

FloralNEWS

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A Selecta Cut Flowers Publication



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On The Cover:

Don Pedro, tried-and-true standard carnation.
Read more on p. 14.



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After the Game is Before the Game

This quote comes from a soccer coach named Sepp Herberger. He became a legend in Germany after unexpectedly winning the World Cup in 1954 in a nerve-wracking final against Hungarian team that had not been beaten in four years. What does it mean?

That sports teams coaches want their teams to believe that the work that they put into practice and on the field will pay off over the long run. Once a game is completed, there is no point dwelling on it – win or lose. It is time to begin preparing for the next game. If you feel you have made a mistake, don't give up! Herberger's team lost 8:3 to Hungary in the 1954 playoffs. Hence, take a setback as an opportunity to learn and to be better prepared for not making the same mistake twice. Your customer will notice if you take Herberger's advice serious or not.

Herberger could not have done it himself. He needed a team, which did not only include the players. Adi Dassler, the founder of Adidas and congenial partner of Herberger in the '54 World Cup, created the first soccer boots with exchangeable studs, which was very helpful in a final where it started to rain. If you want to grow your business, you need a "team" of reliable products, people, and partners, so you will feel confident with them all the time.

We invite you to leaf through the first issue of Selecta's Floral News. If you should have comments for us on how we can become an even better member of your team, please let us know, because: after the game is before the game!

Sincerely yours,

Nils Klemm

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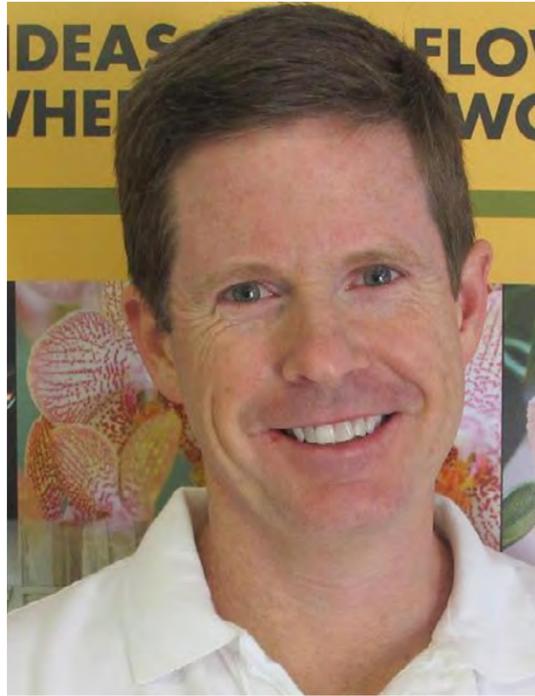
Happy New Year!

We wish you a great start into the New Year.

Sincerely,
Your Selecta Team

Q & A

with Ben Powell



Mayesh Wholesale Florist Managing Director discusses new trends in the floral industry.

Mayesh Wholesale Florist is the preeminent wedding and event supplier in the United States. Founded in 1938 by Jack Mayesh, the Dahlson family acquired the business in 1978. Mayesh has remained family-owned and operated ever since. Headquartered in Los Angeles, Mayesh supplies a large variety of fresh floral products sourced from premier growers around the world. The company has developed world-class expertise in sourcing, logistics, and fulfillment.

Mayesh operates 15 branches in 7 states, has an international shipping department, and offers online shopping. In addition, the company has an ownership stake in a cargo agency and handling facility in Quito, Ecuador.

FOR MORE: www.mayesh.com

Q: There are different lifestyle and economic trends that affect the floriculture industry. Which of them has the biggest impact on the retail florist business?

A: It is not surprising that many retail florists feel beleaguered in today's competitive environment. The debt-fueled consumer spending binge of the 1990s and 2000s ended with a thud. Internet order gatherers have become dominant in the lucrative origination segment of floral orders. Supermarkets continue their relentless drive to market flowers, leveraging scale economies and millions of customer relationships to dominate the cash and carry business. The number of retail florists in the U.S. has been halved in the past 15 years.

Q: So where does the retail florist look for its future?

A: There is no silver bullet, of course. But at Mayesh

Wholesale Florist we see our share of energized and successful florists thriving in today's environment, and we can identify some common threads. Successful florists today are actively engaged in their community, investing in their brand, networking, building their business. They are relentless in developing deep relationships with clients -- communicating actively in traditional ways and, increasingly, using web-enabled social media. They strive to know their customers and understand how to connect with them. They find simple but compelling ways to say thank you, to nurture relationships, and to keep customers coming back.

