few weeks, during which this problem can occur. What is the best way to handle this problem?

The problem manifests itself as a large-scale root reduction, which goes hand in hand with root glassiness. Spring seems to be an especially critical period. This article offers insight in the background of these root problems by explaining water uptake and the origin of root glassiness.

The theory of water uptake aboveground

In order to explore the problems in greater depth the necessary knowledge of the theoretical background of water uptake by roots is fundamental. Therefore we start aboveground! The water transportation in vessels is basically the consequence of evaporation of water from the leaves and of the capillary action. The air in the air cavities and intercellular spaces of the leaves is usually saturated

with water vapour. When the stomas of the leaves are open and there is sufficient VPD (vapour pressure deficit), there will be an exchange of water vapour from the leaves and the air. The water that evaporates comes basically from the cell walls, especially from the cell walls adjacent to the air cavities. The pores filled with water in the cell walls continue to the water in the vessels of the smallest nerves. When water evaporates from the pores in the cell walls, this will be supplemented by the capillary action from the vessels in larger nerves etc. Finally, the water is supplemented from the vessels in the stalk(s). With the capillary action of the vessels, the water in the vessels is pulled up as a kind of thread.

The capillary action is possible because the vessels are narrow. The cohesion forces, which hold the water molecules together, and the adhesion forces, with which the water molecules are retained in the vessels, are larger than gravity. This way, this physical phenomenon has been overcome.

The theory of water uptake underground

Then the underground part: the change to the root

vessels. The water in the root vessels is supplemented via endodermis cells from the cell walls in the cortex and in the epidermis and from the soil. By evaporation from the leaves, there is a water flow from the roots to the leaves. This transportation is a passive process; it does not cost the plant any energy.

There is no barrier between root vascular bundles and leaf vascular bundles, unless the root is damaged. In that case, the underpressure as a result of evaporation will (partially) disappear as will the water transportation to the above ground parts.

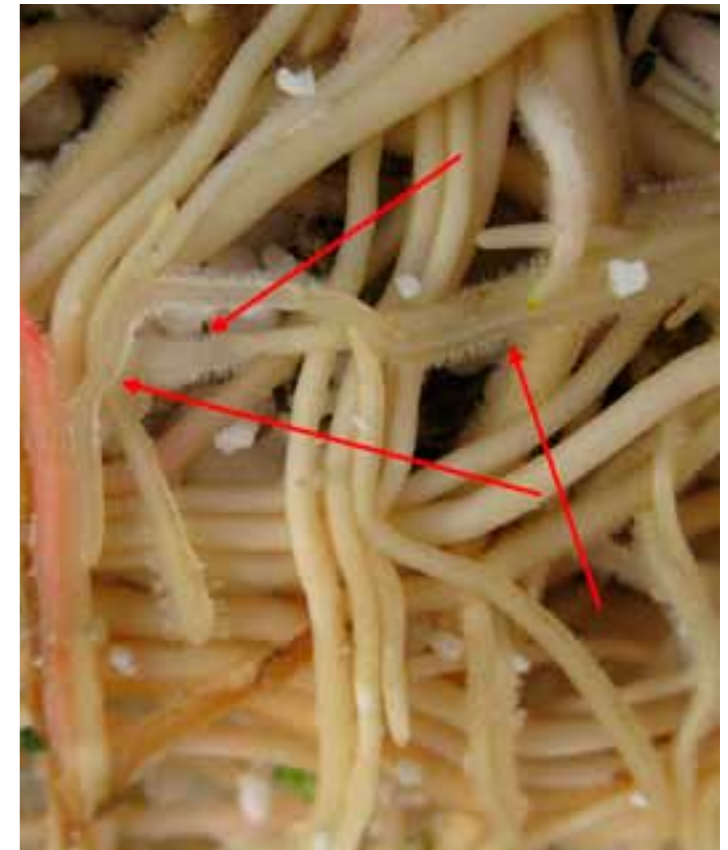
The underground part, in further detail: the root consists of a root cap with behind it a cell partition zone. Behind this zone there is the differentiation area where basically the (one-cell) root hairs are formed. Root hairs ensure a strong surface increase of the cortex cells and are primarily responsible for water and ion uptake. In the cortex a passive ion uptake from cell to cell occurs. In the endodermis an active ion uptake takes place through the Caspari strips. These 'strips' prevent the flowing back of water into the cortex. This explains the origin of root pressure.

