

# FloralNEWS

No. 4, 2013

A Selecta Cut Flowers Publication



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## On The Cover:

Diana and Martha presenting at Proflora two new gypsophila varieties: Pearls® Petite and Pearls® Ginga-way. Read more on p. 10.



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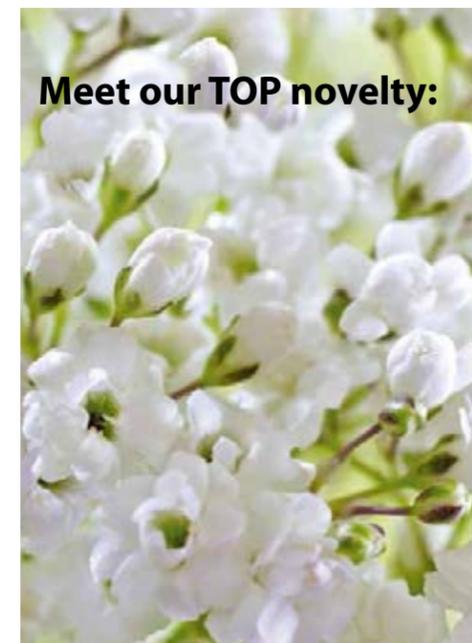
## Sustainability: Trick or Treat?

Sustainability has become one of the buzz words in many industries, not only ours. Maybe it is just another marketing tool, maybe a fundamental principle we need to follow to keep our world turning. Every individual and every organization can answer this question for themselves. When you decide, make it a conscious decision: like getting in shape. It's an effort without question. If we do it for the short term, it's pain with no gain. But once we have made this part of our lives, it becomes a routine, and it feels good!

So trick or treat? Let's go for treat, since this is an opportunity: to improve our products; to improve our way of working; and to improve the way we interact with our environment. It doesn't need a revolution. It's more like climbing a mountain: thousands of steps to reach the top. But we never get there, unless we make the first one. I like to think of our Pearls® Gypsophila as such a step: extra long shelf life and less energy demand. I like to think of our investment in renewable energy power stations as another step. And I like to think of our MPS GAP, MPS SQ, and NAKT certification program for our production as one more step. Together with you we want to do more steps, providing people around the world with beautiful products they can enjoy.

Sincerely yours,

Nils Klemm n.klemm@selectaklemm.de



Meet our TOP novelty:

PEARLS®

*Petite*

IDEAL BOUQUET FILLER!

This long-lasting variety has small, semi-double flowers concentrated on a dense inflorescence and carried on strong and stable stems. It has terrific display volume. Fresh, new genetics specially designed to use in bouquets.



# Q & A



## with Alexander Hess, from Sunflor Germany GmbH

An interview with Alexander Hess, Head of Purchase at Sunflor Germany GmbH, a cut flowers import agency.

### Q: Please tell a bit about your company.

**A:** Sunflor in Switzerland was founded in 1976 by six Swiss wholesalers to combine their import activities. After a certain period, Sunflor also offered its service to third-party clients. Finally after a management buy-out, Sunflor is operating independently as a flower import company, serving wholesale clients in Switzerland. In 2009 sister companies in Ecuador and Germany were founded.

Sunflor Ecuador is acting mainly as purchasing department for Sunflor Switzerland and Germany, but is also an export company for third-party clients. Sunflor Switzerland and Germany are focused on quality and sustainability. Our main products are high quality roses from Ecuador and various specialty items from all around the world.

### Q: Sunflor is importing cut flowers to Germany, to Switzerland, and to Austria. Are these markets very similar, or they are different?

**A:** We are importing to Germany and Switzerland directly; to Austria we are selling out of Germany. Austria and Germany are quite similar, but this is

hard to tell. Germany is quite big, and the market demands and expectations are very different in certain areas. You can say that the south of Germany is similar to Austria, but the west, for example, is completely different.

Switzerland is a little different. Our clients there have a bigger assortment and are always interested in special or new items. Also the focus on quality is very high. What I noticed in the past 10 years is that these markets are getting more similar.

