

# Anthurinfo

VOLUME 23 | NO. 1 | January 2015

## TRADE FAIRS

### Majestic varieties and small pot sizes with Anthura on the IPM and Salon du Végétal

In September, the trade fair and exhibition season kicked off in Europe. After Italy, Russia and Holland, it is now the turn of fairs in Germany and France at the beginning of 2015. At the end of January, the IPM will be held in Essen, Germany and a few weeks later the Salon du Végétal will take place in Angers

#### IPM

From 27 to 30 January, we hope to welcome you to the IPM in Essen, Germany. You are more than welcome in Hall 1, Stand 1B11. Anthura mainly focuses on the very latest Phalaenopsis and Anthurium varieties. You can also see with your own eyes how stunning the flowering Garden Orchid is.

#### Phalaenopsis highlighted

Special attention will be given to the Dover and Padova varieties of Phalaenopsis. Both novelties will occupy a prominent place in the stand so they can speak for themselves. Apart from Dover and Padova, we will also be showcasing several varieties of the 12 cm pot assortment such as Vienna, Morelia and Santos.

#### Big American series

At Anthurium the focus will be on two extremes. On the one hand, the spotlight will be on the 'Big Americans' series, namely Maine® and Michigan®. This series is characterized by plants in an XL pot size (17 cm and larger), vast leaves and large flowers, which have all been given the name of an American state. Maine and Michigan are the newcomers in the 'Big American' assortment. These plants are fully in line with the other winners such as Dakota® and Utah®.

#### Small is BIG business

In contrast to these 'king-sized' varieties from the Anthurium segment we have our 9 cm pot assortment. This upcoming pot size is becoming increasingly important in the market.

Not surprisingly, you'll also find 'Small is BIG business' again at this fair on presentation of these plants. The demand for these pot sizes is not only increasing, it is also one of our specialties.

#### Garden Orchid

Finally, another focal point is the Garden Orchid. The new season is coming and at our stand you can contemplate how stunning these plants are in bloom and, most importantly, how you can use them. Thanks to the life-size pot cover you'll have no problem finding them on the shelves.

#### Information IPM

Messe Essen GmbH (Messehaus Norbertstraße)  
D-45131 Essen  
Duitsland

The fair will be open daily  
from 09.00 to 18.00.

For more information,  
please visit:  
[www.ipm-messe.de](http://www.ipm-messe.de)



## TRADE FAIRS

### SALON DU VÉGÉTAL

Salon du Végétal takes place in Angers from 17 to 19 February. It is the main French trade fair for pot plants, cut flowers, floral decorations and flower arrangement materials and technical products. More than 600 international exhibitors present their products at this trade fair where 15,000 visitors are expected. Anthura is one of those exhibitors.

You can find us in the 'Halle Ardesia 2 stand U660/U665'.

This fair will have the same approach as the IPM. On our stand you'll find product presentations of Anthurium and Phalaenopsis as well as Garden Orchids in the same style as the IPM show.

#### Information on Salon du Végétal

Parc des Expositions, Route de  
Paris,  
49480 Saint Sylvain d'Anjou  
France

#### Opening hours:

Tuesday & Wednesday from  
08.30 to 19.00.

Thursday from 08.30 to 18.00.

We look forward to welcoming  
you at the IPM and/or the Salon du Végétal. See you soon!



## MOVIE



AMBITIOUS, INNOVATIVE, DEDICATED,  
UNLIMITED IN VARIETIES



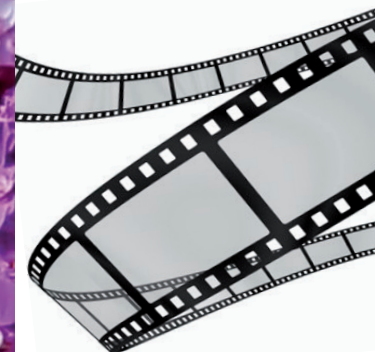
**U**NLIMITED  
*in* VARIETIES  
*180 seconds*

▶ SEE IT NOW!

JANUARY 15, 2015

ANTHURA® PRESENTS UNLIMITED VARIETIES IN 180 SECONDS A FILM ABOUT THE ART OF BREEDING STARRING WITH ANTHURIUM AND PHALAENOPSIS WWW.ANTHURA.COM





## Travelling in Myanmar

I can hear you think... Myanmar? Anthura has customers there as well? Well... that is certainly our intention in the future. I was there to visit Agro Myanmar 2014 as part of my market research to analyse Anthura's chances in this country.

The trade fair was held in Nay Pyi Taw. Personally, I had never heard of this city before my trip, but after some investigation on Wikipedia it turns out to be the capital of Myanmar since 2005, with approximately 900,000 inhabitants.