What is root glassiness?

Water ends up in the intercellular cavities between the cells in the cortex and the root colours glassy. Air (with water vapour) in the intercellular cavities gives the roots another breaking index and therefore a whiter colour. When this process lasts for a longer time, the cells will die as a result of a lack of O₂. The intercellular cavities are normally filled with gas (water vapour) and are of paramount importance for O₂ transportation, and in the case of leaves also for CO₂ transportation.

Root problems

Root glassiness does not immediately imply root problems. Glassiness can disappear again without damaging the cells if roots do not stay glassy for too long. When roots stay glassy for a longer time, the cells can grow weaker or even die. This forms the entrance door to mould. Especially, weakness parasites, which are nearly always present in the substrate, can harm these weakened cells. Pythium, for example, will penetrate the broken and weakened cells causing roots to colour light brown. After some time they will turn dark brown. Another typical characteristic of a



First glassy roots in pot

pythium disease is that the brown external part of the root can be easily separated from the root core.

Prevention of root problems

In order to prevent root reduction plants must be prevented from turning glassy, especially for a long time. Glassiness can be prevented by reducing the water supply of the roots, but especially by simplifying the water drainage by creating evaporation. Glassiness will originate less quickly if less water is absorbed. This is possible by preventing too strong evaporation during the day by moistening in due time. When changing to less evaporation, less water will have to be drained.

A plant with more roots resists glassiness better with the same evaporation. A plant with more roots will build less root pressure per root. Having more roots implies that less water must be taken up per root. The lower root pressure will ensure that glassiness will appear less quickly and in less extreme form.

It is important from the start of the cultivation that sufficient roots must be cultivated under the crop to resist glassiness



Glassiness turning into root rot



Glassy roots with reduction of roots all around

better. More roots can be cultivated by not using too much water after the roots have struck. By watering less often during the day or by omitting some watering times a day, or even by more days with less radiation at irrigation, a plant will be stimulated to create more roots.

Balance

Older plants, especially those that are still growing, need more root pressure to get water to the leaves against the heavy gravity. As the plant grows older, the plant mass increases and the roots have to transport the water further upwards because the stem is longer. As the plants grow older, the root quantity usually stays the same but the aboveground plant increases in mass. This causes the balance between the aboveground leaf mass and the root volume to change considerably. This implies that the disappearance of evaporation in these plants can lead more quickly to glassiness. More roots hold the plant in better balance. So after starting the cultivation, the approach must be stimulating root growth. In too open crops a plant will absorb water very actively, as a result of which the root pressure will rise. In a plant with a fuller leaf coverage water

evaporation is more difficult. So adjust the leaf coverage to the climate, wherever this is possible. Ensure that there is sufficient coverage in spring. Towards mid-August, when the climate turns moister, it must be guaranteed that the plants are sufficiently open. Removing a lot of leaves all at once implies an important transition in climate and leaf and root proportion. By breaking off leaf gradually, the climate is also kept more active since the leaf coverage is not full.

Creating evaporation

Glassiness in roots can be treated by keeping evaporation activated. With less radiation and/or increasing moisture, the chance of evaporation decreases. Creating evaporation will be especially necessary to drain absorbed water in the case of weather changes. For climate settings this means that humidity must not be too high for a long time and that important changes must be intercepted as much as possible. This can imply, for example, the decision to work with a moisture slit in the screen a few hours before sunrise when VD (moisture deficit) comes under 1.5 gram/m³. Vents help to drain water by means of flow. In order to allow better evaporation, air movement can be created by means of the heating. Especially in the latter part of the night and morning this method can be applied to drain water from the roots.

