

FloralNEWS

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A Selecta Cut Flowers Publication



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On The Cover:

Finally, a new green Dianthus Barbatus is hitting the market.

Read more about *Lady Ingreen* on p. 11.



Scan the QR code with your mobile device to get directly connected to our homepage.

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Creating the Future

Peter Drucker, an Austrian born American management professor and consultant, who is considered a founder of modern management, once said: the best way to plan for the future is to create it yourself. There seems truth to that since trying to foresee the future and planning for it may leave you in a challenging position. A better approach appears to be developing resources allowing you to create your own future instead. The types of resources will differ for each company depending on the particular competitive environment: is it very traditional or very disruptive? We have chosen to invest in our capabilities

to create novel products. Mastering technologies should allow us to continue to be a first choice for your program. Read more about that on page 6. As always: enjoy reading and thank you very much for choosing us as your partner!

Sincerely yours,

Nils Klemm n.klemm@selectaklemm.de

Important Announcement

Selecta's carnation program is getting bigger!

Albani has been handing over its entire carnation business to Selecta Cut Flowers. This carnation program includes varieties selected for consistent quality and very high productivity. Selecta Cut Flowers is already the exclusive representative for Albani's Gerbera breeding worldwide, with the exception of Italy.

Albani carnation program will be produced in Selecta's farm in Kenya, which is MPS A and MPS SQ certified. SEE (Super Extra Elite) is coming from NAK-T Elite certified stock.

The varieties making up the former Albani program have been bred by the Flavio Sapia Costanzo family. The program has already been integrated into Selecta's Elite program. In Selecta's farm in Kenya, mother plants and production cuttings will be produced and supplied starting in 2015.

This addition will strengthen Selecta's market position in various production areas.



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Q & A with Agroidea.

To learn more about this company visit www.agroidea.com.co



The Selecta Cut flowers team while visiting Agroidea. In the middle: Sonia Vela, Agroidea General Manager (left), and Sandra Guarín, Agroidea Production Manager (right).

Q: Please tell me a bit about your company, when Agroidea started, and how you serve your customers?

Agroidea: We are a Colombian company with over 25 years of specialist experience in highest quality certified production in different species of plants like Fruits, Vegetables, Timbers, and Ornamentals among others. We offer our customers a broad products-and-services portfolio to optimize their production processes, including: clones cleaning, in vitro pro-

duction, plant propagation materials, diagnosis of disease, efficacy assessments, and technical assistance among others. In our extensive experience, we propagate plants like cut flowers and pot plants such as Chrysanthemums, Carnations, Molucellas, Statice, Gerberas, Snapdragons, Campanulas, Begonias, and Geraniums. To ensure our propagation process, we have a specialized infrastructure and qualified staff allowing us to attain high quality standards.

Q: Which marketing strategies help your business to distinguish itself and attract new customers?

Agroidea: We take advantage of the positioning and experience we already have in the sectors we work and are recognized by the clients who trust in our work. Our main strategy is our commitment to provide added value by delivering products and services with high quality standards, ensuring both high profitability and competitiveness in addition to responsibility and professional ethics towards our customers.

Q: What are the biggest challenges the cut-flowers farms are facing in Colombia right now?

Agroidea: Plant material production is our specialty. Consequently we have to guarantee healthy and certified plants and to know their traceability, because that is the fundamental base of the future crop production. One of the great challenges facing producers is to be provided with plants meeting the above features.



Sandra Guarín, Agroidea Production Manager, presenting rooted Pearl's Petite, gypso.

“ Our main strategy is our commitment to provide added value by delivering products and services with high quality standards (...)

Q: Which opportunities do you see on the horizon?

Agroidea: One of our medium-term projects is to market our products and services abroad, achieving a position in markets not yet explored by our company, not only on the issue of ornamentals but in all the sectors in which we currently operate.

Our technical and development team is currently conducting research and feasibility studies in promising market products in different fields. Our interest is to meet not only the demand of plant material but also phytosanitary diagnostics services to sectors that require urgent transfer of such services. Likewise, we are working on the implementation of new technologies to make our processes more efficient, transferring the results of these improvements directly to the service we offer to our customers.

Q: What are the three things you need to be successful as a propagation and rooting station?

Agroidea: Maintaining and improving existing protocols; updating and continuously renewing, depending on customer requirements; looking for tools for process optimization.

SCF



By Dr. Andrea Dohm



All culture rooms are equipped with LED lightning systems in order to save about 60% on energy.