At the international airport of Nay Pyi Taw there are only two arriving and departing flights a day. I arrived with 32 other passengers from Bangkok, which could only mean that approximately 150 passengers a day pass through the airport. There are more personnel working in the airport than there are travellers!

At the new airport it took me a long time to pass through customs. This was because they were not very familiar with the protocols for letting people into the country. Anyway, after some delay I was finally allowed to enter the country. During the taxi ride from the airport to the hotel, I noticed immediately that the roads were very wide (8 lanes) and that they were lined with hotels. It was kind of strange that we did not see any road users or any international hotel chains.



*View of the city which does not exist yet*

After a good night's sleep in a beautiful hotel with nothing in the surrounding area, the following day I went to the trade exhibition. The trade fair was held in the hall of a large new building donated by the Chinese authorities. At the fair there were only companies

selling pesticides from India and especially China. Later it turned out that the Chinese companies are substantially sponsored by their government to be there. My suspicion is that China is embarking on a charm offensive in Myanmar, hoping to gain an ally in the region. For some years, the Chinese authorities have also been building a highway from Kunming to Yangon. This way, China gains access to a seaport on Asia's western side.

After a short time, I had already walked through the 40 stands of the fair. Having had some interesting conversations with a few government representatives, I was ready to leave. I still had some time left before flying back to Bangkok, so I visited a 'national landmark': the Uppatasanti Pagoda. This is a very large, golden pagoda on top of a hill. I thought it was an old building with a lot of history, but then I saw a sign saying that it was built in 2007. While I was enjoying the view, I came to the conclusion that the reason for the quiet roads is that there is no city at all. Nay Pyi Taw does not exist yet. The only buildings present are hotels and the Parliament. The city of one million people mentioned on Wikipedia has yet to be built.



*Uppatasanti Pagoda*

I believe this is an accurate reflection of the opportunities for Anthura in Myanmar.

The country is there, but the market for our products will still have to be developed in the coming years.

*Kasper Rietvelt*  
Area manager



Long live orange!

The Dutch national team is not performing so well at the moment, having lost qualifying matches for the European Football Championship twice in a row. As strong as they were last summer in Brazil, at the moment they seem searching, although it seems they have started to move upward. We're referring to the team here and not to individual class. The three new orange internationals from Anthura: Nebraska®, Madural Orange® and Solara® do have this class and are very welcome new members of the orange base team. But where would these varieties be without the entire Anthura team?

These varieties are the result of breeding: the laboratory propagates them and the production turns them into beautiful plants. Afterwards, the planning ensures they are available at the right moment, sales sets up deliveries to the right customers and the export department takes care of the actual shipments with the corresponding documents. Finally, the marketing department makes sure that the varieties are publicized to potential buyers and the general public.

All in all, a lot of stages need to be got through before a variety even has a chance of success, and with football this is also the case. The players have to get used to each other and after some time the team becomes a well-oiled machine. Anthura is getting better and better at this process, something we have demonstrated categorically in the last few years. The varieties mentioned above are the new champions of the future which will help our customers to score.

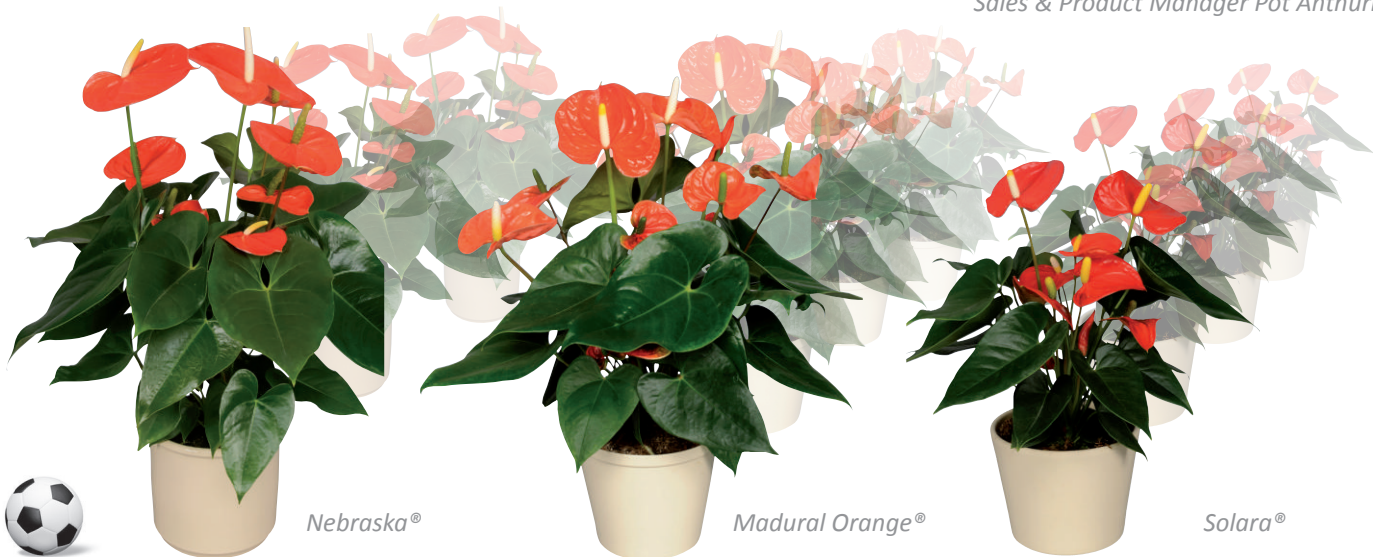
Nebraska® is the new large-flowered orange variety which follows