Glassiness in roots can be reduced or water present in the intercellular space can be drained away. Starting the irrigation later during the day gives the plant the chance to let glassiness (i.e. water from the cellular cavities) draw away from the roots. When the need for water is lower, it is better to irrigate not every day but every two or three days.

By basically absorbing the changes with climate settings it is possible to keep water uptake and water evaporation well balanced. In this way, the chance of root problems after glassiness can be reduced.

*Hans van Eijk
Bureau IMAC Bleiswijk B.V.*



Phalaenopsis guttation

In early spring and autumn, guttation can appear in the cultivation of Phalaenopsis. In the cooling and finishing phase small, sticky drops appear on the edge of leaves, which quickly colour black because of the black moulds growing on them. Guttation can also occur during the growth.



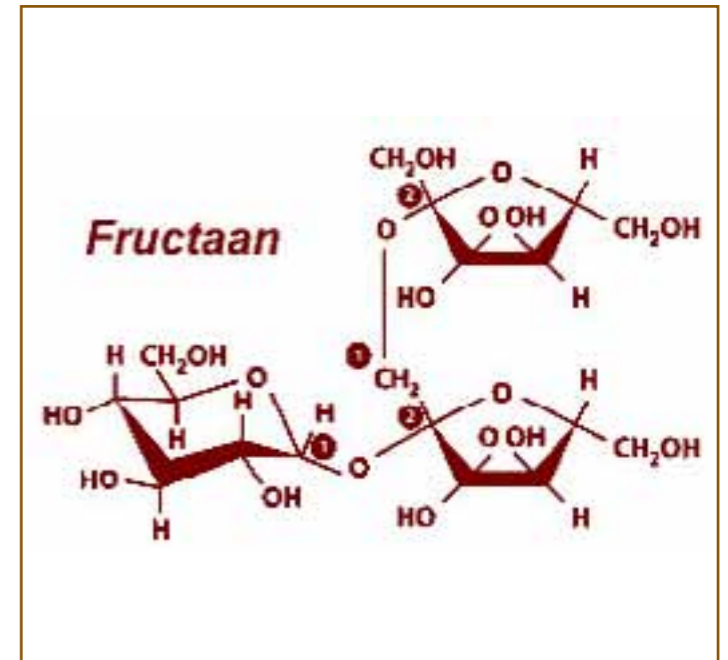
Phalaenopsis guttation as it may appear sporadically in the growing phase

However, Phalaenopsis guttation has nothing to do with guttation known from other plants. Guttation in other plants originates because the roots build up such a root pressure that the cell fluid is pressed out of the cells. This fluid is water with dissolved salts and is as such essentially different.

Fructan

The emerged fluid in Phalaenopsis is a viscous substance, originating from the assimilation process. This substance is called fructan. Fructan consists of a polymer of several fructose molecules with one glucose molecule. The matter is produced under the influence of light.

Fructan is used to produce other matters of which the plant is composed. When the plant cannot grow any longer for



A reproduction of a fructan molecule consisting of glucose (1) and fructose (2)

one reason or another, the production of fructan continues for some time as long as there is enough light. This way, a stock of materials is built up which allows the plant to quickly start growing again as soon as the circumstances change favourably. Accumulation of fructan in the leaf tissue occurs in the following circumstances:

Too few nutrients: When the nutrients are not available in sufficient quantity or cannot be absorbed sufficiently because of a bad root system, the plant cannot incorporate the produced assimilates in the plant and the growth will stagnate. In this case the assimilates (fructan) produced may accumulate in the leaf.

Too low temperature: At low temperatures and sufficient light fructan can accumulate because the growth processes

occur more slowly. This is often the cause of fructan accumulation in the cooling and finishing phase.

Too little water: When cultivation is too dry, the growth will be slower and fructan can accumulate and appear.