Investing in the Future

This year Selecta has invested several million Euros in a new laboratory in Stuttgart, Germany, where most of our breeders are based. This investment means for us:

- 70 % more lab space,
- 60 % more space in the culture rooms,
- 60 % energy savings due to LED.

OThe production and supply of healthy plant material is based on a reliable and potent laboratory.

Selecta has invested this year several million Euros in a new laboratory of about 360 square meters of work space for diagnostics, tissue culture, and biotechnology, completed in almost 250 square meters of culture rooms. In the new diagnostic lab, every year more than half a million ELISA tests and several thousand bacteria detections take place. The tissue culture lab and the appertaining culture rooms host more than 10,000 different varieties and breeding lines of the Selecta assortment. Tissue culture en-

ables the fast production of healthy plant material. It also enables virus elimination through thermo therapy or the production of interspecific hybrids by use of embryo rescue and other methods, since the new



New Selecta's facility for breeding and research in Germany.

biotechnology lab facilitates the application of new breeding techniques such as Molecular Marker assisted selection. The new facilities are further completed by modern rooms for microscopy, vase life testing, and seed storage.

Besides efficiency and reliability, Selecta ascribes more and more importance to sustainability. For example, the new culture rooms are equipped with LED lightning systems in order to save about 60% on energy, compared to standard fluorescent tubes. The new laboratory is controlled by a high-tech, energy-efficient airflow system, which supplies and controls absolutely clean and fresh air in all rooms. In breeding, one major goal is still the creation of new colors, flower shapes, and plant features. Although the focus differs slightly, in all cut flower crops, flower quality is mainly de-

termined by the long-lasting quality during storage, transport, and trading as well as by the following vase life. Our new biotechnology lab and the new facilities for professional vase life testing have enabled us to initiate a research project with the aim of developing Molecular Markers that are linked to flower longevity. These markers shall help us in the future to select varieties with improved vase life.

*Dr. Andrea Dohm is Director of Selecta's Breeding and Research Department.
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The new facility is controlled by this high-tech, energy-efficient airflow system.



The new laboratory for diagnostics, tissue culture, and biotechnology.



Modern "open space" offices.



New vase life testing room.



By Gabriele Kubo

Floriculture Industry in

Japan

Seen by the eyes of Gabriele Kubo, a German flower designer living and working in Japan for 21 years.

When I came to Japan for the very first time in 1989, the flower industry was in full bloom. The bubble economy was still climbing up, and money was flowing freely in the whole country. Florists were outselling their shops every single day. Huge Phalaenopsis plants were sold to bars and restaurants for the evening decorations, wrapped beautifully in expensive Japanese Washi papers. Arrangements were gorgeous, and out of mixed flowers and colors, bouquets were classical Japanese “hanataba,” big longish bunches of various flowers, bundled together and wrapped artistically in many layers of paper, decorated with huge ribbons. The main colors were soft colors, and mainly pastel tones of light pink, light blue, light purple were in fashion.

Take-out bouquets.

People nowadays tend more to buy some already arranged flowers for their home. Instead of re-arranging the “hanataba” by themselves, today “bouquets” are the trend. Prefabricated round bouquets already wrapped are displayed in the flower shops. Easy-to-

go-with-bouquets. The all famous brand “Aoyama Flower Market,” which is so successful in the Kanto region around Tokyo, made their leap with a special marketing strategy: their shops are all located in the middle of the busiest train stations, and they offer customers take-out bouquets. Displayed in their original bouquet boxes, the bouquets are already wrapped, so customers do not have to wait at all. An easy-to-understand naming, like “Afternoon Bouquet,” “Kitchen Bouquet,” “Dinner Bouquet,” “Weekend Bouquet,” make their creations easy to understand and easy to adopt. The shops of Aoyama Flower Market do display their flowers openly; this is quite new to Japan, too. Usually flowers are kept in a cooler system case, like a big refrigerator with glass doors, densely pressed into buckets, very close together to save space and to keep as many flowers as fresh as possible. Still the most of the 39,000 flower shops in Japan do work like that. This system does not allow any beautiful displaying, does not allow grouping or a certain style. Usually, in flower coolers, the flowers with the highest length go behind, the shortest flowers are in the front row.



“Aoyama Flower Market” (picture on left) which is so successful in the Kanto region around Tokyo, made their leap with a special marketing strategy: their shops are all located in the middle of the busiest train stations, and they offer customers take-out bouquets (middle and right picture).