### Q: Germany is the leading EU flower market. What are the main characteristics of this market?

**A:** As it is the biggest market in the EU, it is very competitive. A lot of companies are fighting for market share, so there is a huge price pressure. Still the quality level is very high, and the clients know exactly what they want.

I see the market developing in two directions: one is the top-quality market, and the other is the best-price market.

### Q: A lot of cut flowers for the EU market are supplied through the Dutch auctions or directly by

### Dutch wholesale companies. Do you think that this will change in the future?

**A:** The Dutch companies are the biggest in the EU, and I don't see this changing in the future. But I think that less product will be supplied through the auctions, as the average low prices in the last years are forcing the growers more and more to look for alternatives.

### Q: Florists are the most important retail channel for cut flowers in Germany. However, according to the data of GfK (German Association for Consumers Research), other retail channels have increased the market share, particularly supermarket chains and discounters. Do you fear that if supermarkets increase their market share by selling lower-quality flowers for low prices, the general image of flowers in Germany will be damaged in the long term?

**A:** I don't think so, as long as the florists don't try to compete pricewise with the supermarkets. Actually I see this as a chance for the florist, because if someone buys cheap flowers in a supermarket with lower quality and is disappointed, he or she may try higher quality product from the florist next time. If he/she does not receive a noticeable better quality there – then the general image of flowers will be damaged on the long term.

### Q: How the florists can distinguish themselves more clearly from the supermarket channel?

**A:** There is no chance in competing pricewise, so they have to add perfect service and a high quality product. Also they are able to give expert advice to the clients and can delight clients with their floristic art.

### Q: Since the start of the economic crisis in 2008, consumption of flowers has been fairly stable in Germany compared to other EU countries. Do

**“**(...) less products will be supplied through the auctions, as the average low prices in the last years are forcing the growers more and more to look for alternatives.**”**

### you think that this situation will remain in the next years?

**A:** Yes. Buying and giving away flowers as a present has a long tradition in Germany, and I don't think that this will change in the near future.

### Q: What are some trends that you see in the field that will influence the EU retail market?

**A:** There is definitely a trend with Fairtrade-labeled product. This is the first label that is really recognized by most consumers (I think mainly because it is not a “flower-only-label”).

We notice that the consumers are more and more interested to know where the product comes from and under which circumstances they are produced.

Also the online market for flowers is still at the very beginning compared to other product groups with a huge potential. **SCF**

Alexander Hess is Head of Purchase at SUNFLOR GERMANY GmbH. You can reach him at [alexander.hess@sunflor.de](mailto:alexander.hess@sunflor.de)



SUNFLOR AG CUTFLOWERS & GREENS

FOR MORE: [www.sunflor.de](http://www.sunflor.de)

# THE SELECTA WORLD

NEW PARTNERS



It is our intention to permanently expand our sales network and offer our customers the best products that work perfectly for their needs. Therefore we're excited to introduce two new Selecta's partners, with whom we will cooperate on the sales and distribution level.

Welcome aboard, Montiplanta and Albani!



## New partner in distribution: ALBANI

**O**ur new partner in Italy, Albani e Ruggieri (A&R), is one of floriculture leaders specializing in breeding and production of young plants. We are very excited to be an exclusive distributor of their Gerbera genetics worldwide. This partnership allows us to offer a unique product portfolio, and it adds value to the entire supply by bringing innovative products.

**A**lbani's main products, realized on 180,000 m<sup>2</sup> of greenhouse space, are rooted and unrooted cuttings and half-finished pot plants (geranium, poinsettia, impatiens, petunia and calibrachoa, hibiscus, dipladenia, cactus and

succulents) and cut flowers (chrysanthemums, carnation, and gerbera). To be less dependent on only a few crops and step into a new, fast-growing market, A&R started 25 years ago with its own breeding for gerbera varieties. All this time, A&R company has focused on this crop. These efforts have resulted in an exciting assortment of varieties in a wide range of shapes and colors. RE-AL varieties (breeding brand, standing for REsearch ALbani) of gerbera, both "standard" type and "mini" type, plants can now be found in main Italian professional flower nurseries and professional cutflower productions. This makes A&R one of the leading companies in breeding, multiplying, and supplying young gerbera plants.