Damage

Fructan usually appears at the end of the leaves. This can occur when the cells are too weak and cannot stand the pressure from the inside. This can cause serious leaf contamination, because sooty mould appears underneath the leaf. With some varieties the leaf borders even turn yellow and then black (see picture). Plants with such serious symptoms are no longer saleable.

Other symptoms: the emergence of assimilates as a result of calcium deficiency can also manifest itself in so-called 'leaking branches', as shown in the picture below. This symptom is usually noticed in spring and often goes hand in hand with a moderately active root system and an irregular calcium uptake. A clear variety sensitivity has been observed in the occurrence of these problems.

Research

During the last year Bureau IMAC Bleiswijk has been researching the cause of the appearance of fructan. This research has led to several outcomes.

Dry matter analyses and calcium: First of all, a large number of dry matter analyses were carried out. These analyses indicate the quantity of nutrients present in the leaf tissue. The results of these analyses have shown that leaves with damage symptoms contain relatively little calcium and magnesium compared to healthy leaves. Calcium is known to give firmness to the cell structures in the leaf; magnesium is an important part of a chlorophyll molecule.

Fertilisation schemes: The nutrition schemes of several growers who had to contend with excessive guttation in the Montreux variety in spring were calculated. It was noticed that these growers managed nutrition schemes in which insufficient quantities of the nutrients calcium and magnesium were given. Some of them also offered a relatively large quantity of nitrogen and potassium, possibly causing the uptake of calcium and magnesium to suffer.

Uptake of potassium, calcium and magnesium throughout the seasons

The uptake of positive ions like potassium, calcium and magnesium does not take place evenly throughout the season. At a certain moment this can result in shortage.

Autumn: Calcium and magnesium are bivalent elements (2^+) and are taken up passively by the plant. This means



Leaking branches have the same cause

Spring: In spring the situation is different: the root activity is relatively low after the winter period. Calcium is mainly absorbed by the root tips. When the root tip activity reduces, calcium is taken up less easily while the increasing light makes the photosynthesis increase. Because the calcium uptake temporarily cannot keep up with the increased growth, this will lead to a calcium deficiency.

Conclusions and recommendations: a possible calcium and magnesium deficiency can be prevented by managing a balanced fertilisation scheme (see table below). The proportion between the elements potassium, calcium and magnesium is the most important factor. A surplus of urea nitrogen can also block the uptake of calcium and potassium.

Further points of interest: Besides nutrients there are also a couple of things which play an important role in preventing guttation in Phalaenopsis:

IMAC Advises Potassium (K^+), Calcium (Ca^{2+}), and Magnesium (Mg^{2+}) proportions in mmol/l				
Potassium	Calcium	Magnesium	Nitrogen total	Urea (%)
3,0-3,5	1,0-1,4	0,5-0,8	13,0-16,0	Maximum 50%

that the elements are transported together with the sap flow to the leaf. Evaporation is the leading factor here. When the evaporation drops considerably in autumn, less calcium and magnesium are taken up. Because at the end of the summer and in autumn the light quantity is still largely sufficient, the plant growth stays nearly the same. However, the calcium uptake drops, as a result of which a shortage can arise.

Winter: The plant growth is limited. Because of the diminished radiation, the plant evaporates relatively little and less calcium and magnesium are taken up. Besides, the uptake of bivalent ions costs more energy than a monovalent one such as potassium. This element is taken up in relatively larger quantities in winter.

Temperature: do not let the temperature in the cooling and growing phase drop below $18.0^{\circ}C$ at night and maintain a day temperature of $19.0^{\circ}C$ in the cooling and $>20.0^{\circ}C$ in the finishing phase.

Irrigate on time: a shortage can obstruct the uptake of nutrients, as a result of which sugars may accumulate in the leaves.



Menno Gobielle
Bureau IMAC Bleiswijk B.V.



Serious damage leading to necrotic leaf edges with appearance of fructan





Dutch Creations has a new marketing manager, namely Bram Rijkers. Bram is basically engaged in the development and coordination of joint activities and setting up new initiatives, optimal collaboration between the members being a requisite. He acts as a representative of Dutch Creations and is the contact person for the trade, retail and the press.