Savvy florists understand which customers recognize value and are willing to pay for it. They are consistent in targeting and appealing to that customer. They develop tasteful and high-quality images and marketing materials befitting of the tasteful and high-quality products they create. These florists consciously use flowers that are unique, often more difficult to find, and unlike those sold at an average flower shop. With better flowers and sharper marketing, the successful florist is aggressive in courting new and existing customers. They certainly do not waste time and simply wait for their phone to ring.

Q: More and more floricultural products are sold in supermarkets. According to SAF, supermarkets and other mass-market floral outlets capture more than 7 billion (38 percent) of the 19 billion floriculture market. What should retail florists do to ensure that their business thrives?

A: Usually, the successful florist does not see the supermarket or the internet mass marketer as a competitor. They generate value through creativity and the ability to make an artistic statement using flowers. Our most successful customers do not create products that can be replicated by mass retailers. Their product is unique. And they certainly do not hesitate to let their customers know that their product is unique. They find innovative ways to get that message out in their community --- with businesses, consumers, or whoever represents their targeted niche. Finally, successful florists provide impeccable

service. Weddings and events, for example, demand absolute high levels of execution. Florists who are compulsive on details and willing to "go the extra mile" for their customer, build word-of-mouth brand value. Customers talk about their experiences with friends, family, and colleagues. Great florists deliver great service and are ultimately recognized for it.

“ (...) today's successful floral professionals are fully engaged with their business, their customers, and their community.

Q: How do you see your future, as a supplier for the retail florists, in this changing industry?

A: As one of America's leading suppliers of fresh cut flowers to retail florists, Mayesh sees plenty of successful, energized businesses out there. These businesses are not deterred by a tough industry environment. They know that a positive, proactive approach to the marketplace, along with some basic business smarts, can yield great results. As I previously stated, today's successful floral professionals are fully engaged with their business, their customers, and their community. And despite the challenges that many in the industry perceive, these florists are quietly building brands and businesses with sustainable value. With customers like that, Mayesh is bullish on our future. **SCF**



By Sabina Reiner

What's **HOT** for 2012?

At the end of every year you can find in magazines or on-line statistics for past years, forecasts and trends for the upcoming year. As a part of my job, I did some research and quickly found out that it is impossible to find one source for trends. It's because each continent and each country and region has its own quirks, preferences, and possibilities. I asked some professionals from the industry what's hot for 2012. Here are some interesting trends on the horizon for the floriculture industry.

Succulent Obsession

According to Evelyn Alemanni (writer, florist, artist, and a member of the board of directors of America in Bloom), florists started to incorporate succulents into high-end, stylish flower arrangements. "The succulent craze started several years ago continues to grow, as more varieties are introduced and consumers are seduced by low maintenance and water requirements," said Alemanni.

Yvonne Ashton, Marketing Manager at Mayesh Wholesale Florist, sees succulents also as the hottest flowers for 2012. She says: "Succulents are so great for everyday designs, not only because of their unique shapes, sizes, textures, and colors but also because they can be used in so many different ways and they last a long time – all these characteristics add value to any floral creation." Along the same path of using different or novelty products, Mayesh is providing all types of pods, dusty miller, silver brunia, fernshoots, and lady slipper orchids. In addition to those fresh cut flowers, Mayesh is seeing china mums making a comeback used en masse.

How About Colors?

Popular colors tend to follow the season. For example, purple is the big color during the fall season; red, white, and silver are important during the winter

months. Ashton (Mayesh Wholesale Florist) said that they are still seeing mono-chromatic color palettes maintain their popularity. Currently, there seems to be much excitement in the U.S.A. swirling around Pantone's 2012 color of the year: Tangerine Tango.

Michael Derouin, the designer from McArdle's Florist & Garden Center in Greenwich (Conn.), thinks the floral industry may see an uptick in requests for orange before the fashion industry will. "Brides may be reluctant to choose orange bridesmaid gowns, but will be likely to incorporate it in other areas, like flowers and linens," said the designer. Following this color trend, Mayesh Wholesale Florist has created a [FloraFile](#) highlighting some flowers that would fit in this juicy color category.

For more on "tangerine tango" and its influence on 2012 nuptials, check the [Flower Factor blog](#) by Carol Caggiano.