Above: Greenhouse in Civitavecchia; Below: Gerbera greenhouse

Selection of new varieties

**G**erbera breeding activity is able to process more than 30,000 seedlings coming from traditional breeding activity. Selection targets strictly identify best performers in terms of quality of flower (size, color brightness, stem strength) and production in order to satisfy mainly Mediterranean conditions of growth and high adaptability to different conditions of cultivation for further important markets.

Throughout accurate selection, best candidates pass directly to laboratory to "in vitro" conditions. This procedure ensures the grower of strong and healthy plant material and shorter time in introducing new varieties, which speeds response to market demand. Civitavecchia locations have their own laboratory for breeding and multiplying/production purposes. Albani's staff has a high level of knowledge in multiplying gerbera plants in tissue culture, free of virus and any other disease. Today, 100% of their plant material comes from meristem culture.

**E**very year A&R tests its catalogue varieties agronomically with new entry candidates in order to improve the variety offered to clients continually. Also A&R tests new varieties by checking vase life and selling cut flowers of new varieties to the market. As a result, florists and consumers can be assured of good quality flowers.

A&R is constantly working to improve its varieties. And its professional staff is working hard to constantly improve its product range. By integrating feedback from its customers from test facilities in Italy and abroad, they have been able to implement an important step in their product development. This progress is confirmed by the ever-increasing share of A&R varieties found on major gerbera markets.

Information contributed by Vanessa Dirienzo, Albani e Ruggieri. FOR MORE: [www.albani.it](http://www.albani.it)



## New partner in sales and distribution: MONTIPLANTA

**W**e've recently teamed up with Montiplanta, a gerbera breeding and sales company, who will be our sales agent on the Portuguese market and do the gerbera hardening for customers in Spain, Portugal and Morocco. In addition to their sales support, we have now an access to their gerbera breeding program and are excited to distribute Montiplanta's genetics worldwide.

**M**ontiplanta has been breeding and selecting gerbera varieties for more than twenty years. It is located in the area of Montijo, near the center of cut flower production in Portugal, where it earned the well-deserved reputation of serving their customers with the best genetics and service. This company is focusing on breeding varieties for hot weather (Mediterranean, South America, Africa, India, Japan, and California) and selecting varieties that are easy to grow, resistant to diseases and insects, have high yield performance, long shelf life, stable colors, and petals that can suffer the stress of transport. "The climate and location let us have a selection of varieties that does well in hot countries with high radiation. The success of our varieties both in Portugal and in other countries led us to seek cooperation with another company that is able to sell our varieties worldwide," says David Yarkonii, the owner of Montiplanta.



David Yarkonii, the owner of Montiplanta



Gerbera rooting area

stopped producing plants from cuttings. The program of breeding is increasing constantly, and we do expect to see more varieties coming really soon.

For achieving this all, we use very new bio technology that can lead us towards our goals. Our new varieties are tested at least two years before appearing in the market, to ensure good results for the growers," says Tali Yarkonii, Montiplanta's gerbera breeder.