Bram has been working at Dutch Creations since 1 June 2011. He grew up in a market gardener's family since his parents run a nursery garden/garden centre. He lives in Uden with his friend Melissa. He studied floriculture and management at the HAS in Den Bosch.

For his position at Dutch Creations, Bram has worked for seven years at VBW, in his last position as policy counsellor. VBW is the branch organization for Dutch florists.

What does Dutch Creations stand for?

Dutch Creations is cooperation between five leading breeders: Anthura, v/d Bos flowerbulbs, Fides, Schreurs and Corn. Bak. Dutch Creations develops marketing activities in order to inspire florists, retailers and traders throughout the world with its varieties. The objective is to create reputation and recognisability of the varieties and to stimulate demand. By now, Dutch Creations has existed for five years and has become a well-known and appreciated player in the ornamental plant cultivation sector.

Why did you make the step to Dutch Creations?

After working for seven enjoyable years at VBW I needed a new challenge. I found it at Dutch Creations. Before my position at VBW I had known Dutch Creations already for a few years and in that period they impressed me greatly.

The dynamics, professionalism and the international character had immediate appeal for me. After beginning a conversation about my current position, my enthusiasm

about the collective, the people and the activities only increased, so I decided to accept the challenge.

What do you think is the main challenge in your position at Dutch Creations?

The main challenge is ensuring that it stays collectively tight and keeps taking steps forward when promoting the varieties. Based on collective needs we will have to keep on approaching traders, dealers and retailers in an active and renewed way.

Which marketing activities are you occupied with currently?

With regard to the promotion of cut flower varieties, digital communication and events are important. Events imply in this case sponsoring of championships and high-end floral design events such as Alden Biesen and Chicheley Hall.

We use events to create ambassadors for our products (designers). We also use events to collect content and bring it under the attention of our target groups throughout the world by writing articles that are published on the website.

In the past years, Dutch Creations has created a database, which consists of approximately 55,000 e-mail addresses (basically florists and traders). This database is regularly inspired via newsletters, Facebook and Twitter by creations produced at events. Every inspiration is mentioned together with our varieties. On our website the distance between buyers, growers and traders gets smaller, through the so-called 'where to buy module'.

Creating a reputation of the pot plant varieties requires another approach. The target group is different than with cut flowers and is organized differently. Besides, the needs are different. Together with product managers of the individual breeders, the pot plant campaign is being designed at this moment.

What is the purpose of these activities?

The purpose is to ensure that the varieties of the Dutch Creations breeders are known and recognized by the target groups, so as to stimulate the demand of these varieties.

Which role does Dutch Creations play for florists, growers and retailers?

Dutch Creations wants in the first place to be an inspiration platform for florists and designers. Besides that, we want to be a serious interlocutor of retail and traders, to tackle (logistical and marketing technical) challenges together. By means of our activities we want to be an added value for growers and support them in selling.

Does this also apply to foreign countries?

This applies to the main markets of the Dutch Creations breeders, so for sure also to foreign countries.

How do you picture Dutch Creations in 2015?

As an inspiration platform for florists throughout the world and as a important strategic partner for traders and retailers.



Horti Fair

Anthura shows spectacular novelties!

From 1 November until 4 November 2011, the Horti Fair will take place in the RAI in Amsterdam. Anthura will show seven green novelties and will also present a new development concerning Full Colour®.

This year the Horti Fair and the FloraHolland Trade Fair will be held at the same time. Our sales managers and product managers would like to meet you this year in the RAI. We invite you to visit our stand. This year you can find Anthura in hall 10, stand number 10.0204.

Horti Fair Innovation Award

All novelties have a chance to win the Horti Fair Innovation Award. The winner of the Innovation award will be announced during the Horti Fair on Tuesday November 1, 2011.

We look forward to meeting you at our stand (number 10.0204) in hall 10!

