

# FloralNEWS

A Selecta One Publication

No. 9 2016

**Selecta Cut Flowers**

**Wise Agriculture -  
it is not just a slogan!**

Dr. Yoseph Shoub

**Let the Ends  
Meet**

By Bruce Wright

**Chrysanthemum  
new commercial  
varieties**

**Selecta  
Around the world**

**20  
years**

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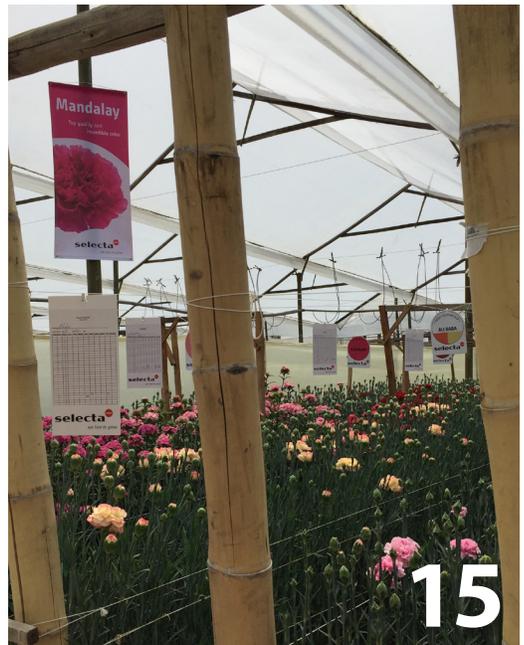
Bruce Wright is Editor of Flowers& Magazine, a monthly publication for professional florists, published both in print and online.

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# selecta<sup>one</sup>

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

# 10.519.200, 175.320, 7.305, 1.043, 20?



What do all these numbers have in common? Well, it is the minutes, days, weeks or simply years, that have past since we started Selecta Cut Flowers!

We are proud to know that three out of the five people that started Selecta Cut Flowers (*what was back then Fleuralia*) still work with us, one of the five having retired in 2013. Becoming and staying a Selecta team member is a quality we take pride in, and we know this is due to the trust of our valued customers.

Individuals stemming from Spain, Colombia, Japan, Kenya, Germany and Holland are part of our team and they assure technical expertise as well as cultural richness. Based on the fact that Fleuralia has long left its Spanish nest and has set up subsidiaries in Kenya, Japan, Holland and Colombia.

At the same time, the once trading company has turned into a dynamic operation with a strong focus on breeding. Having started with carnations as one and only product of its own breeding work, Selecta Cut Flowers is now engaged in carnations, dianthus barbatus, chrysanthemums, gerberas, solidago and gypsophila.

I am sure, before the next 43.830 hours have passed, we will be able to celebrate and report new activities that create value for growers around the globe – it is part of our DNA, ***we love to grow!***

Sincerely yours,

Nils Klemm [n.klemm@selecta-one.com](mailto:n.klemm@selecta-one.com)

## New Faces in Cut Flowers

We are proud to introduce Ayaka Imaizumi and Shinya Ogata as new members to our Selecta One Japan team! Thank you for choosing us; as the place where you can make a difference, learn, and grow. We're glad that you're here to contribute and share our success!



**Ayaka Imaizumi** is our new face in the back office of Selecta Japan. She studied material engineering at Yokohama National University. Before joining Selecta in February 2016 she was working at a bank and a real estate agency. Ayaka is looking forward to working in her new job: "I love flowers and I'm excited to step in the new field." You can contact Ayaka at [a.imaizumi@selecta-one.com](mailto:a.imaizumi@selecta-one.com)



**Shinya Ogata**, will join the Selecta One team as Commercial Manager on July 1st. Shinya will work in sales in Japan while optimizing the commercial results of our licensees and agents, maintaining and optimizing relations with our costumers and developing new businesses. Shinya is "Already very excited and so honored to be a part of Selecta-One group, I will do my best to develop Selecta varieties even more in this beautiful country, Japan and Asia. Thank you for giving me this wonderful opportunity and I am looking forward to seeing you all!" You can contact Ogata at [s.ogata@selecta-one.com](mailto:s.ogata@selecta-one.com)



Dr. Yoseph Shoub

# “Wise Agriculture will win”

it is not just a slogan! *Dr. Yoseph Shoub*

## Plants physiology - some elementary facts to take into account:

Historically; plants reached their shape, size, and qualities hundreds millions years ago. They are organized, well-enough, to be the solely suppliers of the free atmospheric Oxygen, and the solely producers of the essential Organic-nutrients that we consume. Organic-nutrient-products supply the plants the nutrition needed to execute their physiological-activities. At the same time; the organic-nutrients of the plants are essential to the entire biological world, being nourished by plant material, directly or indirectly, via the ‘Food chain’. It starts with the producers, and then through plant-eaters, it continues through predators and ends through bacteria activities. The left over improves the roots-media of the plants and leaves some soil-minerals to be used by the plants again.

The leading impulse (task) of the plants is to grow and produce the essential nutrients, for their own needs. Then after so many years they do not need any one to advise them what to do, how to do it or when to act. But we, the people who are supported by plant-products invented the agriculture, and we, the growers, a small drip in the world population, were chosen to carry-on the important social mission: “To grow and raise plants for supplying the food for the world population”. So; we have been deeply busy, already some thousands years, in this project, finding ourselves nursing, controlling, breeding and improving step by step growing techniques.