Nostalgia And Vintage

These trends continue to be hot in North America and in Europe in 2012. The nostalgic look is not the same one you've seen in recent years. The new nostalgia and vintage look is more varied. "Purple is the color of the season," says Silvestri/Demdaco's director of marketing Jody Donahue. Another vendor, Sullivans, calls nostalgia and vintage trend "faded

grandeur." "It's not as important to have a single focused color anymore; it's the way we use colors together that creates the newness," says Silvestri/Demdaco's Donohue. It's a style that lends itself to a very natural organic look through the use of "old-fashioned" perfumed flowers. A vintage look can be created by choosing a mixed bouquet of flowers with a small amount of foliage running throughout the bouquet. For the more vintage style weddings, Sarah Mayerson of Sarah Mayerson Design is recommending to use antique brooches, pearl strands, buttons, and pieces of lace and fabrics nestled amongst the blooms.

Fresh-Cut Bouquets Straight From the Garden.

"Many people are adding flowers to their vegetable gardens as companion plants and to brighten the space. In doing so, they have come to appreciate the joy of having long-lasting fresh flowers in their home," said Alemanni.

The editors at Better Homes and Gardens U.S. Magazine released a [list of perennials](#), which works best for a cut-flowers garden. They are recommending to their readers: "Enjoy fresh flower bouquets whenever you feel the urge by cutting blooms right from your garden. You don't need a large plot to grow a cut-flower garden. Careful design with the most prolific bloomers can easily fill an 8x10-foot area -- and your vase for an entire season".

Alemanni sees also that there is an increasing awareness of the physical and mental health benefits of

gardens at school and of incorporating horticulture and floral culture into every aspect of the curriculum. More schools than ever are looking at their campuses with an eye to turning uninspiring turf into interesting gardens.

Carnations Are In

European-trained in Dutch floral design, Sarah Mayerson sees a lot of potential in carnations. "Carnations have had a bad rap for a very long time, and most brides have an aversion to them without understanding how awesome they are! They come in a variety of vibrant and modern colors, are extremely cost effective, have great texture, and are very long-lasting. When used in mixed arrangements or bouquets, most people don't even know they are there," say Mayerson.

Retro Is Back In Europe

Each year, Bloom's, a German marketing agency and publisher for the floral design industry, defines the decorating trends for the coming year. For 2012 they released [five trends](#) for the European market. I found very interesting the RETRO trend: a "Cross Culture" design and color mix, which contains influences from the '50s and '70s. Guess which flowers will best fit into this trend? Gerberas, of course!

Sabina Reiner is Marketing Manager at Selecta Cut Flowers.



Pantone's 2012 color of the year, Tangerine Tango. Selecta's varieties: Hermes Orange (top right) and Marinilla (bottom right) fits perfectly.





By Menachem Bornstein



Production Trend: an energy-efficient Gypsophila.

Gypsophila is considered a "Summer Plant". Flowering stems are produced naturally during summer time. Botanically this cultivar is defined as having a "Long Day" reaction towards flowering, meaning it needs daylight well over 12 hours to flower.

When growing Gypsophila commercially, we are able to substitute this need for long days by using light during night time, thus stimulating flowering even during winter time when days are short. Supplementary lighting can compensate for lack of daylight during Gypsophila cultivation. For sure, it comes with a cost for the infrastructure and energy used.

Traditionally, until two decades ago, the Gypsophila industry used "Perfecta" as the main variety, and it's still used extensively for its long and heavy stems. Perfecta needs supplementary lighting even during summer time. In Ecuador, where most growing areas are located, additional lighting during night time is a must when using Perfecta, or else it will not flower.

Using light has several disadvantages:

- Installing the infrastructure and operation reflects heavily on production costs.
- Electric power supply is not always available or de-

pendable, especially in developing countries where most of flower production is located.

- Having to be connected to the power supply network means that the field has to be fixed at place. But phytosanitary problems and lack of good soil disinfectors demand a periodical change in field location, which is a problem if you can't move the power supply as well.
- World global warming demands an efficient use of energy to reduce CO² emission. Supermarket chains are leading a "Green Production", calculating the "carbon foot print" of each product, forcing growers to save on energy use.
- Nowadays regulations are banning the use of incandescent light bulbs over 60 watts. In Gypsophila cultivation, we normally use 100-150 watt bulbs. Currently we don't have a substitute, so the new regulations will pose a problem to meet the demand of Gypsophila for efficient supplementary light.