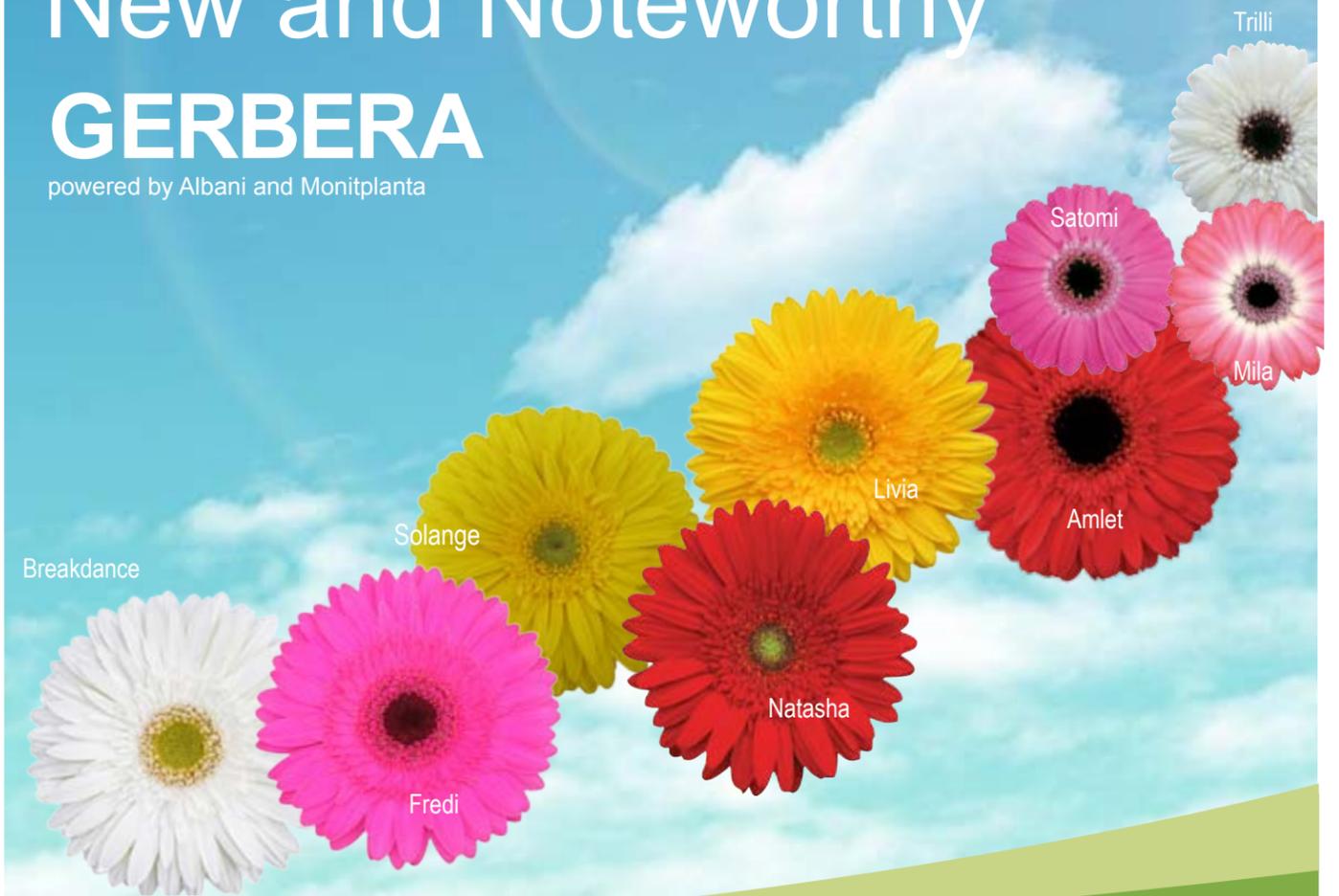
**M**ontiplanta has a lot of experience in growing gerbera both in soil and hydroponically and is proud to share this know-how with

their clients. "Our philosophy is - the best for the grower is the best for us. We are happy with the opportunity to work with Selecta, which is a stable, respectful company with a pleasant teamwork environment" added Mrs. Yarkonii.

FOR MORE: contact David Yarkonii at [montiplanta@gmail.com](mailto:montiplanta@gmail.com)

## New and Noteworthy GERBERA

powered by Albani and Montiplanta



# PROFLORA, THE PERFECT MEETING POINT

By Sabina Reiner

Since 1991 Proflora has grown to be one of the most important international floriculture trade fairs in the Americas. Proflora is THE show that Selecta Cut Flowers couldn't miss.