Fashionable flower shops try to achieve an image like in a European flower shop, where the flowers are displayed freely around the shop, mostly grouped into themes or into color groups. Aoyama Flower Market does this too. Their shops look very flowery, natural and inviting. Flowers are grouped by colors, the bouquets displayed around the shop to attract customers’ eyes.

Colors changed a lot.

I can see many dark colors in fashion, black flowers like the Chocolate Cosmos, dark red flowers like big Dahlias, wine red Amaranthus. Pale pink disappeared mostly completely; a stronger, intensive pink is in fashion. Dark blue, dark violet, dark purple, dark red, and for brighter colors I see a golden yellow and reddish orange. Beside these intensive colors, of course all white and off-white tones together with grayish tones are still strongly in use. Many flower shops concentrate only on these tones. Their impact is a Scandinavian Style, grayish, whitish, greenish, a more eco-minded, meadow-like style is in vogue with linen ribbons and natural materials combined.

Materials like hamstring, raw wood, bleached wood, and unbleached brown wrapping paper are seen. Interesting green plants are completing this concept. Green flowers, green roses, sedum, herbs, green tiny wild flowers are seen in this style.

Rich variations of flowers and customer service.

Of course, a quarter of all flowers will always be roses. The last years brought bigger flowers, huge Dahlias with huge success, big hydrangeas. Out of 100 flowers, 80 are grown domestically; only 20% are imported flowers. As Japanese growers tend to grow wide varieties of flowers in small quantities, the Japanese flower shops are rich in variations of flowers.

The gorgeous wrapping style has mostly disappeared, I guess out of financial reasons. Simple wrapping is in fashion, and natural wrapping materials are on the front. The Japanese florists are amazing with their neat and interesting wrapping abilities. The staff at Japanese flower shops is like in any Japanese shop, extremely polite, extremely friendly, and their

manners are adorable. It is a pleasure to be a customer here. Europeans can learn a lot from the Japanese on this field, and always when I am back home in Germany, I tend to want to send all employees over to here for a training session in politeness and awareness.

Japanese Flower Design Style.

The Japanese flower designers' scene, a group which rarely exists in Europe, is seen as a way back to finding a Japanese identity. Flower designers are the opposite of florists, often not running a flower shop but their own design studios or their flower design schools. They are using original Japanese materials like Kyogi Wooden papers, many variations of Washi paper, original binding materials like Koyori, and are transforming them into a unique Japanese Flower Design Style, which looks like a mixture of Ikebana and European design for our eyes.

Preserved Flowers.

Another exclusively Japanese trend is the Preserved Flower Trend, which started 5 or 6 years ago. Mostly not seen on any other market in the world, the Japanese florists and flower designers are still hyped on using Preserved Flowers. Preserved flowers are natural flowers, mostly roses, which are dried and colored in a special technique that keeps them soft and flexible. Recently even Calla lilies and delicate leaves are getting preserved. The design for these arrangements is very similar due to the high costs of preserved flowers. An arrangement around 30 Euros consists mostly of 3 roses, some hydrangea, some leaves, and a stylish ribbon. Just very recently we watched Island Moss getting preserved and colored, opening new options for durable moss walls and modern wall images.

Weddings changed from gorgeous hotel weddings to so-called "house weddings." Weddings in unique restaurants or even gardens, or in unique houses are in fashion. The main trend is towards simplicity and naturalness on

a lower financial budget in the world here on this far-away island, Japan.



A typical "keeper" in Japan. Shibata Panaden in Chigasaki.



Darker and intensive colors are in fashion. Pale pink disappeared mostly completely.



Typical in Japan are bouquets wrapped in a decorative paper.

Gabriele Kubo is a flower designer, owner of Greengabes (www.greengabes.com), and headmaster at Hana-ami School, where she teaches together with Kazumasa Kubo.

Lady Ingreen

is hitting the market

Finally, *Lady Ingreen*, a new green Dianthus Barbatus, is hitting the market. *Lady Ingreen* has vibrant green pompon heads held on strong 24-28in/60-70cm tall stems depending on the growing conditions. Each flower develops into a 2in/5cm wide, ball-shaped bloom. It has an exceptionally long vase life of 4 weeks and is extremely versatile.

Lady Ingreen is a modern genetic with improved quality and productivity. It passed through several years of comprehensive tests before we selected it for our program.

Lady Ingreen meets the needs of today's consumer. It is a perfect flower for weddings, modern arrangements and bouquets, and events floral design. Modern containers with dense mounds of spiky green are exactly what floral designers and florists are looking for. It also looks incredible accenting other colors.