Those problems can be overcome to a great extent when using gyps varieties of the Pearls® series. Those modern varieties were bred especially to meet this demand set by the growers and environmentalists, for varieties that can grow with a limited use of energy for lighting.

Varieties of the Pearls® series can grow and flower with no addition of light at a four-season-area under moderate climate, during spring, summer and early autumn. In late autumn and during winter, a short cycle of supplementary light will be needed.

Compared to Perfecta, the Pearls® series will need approximately half in terms of lighting hours per night and total lighting period.

When growing in Ecuador at an altitude up to 2000 m. under moderate temperature and high light intensities, the Pearls® series can flower and produce a

good yield of quality stems with no additional light at all in most cases. At higher altitudes, under cooler and cloudy climate, a short cycle of supplementary light is needed and beneficial to increase yield, uniformity, and to shorten growth cycle.

Still we are talking about a relatively short cycle, thus saving on production costs and energy use.

This "Reduced supplementary light demand" of the Pearls® series comes along with a good yield of quality stems and flowers year round, good vase life and field performance.

Those benefits make the Pearls® series the perfect choice for Gypsophila growers and users, cutting production cost and helping save the environment.

Menachem Bornstein agronomist and a Gypsophila breeder.



Longer Gyps Vase Life.

By Menachem Bornstein

With proper care and handling, you can extend the Gypsophila vase life. Our Gypsophila expert, Menachem Bornstein, is giving you tips on how to extend Gypsophila vase life:

1. Grow long-lasting varieties.

The ability of a given variety to cope with sub-optimal, post-harvest transport and handling conditions is genetically determined. Gypsophila varieties of the Pearls® series were chosen specially for their extended vase life.

2. Grow at favorable climate conditions and production practices.

Environment, level of ventilation, watering, fertilization, pest and diseases control during production, influence post-harvest performance.

3. Flower maturity.

When harvested, flowers should be open at the right stage to suit local practice and situation.

4. Provide good hydration procedures.

Plants that do not receive proper watering and are subjected to water stress during production yield flowers that will have shorter vase life.

It is very important to place the branches in water solution no later than 10 minutes after harvesting them and protect them from wilting.

Harvest flowers in the cool hours of the day. It is recommended to cut the stems diagonally.

5. Provide good sanitation

Flower solution should be clean, freshly prepared, and never reused. Containers and tools used to cut stems need to be disinfected. Hygiene is also important in the cold room, which should be cleaned frequently. Store in a solution containing a bactericide until shipment. Neglecting to do so will lead to the accumulation of micro-organisms that can plug stems and reduce vase life.



"Our retail customers are impressed by the two-week-plus vase life of Pearls Series," said Ramiro Penaherrera, President at LatinFlor (Ecuador).

6. Treat against ethylene effects.

Gypsophila is sensitive to ethylene and should be treated with anti-ethylene compounds during post-harvest stage. Apply as a solution (STS) at the opening stage, or as gas (1-MCP) in closed environments through storage and transport. Exposure to ethylene typically leads to reduced vase life, inadequate bud opening, petal and leaf wilting. Flowers opening and storage rooms should be aerated to prevent ethylene accumulation.

7. Food supply-sugar, additives, GA3, PH, water quality.

Several protocols are used. Apply as you experience what fit your conditions.

8. Take measures to prevent Botrytis and Alternaria.

The fungus is generally brought over from the field, so good control and management during the production process and post harvest stage is essential. Spray on a preventive base before and after harvest. Under wet conditions, harvested stems should be dried before entering the opening room. Pack dry and inside the cold room to prevent condensation and free moisture inside boxes.

9. Store cold and short:

If sorting takes long, flowers should be put in cool storage and then taken out gradually for sorting and bunching.

Pre cooling to 2°C (35.6° F) is essential before packing and shipping.

Maintain the cold chain from harvest, through transport, until delivery to the end consumer at about 2°C (35.6° F). In general, vase life is greatly reduced when stored at an average temp. of 6°C (42.8° F) or higher. Fluctuation in temperature reduces vase life substantially. Use perforated packing sleeve to increase air flow.

10. Find reliable partners

Coordination throughout the distribution process: cargo agencies, wholesalers, and even retailers, guarantee optimal transport and good vase life.



gypso
pearls
Long-Lasting Beauties

Pearls® series features the newest generation of Gypsophila with more advantages and different habits to choose from. With outstanding performance from the field to the store, these long-lasting varieties are the perfect choice for any floral arrangement, bouquet, and consumer bunch.