The 2013 edition of Proflora was held in Bogotá from October 2-4, and it brought over 1,500 buyers from more than 60 countries. As a part of the opening ceremony, the president of Colombia, Juan Manuel Santos, awarded ASOCOLFLORES (the Association of Colombian Flower Exporters) with the Cross of Boyacá in recognition of 40 years of work on behalf of Colombian floriculture. The Order of Boyacá is the highest medal granted by the Colombian government for exceptional services to the country.

During this event, Selecta debuted with several new varieties, which created a lot of visitors' interest. The stars of this trade fair

were definitely our gypsophila varieties: Pearls® Ginga-way and Pearls® Petite. Both varieties are specially selected for their superior quality and longevity.

**Pearls® Petite** is the perfect choice for the ready-made-bouquet market – but not limited only to that. This long-lasting variety has small, semi-double flowers concentrated on a dense inflorescence and carried on strong and stable stems. It has terrific display volume! Pearls® Petite got the highest score among all gypsophila introductions in the varieties contest.

**Pearls® Ginga-way** adds elegance to any floral arrangement. It has a rich inflorescence with large, full, and pure white flowers, creating a snowy effect. This variety has great resilience during shipping and does

not have the typical gypso strong scent.

A lot of attention got also **Estelle™ Solidago**. A genuine novelty on the market! It has heavy stems with large cream-white flowers. This highly productive variety is easy to grow, early to flower, and quick to harvest.

Selecta has been breeding carnations since 1960, and we have introduced many successful varieties. One of them is **Randal**, a white standard carnation. It is the newest white selection with extended shelf-life. Worth mentioning is that Randal is excellent for tinted programs.

**Mandalay** is another variety that amazed many visitors. This standard carnation has a long-lasting and an incredibly eye-catching hot pink color. It has thick, long stems and a superior vase life.

**Kabu** is going to have a very promising future. This standard red gerbera got the third place in the gerbera competition at Proflora.

At Proflora we had the opportunity to meet with many growers and buyers. This event is a great platform for networking, building



Our "Pearls" models and Carlos Giraldo Klinkert (Sunset Flowers) next to two new Gypsophila varieties: Petite and Ginga-way.



Mandalay (standard carnation) with Pearls® Petite gypsophila.



Estelle (Solidago) amazed many visitors.



*Proflora is the perfect meeting point for breeders, growers and buyers.*

business relationships, and identifying new business opportunities. We would like to say thank you to all visitors who stopped at our booth. We hope to see you again in two years in Medellín.

Yes, that's right - due to the current success that Medellín is having, it was recently named as the most innovative city in the world by the *Wall Street Journal* and Citibank. It is also the Colombia's second largest flower-growing region. Therefore the executives at Proflora have designated the capital city of Antioquia as the official setting for Proflora 2015, which will be held from September 30 to October 2.



*Kabu, standard gerbera, won the third place in the gerbera competition at Proflora.*



*Randal, a standard carnation, is the newest white selection with extended shelf-life.*

## COLOMBIA: "Pearls" Open House

*By Paola Coba*

On September 17 we held our first annual Gypsophila Open House at Sunset Flowers, in the northern part of the Sabana the Bogotá. We had many visitors representing the Colombian gypsophila producers and flowers buyers. Our visitors were able to see our Pearls® varieties in different stages of growth. At our exhibition area we presented finished product in order to better appreciate the characteristics of each variety. According to our visitors' feedback, the most outstanding advantages of all Pearls® varieties were fast cycle, flower form, and long vase life.

During this event our newest gypsophila Pearls® Petite draws the most attention. It is the fastest variety that growers found on the market. Visi-



tors were also impressed with Pearls® Ginga-way, which is fast to grow no matter if supplementary lighting is used or not. A special Thank You to Sunset Flowers, who hosted this event.

## PORTUGAL: Selecta Open House

*By Richard Buis*



Last month, on November 23, 70 cut flower growers from the north of Portugal visited Selecta Open House.