Lady Ingreen has been tested in various climat conditions and it is now available worldwide.



Lady Ingreen at Carzan farm in Kenya.



Each flower develops into a 2in/5cm wide, ball-shaped bloom.



Carzan farm managers holding Lady Ingreen.



CIOPORA Crop Section Gypsophila fights against illegal propagation

By Ingrid Slangen

Gypsophila paniculata is a species of flowering plant in the Caryophyllaceae family, native to central and Eastern Europe. It is an herbaceous perennial with lots of branching stems covered in clouds of tiny white flowers in summer. Due to its gentle and airy looks, the crop is commonly referred to as “baby’s breath.” Thanks to the outstanding performance of modern varieties, Gypsophila is an important crop for growers, wholesalers, and florists alike. It is impossible to imagine modern floristic and bouquets without having this marvelous crop.

The Crop Section Gypsophila is the youngest one among the family of the CIOPORA Crop Sections, and it was established during the Annual General Meeting of CIOPORA in Angers, France, in April 2013. Six companies from the Netherlands, Israel, Japan, Spain/Germany, and the USA/Colombia that are active in breeding and distribution of Gypsophila varieties all over the world decided to join forces to discuss and handle the topics of common interest. Since the foundation of the group, several meetings had been held in France, Colombia, and in

the Netherlands, which shows the need within the industry to exchange experiences and to discuss hot topics, such as the development of PBR fees or the illegal propagation of Gypsophila varieties in different countries.

As its first major project the group decided to set up a genetic database for Gypsophila varieties. The core purpose of such a database is to have a tool to identify varieties and thus to stop illegal production and propagation of varieties owned or sold by the group members. Five of six group members participate in the project and are ready to hand in their varieties to be analyzed. After a detailed discussion in the group, members chose the Dutch institute Naktuinbouw to carry out the genetic analysis. During the last meeting of the Crop Section in March 2014 in The Hague, some final open questions were discussed together with a representative of Naktuinbouw, and the starting signal for the project has been given in summer 2014. The set-up of the DNA database is for sure a big milestone for the breeders and distributors of Gypsophila varieties, but certainly there will follow further valuable discussions and important projects useful for the group and the whole flower industry.

INFO:

CIOPORA is the international association of breeders of vegetatively reproduced ornamental and fruit plant varieties. Top priority of CIOPORA is the constant development and enhancement of systems of Intellectual Property Protection for plant innovation, which include Plant Breeders' Rights, Patents, Plant Patents and Trademarks. It brings together 125 plant breeders, national breeder associations, patent attorneys and Intellectual Property consultants from 27 countries.

For more information on the work of the Crop Section Gypsophila please contact the CIOPORA Office.

Ingrid Slangen is Head of IP & Legal Affairs at the Selecta Group and Chairwoman of the CIOPORA CS Gypsophila.

Bred by Menachem Bornstein

Petite
Ideal for the bouquet production

gypso pearls®
Long-Lasting Beauties

selecta



By Evelyn Alemanni



An international group of florists met for five days with Gregor Lersch at his studio in Bad Neuenahr, Germany, to study his signature style and design philosophy. In the process, they also discovered some floral offerings from Selecta.

For some people, working in “the cloud” means storing data in an internet location so that it can be accessed from multiple devices. But for world-renowned designer, author, and floral philosopher, Gregor Lersch, working “in the cloud” was the theme for a one-day group project that was part of the recent “five days, five stories” design workshop held at his nursery and studio in Bad Neuenahr, Germany. Known for his chic cutting-edge floristry, Lersch devised a truly heavenly program.

More than forty participants, ranging from passionate hobbyists to designers and award-winning florists from 19 countries across the globe gathered in a uniquely conceived hall to implement Gregor’s floral design, which was suitable for a world-class celebration. The complex design incorporated large disks, vertical garlands, giant flower rings, and a carpet of “Witta” pot carnations. White flowers created the effect of a fluffy ce-



Picture left: Pearls® Blossom, gypsophila
Picture right: Everest, standard carnation

lestial white cloud— roses, peonies, lilies, lisianthus, hydrangeas, carnations, and gypsophila. The stars of the design were three Selecta offerings: the “Everest” standard carnation, Pearls® Blossom gypsophila, and “Witta” pot carnation.

“Everest” is a pure white standard carnation that was awarded “2012 Best Introduction” at Keukenhof in the Netherlands. Lersch explained the choice to use 2000 “Everest” carnations for his design this way, “The carnation is like a devoted wife who is just too good for her husband...without a doubt! Her greatness is undervalued.” He further commented on carnations’ longevity and the fact that they are sturdy enough to withstand shipping and still offer long vase life. He appreciates the fact that they come in so many colors and sizes.