on from the 'older' varieties like Mississippi®, Minnesota® or even Florida®. This variety is especially suitable for 17 cm or even larger pot sizes. This bright orange variety is beaming all over. The vividly-coloured flowers will not go unnoticed and the leaf quality is more than acceptable too.

Madural Orange® is a 100% mutant of its big sister Madural®. It features the same positive characteristics, such as a very long shelf life, cold tolerance and beautiful hammered flowers. This variety seems to be happiest in a 14 cm pot, although it can also be cultivated in a 17 cm pot.

Solara® shines like the sun. What a champion! Everything about this variety seems to be just right. The contrast between the dark leaves and the bright orange flowers cannot be any better. This variety is especially suitable for the smaller pot sizes such as 9, 10.5 and 12 cm. The variety is cold- and heat-tolerant and also performs adequately in terms of shelf life.

Richard Smit  
Sales & Product Manager Pot Anthurium



Product details: Nebraska®	
Variety name	ANTHDOXIL
Color	orange
Flower size	large
Pot size	14 and 17 cm

Product details: Madural Orange®	
Variety name	ANTHSELAP
Color	orange
Flower size	large
Pot size	14 and 17 cm

Product details: Solara®	
Variety name	ANTHEQIBO
Color	orange
Flower size	medium
Pot size	9, 12 and 14 cm



# Standing out in a full cut Anthurium market

The subject of 'standing out in a full cut Anthurium market' has been a recurring subject during our customer days over the last few years. And not only during these days; the following question is asked continuously: how do you stand out as a goldfish in a full aquarium? Perhaps by swimming in the opposite direction?

In the past five years especially, many (Dutch) cut Anthurium growers have focused on reducing costs. Now that highly efficient results are being achieved in this field, more and more cut flower growers are opting for a more market-oriented sale. This shift of focus is strengthened by the changing market situation. Of course, you take a good look around. With the sale of pot plants, growers are ahead in this evolution. But inspiring examples can also be found with other cut flowers.

It is expected that over the next five years in Holland the sale of cut flowers will swiftly follow the way pot plants are sold. This means more direct and on-demand deliveries as a consequence of end customers diversifying their stock risk and because of developments such as online sales. As a consequence, growers and their companies will have to embrace a new strategy. Actually, this is what is happening right now, with more and more cut Anthurium growers in Holland, changing from production-oriented to market-oriented cultivation. But how do you do this?

In the market there is a certain need for basic varieties in the main colours of red, green, pink and white. Let's take the colour red as an example: the Tropical® variety has played an extremely important role for more than 20 years within this colour segment.

But 20 years down the line, do the characteristics of Tropical still meet market demand? Market-oriented cultivation starts with the question: what does my client want? The choice of the right varieties is thus a logical consequence. In the case of Tropical®, we note that the demand for other red varieties is increasing considerably: Arena®, Carisma®, Eterno® and Tropical Improved® offer final customers specific characteristics, such as considerably improved shelf life, cold tolerance and/or flower diameter.

Of course, not forgetting the importance of production. Because the production of a variety simply has to be good.

In addition to the basic colours there is a need for a vast range of colours and shapes. Anthura's show greenhouse is full of gems. Anthura is visited regularly by florists who burst with enthusiasm as soon as they take a look at the flowers. There are so many opportunities here!

There is a demand for special shapes with long stems for displaying in water. Just selling by the auction clock is a thing of the past. Looking for customers, for example, by participating in trade fairs, sponsoring or showing them why you are different, helps you to stand out from the rest. The presentation and introduction of several private label boxes in November 2014 is also a step in this direction. It is noteworthy that companies' experience in this case is that buyers are approaching them. The price is still an important factor, but the other selling points have become just as important.