Richard Buis, Selecta's area manager, started this event with a company and product presentation. In his last presentation he showed carnations' growing problems and solutions collected from growers around the world. In the afternoon David Yarkony from Montiplanta (our new gerbera breeder and sales agent) gave a very interesting presentation about Montiplanta's gerberas and shared his technical know-how on gypsophila cultivation.

Visitors were able to exchange their growing experience and learn about new varieties, which will be launched in 2014 on the market. It was a great and well-organized event, fulfilled with plenty of food and drinks.



## CARNATION COMEBACK

*In the floriculture world, carnations have long been regarded as “the workhorse” and with good reason: they are hardy and affordable, and they are also supremely versatile when it comes to use. No wonder that carnations are the flowers of choice for prominent floral designers.*

By Sabina Reiner

**G**regor Lersch, who is one of the top-world designers, used Selecta carnations for one of his international seminars. I had the opportunity to participate at this event, and it was a great experience to meet there over 30 florists, coming from many different countries around the world. During this 3-days workshop, one day he dedicated to carnations. The challenge of this day was to use

carnations for event-floristic. The florists used 1,200 stems of Goblin, a green standard carnation, to create a big statement.

“In my book, *Forever Young*, I wrote that ‘classic’ cut flowers always place great demands on florists. Innovation drives me since a long time, and it includes also the recourse of ‘classic’ flower, such as carnation” says Mr. Lersch.



*Over 30 florists, coming from many different countries, used 1,200 stems of Goblin for an “event” arrangement.*

To the question, what is the idea of this workshop, he replies: “The challenge of this seminar is to give carnations a new ‘dress’, other than in the usual daily floristry would be given to them. Carnation is like a good ‘fairy’ in all life situations. Its durability, a wide color range, its patience with changing surroundings... once you sent it around the world by plain or by ship, than unwrapped from the box and cut the stems; it continues to live in the water...it is hard for any other flower to stay in such as good appearance. In the German language ‘carnation’ is a feminine word – she is often perceived like a humble woman who is just too good for her husband...without a doubt! Often the spiky roses, which refuse you with their thorns, are THE beloved and desirable. The floral design can help to improve the perception of carnation. Not always the ‘retro’ look but also a contemporary and modern design will help this flower to attract the people with its appearance.”

**D**uring this seminar I had the opportunity to get some feedback from the florists regarding carnations. “Carnations are a great fashion flower. They are available in a wide color palette and colors like pale pistachio greens of Goblin or creamy peach shades are getting more and more floral design attention” says Magda, a Polish floral designer who lives and works in the U.S.A. “I also like



*Gregor Lersch is one of the most influential and inspirational personalities in the world of Floral Design. Several of his books have become essential reference guides for florists worldwide. A winner of seven large gold medals, over 30 gold medals, 22 silver, and several bronze.*

carnations in vibrant, strong colors and group three stems to create little pom-poms in a mixed bouquet or use just carnations for a bold statement,” added another florist from Germany.

**C**arnations can be used for almost any occasion and in any design style. They may serve as a mass flower or filler flower, or they may even be used to create strong dynamic lines. Breeders are continually improving existing colors or coming up with striking new hybrids.

A carnation comeback? Carnations never really go away. They are like a perennially popular entertainer who just changed his style and his hair color to re-enter the spotlight to roaring applause.

“Carnations will continue to stay in my focus (...) and when the time spirit will be willing to move carnation to the corner, I will surely keep it away from staying an ‘old fashion’ flower,” promised Gregor Lersch in his conclusion.