Opening hours and address

From Tuesday 1 November until Friday 4 November 2011, the Horti Fair will be open every day from 10.00 – 19.00. The address of the Amsterdam RAI is: Europaplein 22, 1078 GZ, Amsterdam (The Netherlands).

Entrance

This year it is only possible to order your admission tickets online. You have to sign up beforehand and will then receive by e-mail an admission ticket with a barcode which you can take to the RAI. This admission ticket will gain access to the Horti Fair.



Register here!

Scan QR-code for free tickets

ANTHURA B.V.

VISIT OUR STAND NR 10.0204 HALL 10



Varieties: expansion of the Phalaenopsis assortment in the yellow colour segment!



At the beginning of 2012 Anthura will introduce no fewer than three new varieties in the colour group yellow for pot size 12 cm. With this arrival, this colour group will be nearly complete.

Anthura Milan[®]

Traders are increasingly demanding a larger flower size with a compact stem length of 55-60 cm. It has always been difficult to complete the yellow colour in this assortment. With the arrival of the new variety Anthura Milan[®] this wish is fulfilled. Anthura Milan[®] has a flower size of 9 cm and a plant height of 55 cm.

The large yellow flowers with red lips have a rustic appearance. The variety gives a high percentage of plants with 2 spikes and has a compact plant model. Anthura Milan[®] can be combined perfectly in the mix with large-flowered varieties such as Cambridge[®], Sacramento[®], Shanghai[®] and Woodstock[®].

Anthura Malmö[®]

Thanks to its cream yellow colour with soft blush, a real acquisition for the assortment. Anthura Malmö[®] has a flower size of 8.5 cm and a plant height of 55 cm. The variety gives a high percentage of plants with two branches and produces side branches with ease.

Anthura Girona[®]

An attractive yellow spotted flower, high percentage of plants with two branches with sufficient flowers and a compact plant model. The Anthura Girona[®] variety has the potential to become the new success story in its category!