In addition to the 2,000 carnations, over one thousand stems of Selecta’s Pearls® Blossom of gypsophila helped set the mood. Gypsophila is every florist’s “go to” flower for soft, lacy filler in arrangements to create romantic, light, and airy appeal and for this project, helped create the sense of “cloud.” Pearls® Blossom has sturdy stems that allow the flowers to be used for large and small scale decorations alike.

Carnations and gypsophila were used to create large rings representing clouds. Some say that the word “carnation” is derived from the word “coronation,” so perhaps these floral rings could even be considered gigantic crowns. The center of the ring was large enough for a person to stand in it.

“The carnation is like a devoted wife who is just too good for her husband...without a doubt! Her greatness is undervalued.”
Gregor Lersch

Trying these diverse pieces together was a carpet created with hundreds of “Witta” pot carnation plants. One designer noted that their compact form and uniform flowers made them an excellent choice for creating a floral carpet. The nearly pure white flowers are fragrant and long-lasting. When used for such a decorative event, they can be easily repurposed later as gifts for guests or to be planted in the garden or in pots on a terrace. “Witta” carnations are part of Selecta’s SuperTrouper® series.

Several of the participants in the class commented on how easy it was to work with the “Everest” carnations. “The generously large flowers lend themselves to extraordinary designs with stems left long or cut short,” commented one florist. Another, from China, said that in the Chinese tradition, carnations represent respect, love, and charm. Pure white carnations, like “Everest,” symbolize good luck and love’s purity, a very important floral message!



Evelyn Alemanni participated in the design class. She is an award-winning horticulturist from California, and is the author of the recently published “Fleurs du Jour” series of seven books that feature bouquets made with blossoms from Selecta’s wide range of flowering plants.



News from Agriflor 2014

By Sabina Reiner



The 14th edition of Agriflor 2014 was held in Quito (Ecuador) from October 1st to the 4th. The plant qualities were impressive, and the friendly team of Rodel Flowers was warmly welcoming visitors to enter the Rodel and Selecta stand and to explore the best Gypsophila varieties: Pearls® Ginga-way, Blossom, and Petite. Pearls® Ginga-way is a fast crop, has a very high productivity, and excellent quality. Many visitors were very positively surprised about Pearls® Petite with small, semi-double flowers (6 mm), concentrated on a dense inflorescence. This variety will fit the huge and growing market segment for bouquets. Pearls® Blossom has medium-large brilliant flowers and terrific display value. A lot of attention also went to solidago Estelle – a

must-have variety with large, cream-white flowers. Estelle re-newed the North American market, and it proves that customers are looking for unique products.

At Agriflor we had the opportunity to meet with many growers and buyers. This event is a great platform for networking, building business relationships, and identifying new business opportunities. We would like to take the opportunity to say a special Thank You to all visitors and to the team at Rodel. We hope to see you there again in two years.

Sabina Reiner is Marketing Manager at Selecta Cut Flowers. You can reach her at sabina.reiner@selectacutflowers.com

eVita: V-shape means Value

Top-flowering and V-shaped spray makes eVita a perfect choice for bouquets. A must-have solidago variety! It is a modern genetic with improved productivity, vigor, and speed. All of our new varieties pass through several years of comprehensive tests before the best are included into the assortment.



Top-flowering and V-shaped spray of eVita.



eVita spray (left) compared to Tara (right).

Our new Catalog has arrived!

Check out our new cut flowers catalog! Flip through it now and find a broad assortment of innovative, top-quality carnations, gypsophila, gerberas, and solidago. Learn all about solidago eVita, which is a unique variety on the market in a V-shape, and about Estelle, the whitest solidago on the market; explore about the Pearls® Petite, the new Gypsophila star; and browse the newest varieties for 2015.

To request a catalog please click [here](#).



Walker did it again!

Walker, red standard carnation, won for the second time in a row at "FlowersExpo" in Moscow, Russia! Evaluation was carried out on a 10-point scale according to the following criteria: conformity to the declared variety, decorative value, plant's quality.

Walker is a reliable variety in all aspects: excellent growth and productivity with very good quality. This high quality variety has thick stem and a big red flower. For this competition Walker was supplied by Flores Aurora (Colombia). To learn more about this company visit www.floresaurora.com





Premium Novelty
Endless Possibilities
High Volume Solidago

www.selectacutflowers.com