*Hans Prins*

*Sales and Product Manager Cut Anthurium*



*Sponsoring of Eterno® in Alden Biesen in September 2014*

# Climate

The greenhouse climate is one of the main (if not the main) growth factor for the plant. Therefore, it is worth optimizing the greenhouse climate to further enhance production.

Recent research has shown how plants can be activated and that plants perform better at the combination of higher temperatures and, at the same time, a higher relative humidity (RH) than we have been used to so far. When a higher greenhouse temperature is kept, the greenhouse is ventilated less frequently and more CO<sub>2</sub> stays inside. This has the advantage of increasing assimilation. For this increase to take place, more light (=energy) is needed. More light can be allowed in, but the plant must be able to effectively use this extra light. By combining the knowledge of physics with that of the plant, cultivation can be even further optimized.

## ACTIVATING THE CROP

During the day, the sun delivers the energy which is necessary to keep the plants active. Photosynthesis takes place and there is sufficient evaporation. At night, and when there is too little incoming radiation during the day, the situation is different. Sunlight has to be compensated to activate the plants. This implies that crop evaporation has to start and has to be kept going. In the case of low relative humidity there is relatively greater evaporation and this is referred to as an active climate. In the case of a higher relative humidity, the possibility of evaporation is more limited and the climate must be activated artificially.

## TYPES OF EVAPORATION

Most evaporation is caused by radiation. This can be compared to the steam that is released by a whistling kettle. Radiation heats up the water in the plant, which is released through the stomata.



*Evaporation in the case of radiation*

Air that is warmed up and gets warmer than the surrounding air tends to rise. This ascending movement is called convection. Evaporation by convection is the 'wet bulb' evaporation, which can be compared to drying laundry. Convection evaporation is independent of radiation. This evaporation can take place during the day as well as at night. The heat required for this is delivered by convection.

*Evaporation by convection*



## Convection

The plant can absorb and emit energy by convection. This occurs when the air in the greenhouse flows along the leaves of the plant and there is a difference in temperature between the leaf and the air. When the leaf is warmer than the greenhouse air, energy is released; when the leaf is colder than the greenhouse air, energy is supplied. The air movement is an important factor in this whole process. When the air is still, the temperature of the leaf and that of the directly surrounding air (the so-called boundary layer) are identical and there is no longer any net energy exchange. The higher the airspeed, the larger the energy transfer.



# CULTIVATION TECHNIQUE

In the case of insufficient radiation, evaporation must be guaranteed through convective evaporation. At low relative humidity, quicker sufficient evaporation is possible. Thanks to air movement, it is possible to enable energy transfer through convection. This will allow the crop to keep evaporating at a higher relative humidity as well. An active growth climate starts with sufficient air movement around the plant. An additional advantage is that temperature differences are reduced and that no fluid accumulation around the plant can take place.



*Cut Anthurium in a greenhouse with closed screens*

## Higher temperature and higher relative humidity (RH)

It has become clear that plants perform better with the combination of a higher temperature and a higher relative humidity. In other words: plant stress can often be better controlled with a higher RH.

Intensive sunlight combined with a low RH quickly causes stress in a plant because the plant cannot make up to a sufficient extent the loss of water through evaporation. At a higher RH a plant can often grow better because evaporation is reduced and  $\text{CO}_2$  can be absorbed better. This generates more assimilation and thus more growth. Anthurium is not able to absorb much water. Therefore it is important to limit evaporation.

Most plants release radiant heat for approximately 60% through evaporation. Plants can also release excess energy by outgoing radiation, reflection and convection. As long as the balance, i.e. the difference between supply and release, is positive, the plant experiences the climate as 'active'. The energy balance is positive and the plant can use the surplus energy to keep the evaporation going.

The plant temperature is normally higher than the room temperature in the case of incoming radiation. In such a situation, not enough water is evaporated in order to release all the solar radiation. At a higher plant temperature, more energy is released by convection and radiation, thus creating a new balance.

With the position of the stomata, the plant itself regulates the leaf temperature and, at the same time, the proportion between convection/radiation and evaporation. When the stomata close, the plant temperature will increase too much. The photosynthesis will be inhibited when the stomata are closed because the plant cannot absorb enough  $\text{CO}_2$ .

With a higher greenhouse humidity level, the plant can process more incoming radiation. This is a consequence of the fact that a plant will evaporate less water in this situation. It creates less rapidly a shortage of water as a result of which the crop is able to continue regulating the release of temperature through evaporation for longer. By 'squeezing' instead of closing the stomata, more incoming radiation can be used for assimilation and a larger share of the heat will be emitted by convection.