Find out more about Pearls® at
www.selectacutflowers.com

High Performance
Flexible Use
Excellent Quality
Superior Vase Life
High Volume
Environment Friendly
Less Waste

TESTED

Tests done by
Florcontrol (Colombia),
FloraHolland (NL), and OTA Tokyo (Japan)
proved a superior vase life of Pearls® varieties.

selecta
Creating the future™



Running WILD

By Per Klemm

Sustainability in supporting our customers, our employees, and our environment is a high priority to us. For a couple of years our team has been participating in the Safaricom Marathon to help thousands of Kenyans build a better future.

Over 1,100 participants took part in this year's Lewa Marathon at the base of Mount Kenya on June 27. Regarded as one of the toughest marathons in the world, the Lewa Marathon seeks to use Kenya's most successful sport, athletics, as a fundraising tool toward conservation efforts in the Lewa conservancy while at the same time funding development projects in Northern range land areas and the rest of Kenya. The participants, drawn from 28 different nations across all continents, underscore

the magnitude of the annual event now in its 12th year. The numbers were a drastic rise from the 180 participants that ran in the pioneer marathon in 2000, raising KSh 4.2 million, to the 1,100 participants and raising KSh 48.8 million that the 2011 Lewa Marathon has been seeing! So far over KSh200 million have been raised through the Lewa Marathon since inception. These funds have gone into life-changing development initiatives in sectors such as health, education, environment,



About Selecta Kenya:

Selecta has several locations in East African countries like Kenya, a large cut flower producer for Europe, and Uganda. Our farm in Kenya is located north of Nairobi between Nairobi and Thika. It has 19.5 ha (48.5 acres) and produces 120 million cuttings each year. It employs an average of 750 employees. The farm is also one of the locations for Selecta's Breeding and Research department and home of several breeding programs such as Solidago. Variety trials for local markets are also part of their responsibility.

and energy, benefitting thousands of locals in the remote Northern range land areas and lately, the rest of Kenya. Among the other beneficiaries of the Lewa Marathon are Mount Kenya Trust, Lewa Communities Development Programme, Ngare Ndare Forest Trust, Kenya Wide Projects, and the Kenya Red Cross. Top names on the world athletics stage have participated in previous Lewa Marathon events, and this year it was no exception. During the event on June 27, 950 competitors took part in the half marathon (21Km), while another 150 are going for the full marathon (42 Km). Apart from these, 150 children participated in the 5 Km kids fun run. The full marathon attracts individual participation, whereas the half marathon is a team event, consisting of 5 to 10 runners.

As Selecta Kenya, we have been participating with a team of seven people coming from Kenya, Uganda, Spain, and Germany. It has been a wonderful "one-of-a-kind experience" to be able to run as a team, literally in between wildlife, and have the spectacular scenery of the Lewa conservancy and Mount Kenya while running the half marathon.

As it is the characteristic of the Lewa Marathon to be in the middle of wildlife, security is of utmost importance: armed rangers, two choppers, and a spotter plane had been deployed to watch over us runners in the conservancy, which is home to over 100 rhinos, herds of elephants, giraffes, lions, and antelopes, amongst other wild animals. Actually one of our team members, Jordi, was forced to run back, as rangers spotted elephants standing right on the track. Only after the choppers came to chase the elephants away could he continue the race. Of course he told us that he would have been a lot faster without that incident, but our team decided that he was only being our fastest runner because he got a free adrenalin boost!

Well - after running 21 Km at an altitude of 1900 m with the equatorial sun boiling our heads, we were more than happy to finally reach the goal, but having passed the finish line, everybody on our team was of the very same opinion: we have to be there again in 2012! It was just fantastic!

Per Klemm is COO Selecta Group and as Managing Director, responsible for the Selecta URC production.



The oldest marathon runner was 82 years old.



Early morning. Our team ready for the half marathon.



We made it!

TOP varieties for Christmas

By Felipe Gomez

Even though Christmas is over, most of the growers and sales people already started planning thier production and sales program for the upcoming Christmas season.

Flowers make for the perfect Christmas decorations, table ornaments, or Christmas gifts, and Selecta program includes a wide range of varieties for the Christmas season. Felipe Gomez, Selecta's Product Manager, is presenting to you our top-selling varieties, which are the perfect choice for your holiday season program.



Competence in red.