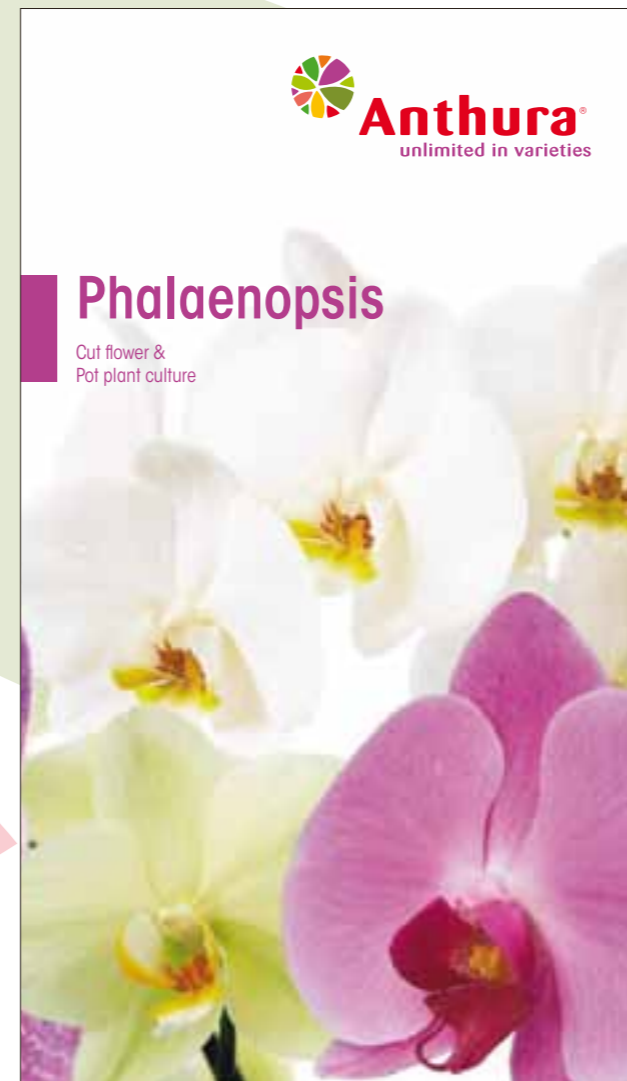
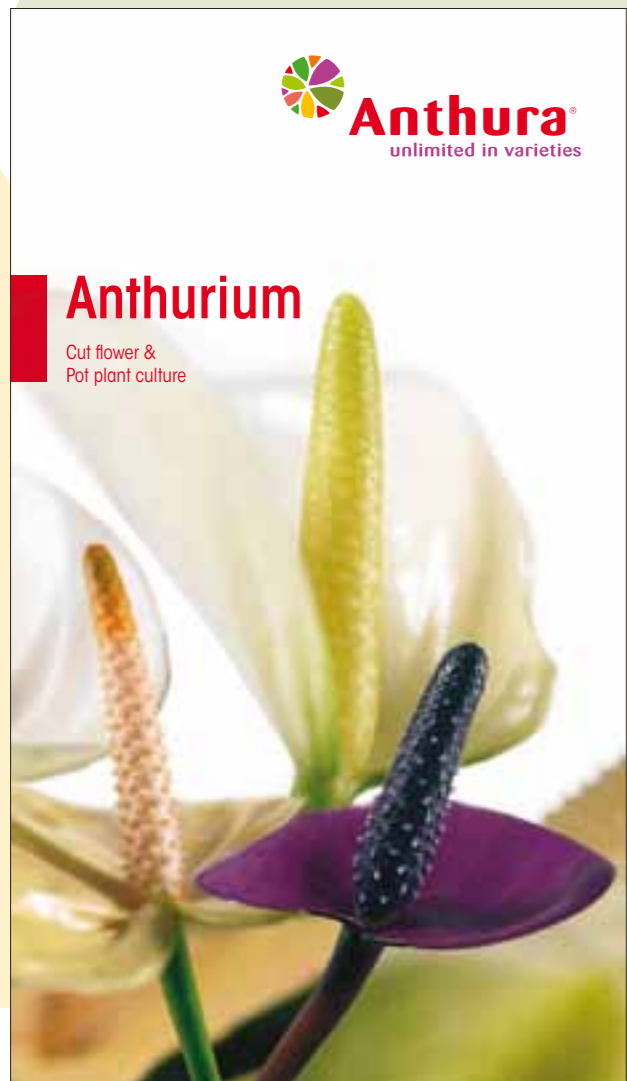
Robert Kuijf
Product Manager Phalaenopsis



Anthura Girona[®]

New catalogue

The new export catalogue for both Anthurium and Phalaenopsis is now available. If you have not yet received it, please contact your area manager or mail to info@anthura.nl.



Varieties



Sierra White®

White has always been the difficult colour in breeding pot Anthurium.

Varieties such as Acropolis® and Champion® had been on the market for a relatively long time before they were substituted by better varieties. Of course you could say that they were far ahead of their time and already so good in the nineties. They were already included in the brochure in 1996 and appeared for the last time in the 2002 brochure. Since 2004 White Champion® has acquired a solid position in the white segment together with Sumi®, which arrived in 2006.

With the arrival of Sierra White®, the Anthura assortment is complete in all its flower sizes.

Sierra White® has everything needed to stay on top for a long time. The variety is cold-tolerant, has an excellent shelf life, and features a dark green leaf that contrasts beautifully with the bright white flower. The green spadix tip completes the picture.

Sierra White® is announced as a novelty at the Horti Fair 2011 and will most probably leave an overwhelming impression.

*Richard Smit
Product Manager Pot Anthurium*





Trade fairs up to december

Horti Fair

Amsterdam, The Netherlands (Anthura)
01/11/2011 – 04/11/2011

Flora Holland Trade Fair

Aalsmeer, The Netherlands (Unlimited Colours)
02/11/2-11 – 04/11/2011



Register here!

Scan QR-code for free tickets

ANTHURA B.V.

VISIT OUR STAND NR 10.0204 HALL 10



Colofon

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