By using high pressure atomization, amongst other things, more heat is extracted from the air in the greenhouse by the water applied. Keeping a higher temperature and RH in the greenhouse implies that ventilation is required later and that more  $\text{CO}_2$  stays in the greenhouse, as a result of which assimilation is increased. If it is not possible to keep the RH up to standard, screens will have to be used earlier in order to prevent the plants from suffering stress (source: \*).



*Fan in Phalaenopsis cultivation*



*Phalaenopsis screens*

## OUTGOING RADIATION AND CLOSING OF SCREENS

Radiation is the heat you feel when you are standing in front of a stove. Outgoing radiation is the phenomenon that means that something can cool down by emitting long-wave radiant heat. You can feel outgoing radiation when you are standing in a warm room/greenhouse close to a cold window. Due to outgoing radiation, the plant temperature drops below the temperature in the greenhouse. This increases the risk of the plant temperature dropping below the dew point of the greenhouse air and the crop getting wet (source: \*).

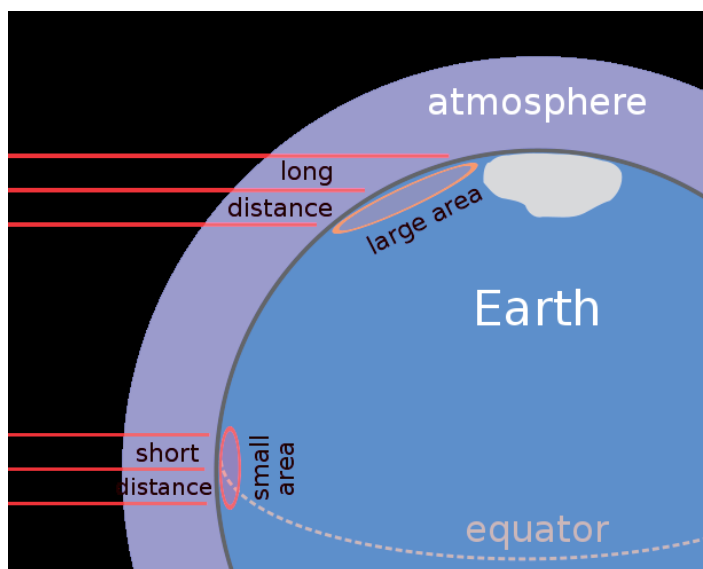
When, in case of low incoming radiation, the screens are open, there is quickly more outgoing radiation than incoming radiation. Bear in mind that with clear weather (irrespective of the outside temperature) the outgoing radiation can quickly amount to 50-100 watt/m<sup>2</sup>. If the outgoing radiation is 100 watt and the incoming radiation is 100 watt, then you still have a loss of heat of 30 watt with an incoming radiation transmission percentage of 70% as a consequence of the outgoing radiation. Heat is also lost if the greenhouse temperature is higher than the outside temperature (by convection). This means that the plant temperature will drop below the greenhouse temperature, which will lead to limited or no evaporation.

Therefore, in the case of lower outside temperatures, for Anthurium the outgoing radiation is a reason for closing the screens when the incoming radiation drops below  $\pm 150$  watt/m<sup>2</sup>. For Phalaenopsis, radiation of approximately 120 watt/m<sup>2</sup> will be needed to be able to open the screens without extra heating at an outside temperature of 12°C and the minimum use of tubes.

It is therefore often important to keep the screens longer closed at the beginning of the day and to close the screens earlier at midday/evening in order to avoid too much outgoing radiation. With foil the outgoing radiation is pretty much identical, but less heat will be lost by convection. It is also possible to leave other screens open with lower incoming radiation and to achieve more incoming radiation on the crop, especially on darker days.

## POSITION OF THE SUN AND ALLOWING LIGHT TO ENTER

The amount of sunlight received by the earth's surface per square metre depends on the distance of the earth from the sun and the position of the sun. This amount of radiation varies during the day as well as during the year. In areas around the equator there is mainly a variation during the day which is fairly constant throughout the year.

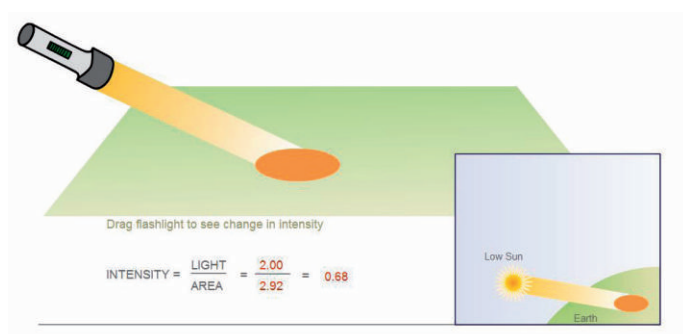


*Influence of the altitude of the sun on the amount of radiation captured per square metre.*



# CULTIVATION TECHNIQUE

The position of the sun during the winter is lower so that less solar radiation is received per square metre. In the case of a lower position of the sun, more light will be intercepted by the atmosphere, but also the greenhouse and the installations will intercept relatively more light.