Don Pedro - Selecta's red bestseller. This high quality variety has thick stem and a big flower in a bright, velvet red.



The White Superstar.

Randal is our new pure white variety with a high productivity. It has high tolerance to fusarium and very good vase life.



Get in the trend!

During Christmas time you cannot miss cinnamon and orange accents. **Marinilla** has not only a stunning orange color, but it has also an enormous production rate and grows easily. Marinilla is an asset for every florist.



Looking for something different and unique?

Fantasy Peppermint is a long-lasting spray carnation which will add more excitement to your program. The flower is red and white, like its namesake.



Teresa



Julia

Classic, red- white tradition.

Julia is a very highly regarded standard gerbera with a beautiful deep red color. It has long stems and very high productivity.

Teresa stands out with her pure white petals that are symmetrical and combine well with the black center.



Blossom



Ginga

Like snowflakes!

With outstanding performance from the field to the store, these long-lasting and energy-saving Pearls varieties are the perfect choice for any floral arrangement. **Pearls Blossom** has a spray with an excellent balance and delivers top quality at low-cost production. **Pearls Ginga** has rich inflorescence with large, full, pure white flowers creating a snow effect. Ginga is a fragrance-free gyps!



Fragrance-Free Gyss

By Nils Klemm

Pearls GINGA is the first fragrance-free gyss on the market. Florists and consumers will appreciate this advantage.

In November, a part of Selecta Cut Flowers team (Nils Klemm/CEO, Jordi Caballeria/General Manager of Selecta Cut Flowers, Richard Buis/Area Manager Asia, and Paul Pepping/General Manager of Selecta Japan) visited customers in Japan and had the opportunity to learn everyday about the possibilities our Gypsophila Pearls GINGA is offering to satisfy the needs of Japanese growers, wholesalers, and retailers alike. Pearls GINGA is the only variety on the market that does not have the typical Gypsophila smell, which in many cases is impairing the estheti-

cal perception of florists and consumers in Japan. A wholesaler our team visited actually reported that they imported Pearls GINGA from Vietnam, but when opening the boxes and receiving the typical smell, they immediately understood that this is not GINGA. Indeed, we never sold this variety in Vietnam, we could confirm to the wholesaler. This reminds of a Chinese proverb: seeing yourself one time is better than listening to others a hundred times. In that case one time sniffing is better than seeing a hundred times.



Pearls GINGA does not have the typical Gypsophila smell, which in many cases is impairing the esthetical perception of florists and consumers in some countries.

Going East Selecta Japan

By Nils Klemm

Selecta started to sell carnation cutting in Japan in the early 1980s. It was a time when Japan was rising as an economic giant, becoming an export nation to many markets and the world's second largest economy. Also in the world of ornamentals there were already powerful and internationally active breeding companies such as Sakata and Takii. However, there was hardly any breeding of carnations practiced in Japan. Thus carnation breeders from Italy, Holland, and Selecta from Germany used this void to introduce its varieties to the Japanese market. Many of those suppliers and breeders have ceased to exist. Some got acquired, like West-Select/West-Stek of Selecta or not too long ago, Kooij of Hilverda. Others went belly-up, lacking the resources and skills to withstand in markets that have been quite affected by globalization's becoming more and competitive. Also in our industry, times do change.

Usually, there are two options once we face changes: to look for opportunities and adjust according to market changes, or to complain focusing on things that are beyond control: the weather, the rising cost of energy, globalization, etc. None of us can change these things that from time to time we use as excuses as to why our business is not performing the way we like. But none of us can

change them. So we are better off focusing on what we can change. In some cases it might mean to break with old habits and go new ways.

This is what we did in setting up a Japanese distribution company. Paul Pepping joined Selecta Japan as General Manager. Paul is a Dutchman married to a Japanese, and has been living in Kyoto for the last 20 years. He has been working with Japanese growers for over 12 years. Paul is supported by Komei Fukamizu, an industry veteran having many years of experience in crops like carnations and chrysanthemums among others. With this setup we do want to make a change, a change for the better: Listening and learning directly from growers, offering the right genetics at affordable pricing, promoting our varieties at wholesale and retail level, and giving after-sales service to those that matter most to us: the growers that grow our product.



Paul Pepping, General Manager of Selecta Japan.



Hurricane



Vintage Collection

A collection of tried-and-tested varieties in unique color range.



Belle Epoque



Creola



Viper Wine



Viper



Goblin



selecta

Creating the future™