# SUSTAINABLE FLOWERS

By Sabina Reiner

**Environmental, social, health, and safety issues are becoming increasingly important on the market. Consumers are more and more aware of the environment they live in, with a critical eye on how and where things are produced.**

Many cut flower importers and wholesalers already offer a range of products sourced from growers who choose cultivation methods that are biological, organic, and ecologically and socially responsible. For instance, Omniflora,

the leading European importer-distributor of fresh cut flowers, proactively supports Fairtrade and the Flower-Label-Program (FLP). Also Flora Blumenimport (importer for 12 major wholesalers in Germany) sees plenty of potential for sustainable flowers. "With

fair flowers I see a chance to reach the customers, who are looking and willing to pay more for these flowers," said Christian Willeke from Flora Blumenimport to TASPO magazine.

In the meaning time, sustainability is high up on the agenda for retailers, especially in the U.S.A., Canada, UK, Germany, and Scandinavia. More and more supermarket chains require suppliers and producers to be certified, according to GLOBALGAP, FLO, FFP, MPS, etc. In discounter Aldi or Lidl, you will find now only cut flowers with MPS labels. Supermarkets, such as Safeway, REWE, or Real offer cut flowers with Fairtrade, VeriFlora, Earth-Friendly, or MPS labels. Growers who do not have the relevant label required by the supermarket or discounter will be not able to supply their products to this market in the near future.

## FACTS & FIGURES

It's difficult to make this "sustainable" trend visible to the growers who aren't noticing the demand. Therefore, we are presenting here some different and independent sources of market research.

According to the German study recently done by Trendbüro, in order of the trading company Otto Group, shoppers are increasingly interested in bio and fair trade products; they are interested to know if products have been produced locally and /or in an eco-friendly environment. 56 percent (!) of respondents said they often buy sustainable products. In the preliminary study in 2011, there were still 41 percent who favored sustainable products, but in 2009, that number was only 26 percent.

Looking at the numbers on a broader scale: in Ipsos (an independent global market research company) global survey of 18,500 respondents, 52% agree that they "care what efforts brands are making to help the environment," and 38% say they are "willing to pay



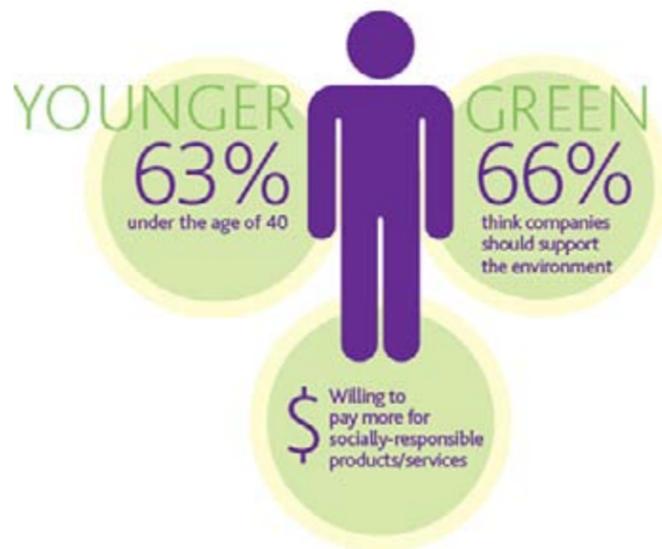
Greendex score:  
 55.1- 60.0  
 50.1- 55.0  
 45.1- 50.0  
 40.1- 45.0  
 Not surveyed

Figure 1: 2012 Greendex Map by National Geographic

more for green or environmentally friendly products." In the United States 32% of respondents were ready to pay more for these products, and in Japan just 13% (the lowest percentage of the 24 countries). National Geographic and GlobeScan developed a Greendex Worldwide (Figure 1) based on their global study of 17,000 people across 17 countries. The Greendex ranks consumers by their "green" behaviors. It measures their sustainable attitudes and current practices that have a positive or neutral impact on the environment. The highest score marked on this map represents the "greenes" consumers.