*Influence of the altitude of the sun on the amount of radiation captured per square metre.*

In Holland, the radiation sum in the summer months is approximately ten times higher than in the winter months. The amount of direct radiation in the winter months is also lower than in the summer. The amount of direct radiation in the winter is on average around 20%, while it amounts to around 40% in the summer.

The amount of PAR light in global radiation varies. On cloudy days, the amount of PAR light increases. The higher the cloud cover, the lower the total incoming radiation becomes (see table 1). Both the altitude of the sun and the cloud cover have a great influence on the intensity and composition of the daylight.

Height of the sun (in degrees)	Cloud degree (%)	Incoming radiation (W/m <sup>2</sup> )
40	0	680.7
10	0	52.9
40	3	595.2
40	10	387.9
40	30	200.5
40	100	69.2

Table 1: Irradiance of daylight in W/m<sup>2</sup> and percentages.

Only part of the global radiation and the PAR light enters the greenhouse. In particular, the glass or foil on the greenhouse effects the total transmission of the greenhouse. Because the amount of natural diffuse radiation is large, the transmission of the glass or foil for diffuse radiation is also important throughout the year. Yet the transmission for direct radiation is also a determining factor for the total light sum in the greenhouse and on the crop.

## Winter climate and winter leaf

In the winter, the incoming radiation until the shortest day decreases considerably because of the lower position of the sun and the higher cloud coverage in Holland and in the countries situated further away from the equator. As a result, at the beginning of the winter more incoming radiation can be allowed, but light sums will decrease nevertheless. Because of lower light sums, growth decreases substantially, as a result of which weaker leaves are formed. Because Anthurium and Phalaenopsis do not grow that fast, the leaves that are formed in the winter will start to develop towards the spring.

A few weeks after the shortest day, the incoming radiation increases considerably by a combination of the higher position of the sun and decreased cloud cover. This means that around February much more energy reaches the crop than at the time when the leaf is formed. The winter leaf that is already present on the crop is often not able to process this increase. Therefore, screens should be used at this time already with lower radiation in order to allow the crop to familiarise itself with the greater amount of incoming radiation. With the changeover to more radiation, the crop will be able to process the radiation better if the moisture content in the greenhouse can be kept high.

A better understanding of physics together with knowledge of the plant will allow you to improve climate adjustments and thus optimize cultivation.

Bureau IMAC Bleiswijk B.V.

Hans van Eijk



\* Source: Van Weel, P.A. en van Voogt, J.O. 2012, 'Physical analysis of the moisture and energy balance of a greenhouse.' Wageningen University, Cultivation under glass (report GTB1185).

# London and Leeds on their way to the top!

The two new white varieties, London and Leeds, are quietly growing apace in the hard-fought white colour group. It's therefore high time for a brief explanation of both varieties.

## Anthura London

The new London variety belongs to the line of the now classic Bristol. Striking external features are a beautiful intense yellow lip and a compact rising plant structure. Plant height and flower diameter are virtually identical to Bristol. The variety grows very uniformly, which results in almost 100% plants with two stems in case of a standard cultivation duration of 46 weeks. We recommend cooling the London variety on time: with an overly long growing phase, this variety can sometimes grow too long.

## Anthura Leeds

Product details	Anthura London
Variety name	PHALCOXAM
Color	WHINX
Flower size	9,5 cm
Plant height	60 cm
Pot size	12 cm



In practice, you often have to choose between either a high percentage of plants with two stems or a large flower size. With the arrival of the Leeds variety this is no longer the case. The Leeds variety combines both characteristics with a very compact plant structure. This variety is suitable both for growers aiming at the retail channel and growers aiming at the wholesale market/specialist dealers. The variety has a plant height of around 70 cm and a flower size of 10.5 cm. With a standard cultivation duration of 46 weeks, the variety produces 90% plants with two stems. If you have not yet received these two varieties at the nursery, please ask your sales manager about availability and let yourself be convinced!

Robert Kuijf  
Product Manager Orchid



Product details	Anthura Leeds
Variety name	PHALCARDOK
Color	WHINX
Flower size	10,5 cm
Plant height	65 cm
Pot size	12 cm



## VARIETIES

### Aspire®

As a verb, 'aspire' has positive connotations. Seek, aim or pursue, it doesn't matter how you explain the translation of 'aspire', it emanates a positive force.

The meaning of the verb 'aspire' is positive. This is a stunning variety with excellent features such as a production of more than 90 pieces and an average shelf life of 35 days! The green spadix tip presents an attractive contrast with the bright white bract. The colour white naturally abounds in positive symbolism. This means that the flower is perfectly suitable for large arrangements such as the decoration of a wedding venue. Thanks to the beautiful stable shape of the bract and the average flower diameter of 13-15 cm, the presentation in both the box and the vase is stunning. This is a more than appropriate name for a novelty with which you will undoubtedly distinguish yourself with your customers.

*Hans Prins*

*Sales and Product Manager Cut Anthurium*



#### Product details Aspire®

Variety name	ANTHIPFOJ
Flower size	13-15 cm
Production	90 pieces/m <sup>2</sup>
VBN code	115541

## VARIETIES

### Small is BIG business

If you have visited the Flora Holland Trade Fair this year, you will have seen that this slogan was used to give extra attention to the 9 cm assortment.

The varieties suitable for this size deserve it, though. Several clients are lining up to buy the different varieties in order to give them a place in the retail channel. The current market is changing. We can all think of many reasons why the situation is much more difficult in Europe, but one thing is certain: the average consumer has less money to spend and has to make choices on what to spend his money. Southern Europe in particular is struggling, and that is where the large pot sizes, such as 17 cm and 21 cm, used to be destined for, apart from France. This market has already decreased considerably. Moreover, fewer houses are being built and the houses that are being built have hardly any window sills. In Europe, people have far less space at home for properly displaying such a large pot and consumers with limited budgets are increasingly choosing smaller pot sizes as well.

Through its breeding efforts, Anthura has been looking for a while now for varieties that would do well in the smaller pot sizes, such as 9 cm and 12 cm. In the 12 cm segment there are already 10 hectares available in Holland. The 9 cm pot size is following right behind.

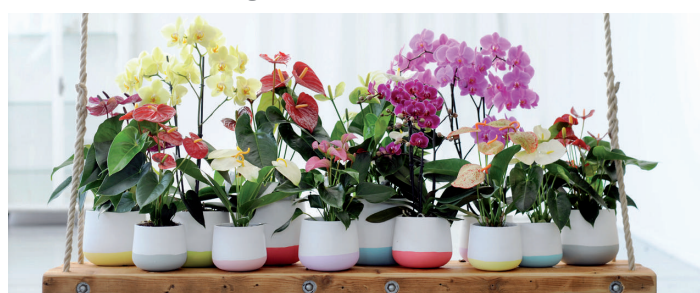
This was evident at the Flora Holland Trade Fair, where there were already around eight Anthurium varieties and just as many Phalaenopsis in 9 cm pots on show. And there are more to come. The newcomers must comply with strict demands and the proportion between leaf, flower size and pot has to be right. This entails a tremendous effort not only from our breeding department but also from the growers who will be cultivating them in the future. Everything has to occur on time and the success of the 9 cm pot cultivation is turning out to be a genuine top-class sport.

Who is willing to take on the challenge? If you proceed correctly, cultivation of small pot sizes could really turn out to be 'BIG Business'.

We're very keen to help you with this project.

*Richard Smit*

*Sales & Product Manager Pot Anthurium*



# Corporate social responsibility and charity marketing

## Flowers and plants as an asset for our collaboration with good causes

Supporting a good cause as an entrepreneur is extremely appropriate to current times, in which cross-fertilisation is increasingly common in order to help your fellow man in a positive way. Entering into a partnership with a good cause also offers opportunities for growers. Achieving the maximum with the minimum resources, while each step has to be justifiable both ethically and financially.

the plants' sales went to the Heart Foundation. The action ended up generating no less than €12,000, a very respectable sum that will be used for life-saving research.

Fleur de Bruijn has been Sales and Marketing Manager at the Heart Foundation since June 2014 and is responsible for partnerships with companies, ranging from multinationals to local small and medium-sized enterprises.

Fleur points out that the Heart Foundation is very pleased with this action. "We were immediately enthusiastic when we were approached by the pot Anthurium promotion group. Flowers and plants touch people and say more than words." She also mentioned that her association with Anthurium has received a positive boost.



*Anthurium growers Henry Stolk and Pieter Stolk*

### Perfect match

Heart-shaped red flowers as the beating heart of this action. Committing to research into heart and vascular diseases, especially in women, together with pot Anthurium seems to be a good match.