## THE NEXT GENERATION OF CONSUMERS

The market is now entering the next generation of consumers, Gen Y, who make buying decisions differently from their predecessors. Gen Y, the generation born between the late 1970s and the mid 1990s is the first generation to be fully immersed in the internet and technology and have



*"The Global, Socially Conscious Consumer" based on Nielsen's 2012 survey.*

a strong sense of social and environmental responsibility. They like to know where the products they are buying are produced and in what ethical conditions. A survey released by Cone (a U.S. brand strategy and communications agency) puts some more light on American Gen Y's views on sustainability. According to its study, 83 percent of this group would consider switching to another product or service if they found out about a company's negative corporate responsibility practices. They will reward products they trust with their loyalty and dollars.

"More shoppers are requesting local or sustainable flowers, however, and the floral trade has begun to respond," says Amy Stewart, author of the book *Flower Confidential*. "There was a period of time in the middle of the last decade when the North American and South American flower industry looked at this eco-movement in Europe and rolled their eyes, thinking, 'This is going to come and go, but the consumer doesn't want to pay for it.' Now, we're seeing that people do think deeply about where their dollars are being spent and where things come from," Stewart says.

## GET STARTED

For those who are not working on your own sustainably program, it is worth it to consider building your own sustainable platform and be prepared for the future. Once you have it, it is easier and faster to apply for a certificate required by your customers. As in the car industry: the VW group is producing the same platform for all its car brands. Depending on market response, they can quickly and easily adjust their production to the demand for the particular car model by always using the same platform.

For sure this process takes time, patience, and money, but in the long run you will be able to make your business more transparent and efficient. Sustainability is not a fancy marketing tool. It has much deeper sense. Good environmental performance reduces risk, lowers costs, improves productivity, and enhances reputation. Sustainability is an excellent way to distinguish yourself in the market, and it opens the market to consumers interested to sustainable products. Don't forget to communicate to your customers about your efforts in this area.

*Sabina Reiner is Marketing Manager at Selecta Cut Flowers. You can reach her at [sabina.reiner@selectacutflowers.com](mailto:sabina.reiner@selectacutflowers.com)*



## We did it again!

*By Torsten Mundus*



*The Selecta runners at the Safaricom Marathon in Kenya.*

On 29th of June again a team of nine enthusiastic runners working for Selecta in Kenya, Uganda, Spain, and Germany have been participating in the Safaricom Marathon in Kenya. Running a half marathon in a team in the spectacular scenery of the Lewa conservancy and Mount Kenya is a wonderful experience. Knowing that by doing so you are supporting funds that have gone into life-changing development initiatives in sectors such as health, education, environment, and energy, benefitting thousands of locals in the remote Northern range land areas and lately, the rest of Kenya is making it even better. Since its inception in 2000, the Safaricom Marathon has raised US\$ 3,800,000 for a range of projects across Kenya. And finally to leave with an improved team result as we did this year makes it perfect. At the end everybody on our team was of the very same opinion: we have to be there again in 2014! It was just fantastic!

## Selecta New Face

*By Nils Klemm*

**David Abuchar** has played a key role as Sales Manager in developing Selecta Colombia from its nucleus to a well-known and trusted supplier of the Colombian flower industry. We are very thankful for his efforts and accomplishments. We wish him and his family all the best in their new life, leaving for Europe, where he will be based in Belgium, having assumed a position promoting South American fruit products.

We are happy to announce that **Oscar Cuartas** will follow up as Sales Manager of Selecta Colombia. Oscar is an agronomic engineer with experience in the field, as well as more than a decade of experience in sales and marketing. He is very familiar with Colombia and South and Central America. He also travelled to Africa, which enables him to understand the differences in terms of competitive advantages of those two main regions growing cut flowers for the world markets. Oscar has been able to collect profound knowledge of various areas, such as breeding, cutting, and cut flower production. His special area of expertise is carnations, which is one of Selecta's core crops. Oscar will be in charge of South, Central, and North American market. We are proud to have Oscar Cuartas join our team. We trust that readers in his territory whom he will soon be in contact with will find him a professional partner, helping you to succeed in your business.



*Oscar Cuartas*



World Novelty  
High Volume  
**Endless Possibilities**

[www.selectacutflowers.com](http://www.selectacutflowers.com)