### Anthurium actie

During the action week of the Heart Foundation, 120,000 pot Anthuriums were given a special heart-shaped label with the text: "For whose heart do you go into action?" Part of the proceeds of



*Dutch Pot Anthurium growers presented cheque to the Heart foundation*

The action was given extensive media coverage, putting Anthurium successfully in the spotlight. The action got the most likes (around 1,300) on the Facebook fan page of the Heart Foundation with a scope of more than 100,000 people.

[www.facebook.com/hartstichting](http://www.facebook.com/hartstichting)



### Heart Foundation

The Heart Foundation fights against heart and vascular diseases. By financing this research, supporting patients, giving education and working on improving health care quality, it strives to ensure that fewer people die from heart and vascular diseases in the future.





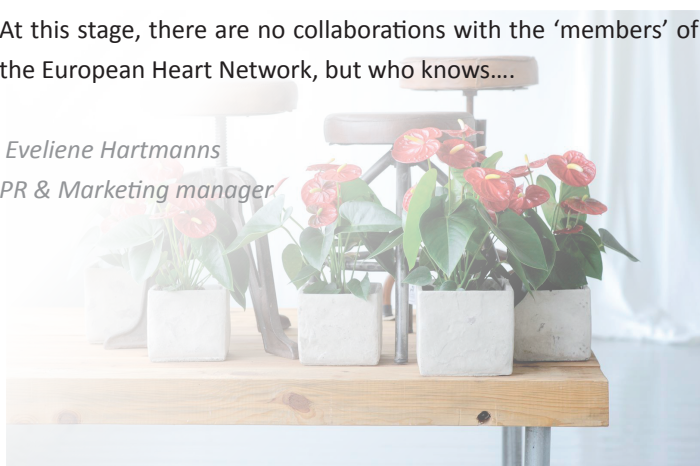
### Are you considering collaborating with a good cause?

Explore the possibilities of a group. By operating together, you are often more effective and you can roll out the action on a larger scale. Good communication about the collaboration and the action is fundamental.

According to how the collaboration with the chosen charity takes shape, support materials are needed. One way or another, consumers have to recognize the plant or the flower as the product involved in the campaign. This can be achieved with the packaging as well as in-store communication (shelf position, posters, display).

At this stage, there are no collaborations with the 'members' of the European Heart Network, but who knows....

*Eveliëne Hartmanns*  
PR & Marketing manager



## TRADE FAIRS JANUARY 2015 – MAY 2015

**TPIE, Fort-Lauderdale, USA**  
01/21/2015 – 01/23/2015

**IPM, Essen, Germany**  
01/27/2015 – 01/30/2015

**Salon du Végétal, Angers, France**  
02/17/2015 – 02/19/2015

**Horti Asia, Bangkok, Thailand**  
03/17/2015 – 03/19/2015

**Seasonal Trade Fair, Naaldwijk, Holland**  
03/18/2015 – 03/19/2015

**Flowers & HorTech, Kiev, Ukraine**  
03/31/2015 – 04/02/2014

**Spring Fair Flora Holland, Aalsmeer, Holland**  
04/15/2015 – 04/16/2015

**Hortiflorepo, Shanghai, China**  
04/22/2015 – 04/24/2015

## Voor wiens hart kom jij in actie?

Koop een Anthurium en steun zo de Hartstichting



### Tips for charity marketing

- Involve the charity in your communications
- Be transparent and clear in communications with all stakeholders about the intention, agreements and expectations. Publish them
- State clearly what the consumer can and must do to support the goal
- Use both offline and online media and channels; digital marketing communication instruments like websites, YouTube and Facebook
- Pay attention to milestones (e.g. achieving targets)
- Organise a specific date for handing over the proceeds
- Do not forget internal communications; the involvement of your own staff members has a very positive effect

## COLOFON

Anthurinfo is a publication of Anthura B.V. This newsletter is distributed free of charge to customers and is available in Dutch, English, Italian, Spanish and Polish.

Anthura B.V.  
Anthuriumweg 14  
2665 KV Bleiswijk  
the Netherlands  
Tel. (+31) 10 529 1919  
Fax (+31) 10 529 1929  
E-mail: [info@anthura.nl](mailto:info@anthura.nl)  
[www.anthura.com](http://www.anthura.com)

No parts of this leaflet may be reproduced without permission in writing from Anthura B.V.

Anthura B.V. and Bureau IMAC Bleiswijk B.V. cannot be held responsible for the advice provided herein.

All intellectual property rights of mentioned trademarks of plant varieties in this leaflet are reserved to Anthura B.V..

® Registered trademark

Anthurinfo appears three times a year.

Editor: Laetitia de Goeij