Growing plants efficiently today, means 24 hours nursing the plants; supplying water and minerals, protecting them from all kind of diseases, pests and weeds, changing the micro environment for them etc. We do it, as it is our interest that the plants we grow produce more and above their own necessities. And even though it is not in the plant interest, they are able to do it - if we create for them optimal growing conditions.

Take into account that the vast majority of the flora species in nature do well without the help of growers. They are only fed by natural resources (*water, light, atmospheric-gases, and by small quantities of mineral soil*). Technically they do it with their unique organs: The roots and the leaves. And as the important goal of the plants where ever they are is, to keep the ‘Continuity’, they react to the environmental conditions and act according to their life-cycles.

The ‘Essential Nutrients’:The Carbohydrates, Proteins, Fats, and their derivatives originate from the primary photosyntates products - the “Sugars”. The primary “Mono-sugar” the “Glucose” (C<sub>6</sub>H<sub>12</sub>O<sub>6</sub>) is composed of: Carbon (C), Hydrogen (H), and Oxygen (O).

...and we, the growers, a small drip in the world population, were chosen to carry-on the important social mission: “To grow and raise plants to supply the food for the world population”.



“Roots of kale controlled by ‘SPA’”

## To take into account!

- Carbon and oxygen are available for free in the air - (yes, for free), and hydrogen, as one of the water components, is available too when water is present. Carbon (a metal), due to its chemical structure, is the basis of the “*Organic chemistry*” which is actually the precondition for the entire *existing biological life*. It exists in the atmosphere as the CO<sub>2</sub> dynamic gas. The free Oxygen (a gas), nowadays share 21% of the atmospheric volume. The accumulation of oxygen in the atmosphere started, from zero, hundred millions years ago when the plants started to act on our globe. Oxygen originated from the CO<sub>2</sub>, as an outcome of the photosynthesis process in the leaves of the plants and by sea- Algae (taking-in - 6 Oxygen molecules into the sugar molecule, and releasing-out - 6 free Oxygen molecules from the leaves to the atmosphere).
- Despite the fact that the plants be the solely free-oxygen producers, they are not able to use it back through their leaves as primary energy source for their physiological activities.
- Plants absorb oxygen freely only by their secondary roots, using small oxygen quantities that are able to dissolve into the ground water. The Hydrogen (a gas), is constructed together with oxygen the (H<sub>2</sub>O) the water. Plants are able to split the H<sub>2</sub>O molecules and use the pure hydrogen in the process of producing the Sugars (C<sub>6</sub>H<sub>12</sub>O<sub>6</sub>), acting in-between the carbon and the oxygen.

We have already explained that SPA plants\* absorb and use the natural free elements C, H, and O easily, and compared to the conventional irrigation systems, SPA plants produce the essential nutrients needed for the maximal plant growth shortly and efficiently. Thus improving the soil-element absorption- process.

\* The SPA system - Sustainable Precise Agriculture discussed already in the Digital magazine.



Lorca Gerbera bred by Dr Shoub

## Dry Matter of Plants

The dry weight of the plant tissue (*after being dehydrated in a laboratory oven*) is called the “Dry Matter”. The total dry matter includes the organic materials and the pure elements absorbed by the plants from the soil-solution. In annuals the dry matter comprises only 5 -10% of the fresh weight, the rest 90 -95% is water.

The total Dry matter of the plants comprises 85 - 92% organic materials, and about 8 - 15% are the chemicals, usually called “soil- minerals”, the Macro-elements: N, P, K, Ca, Mg, S, and the Microelements: Fe, Zn, Mn, Cu, Mo, B, and more.

## “Leaf-analysis”

Leaf-analysis is an accurate routine laboratory technique, identifying important minerals accumulated in the leaves. The technique is commonly used in modern agriculture to evaluate the efficient usage of different ‘Feeding Programs’. The calculated value is a percentage of the total dry matter.

1. Common Leaf-analysis doesn't supply data for 85 - 92% of organic materials produced by the plants inner structure, as the dehydration process turns it into ashes.
2. It supplies data only for fertilizers presented in the analyzed-leaves.
3. Leaf analysis can't show the seasonal accumulation of the fertilizers in the plant tissue.



Area of greenhouses (for winter production - pepper) along the Middle Arava Israel, where the comparison experiment between the conventional recommended system used by the growers to the newly "Sustainable Precision Agriculture" (SPA) A proven Concept, was taken.

Experimental data of Pepper grown as commonly advised for the Israeli growers, versus Pepper controlled by the newly SPA system; show clearly and undoubtedly: That the exaggerated quantities of fertilizers supplied by the common feeding- programs, did not increase the pepper production neither did it increase the accumulation of minerals in the dry matter of the plants. The practice used by the grower to avoid accumulation of the unused fertilizers, that might cause salinity conditions is to irrigate every fertilization with exaggerated quantities of water and wash the exaggerated fertilizers from the root zone to the aquifer.

Below are the results obtained from 3,000 hectares of Pepper grew in the Arava region, Israel\*\*. It proves that SPA plants supplied only with 15 - 20% of the fertilizers commonly used for Pepper, did well and yielded 98 tons /Hectare, while the Pepper fertigated with the recommended fertilizer quantities (100%), yielded only 95 tons /Hectare:

**Economical fertigation figures for 3,000 hectares of Pepper in the middle-Arava Israel September 2012 - April 2013 season;**

***A - Conventional recommended quantities. B- SPA irrigation control system.***

**A - Water supply = 30 million cu. (10,000 cu. / Hectare) ~ 15 million \$.**

**B - Water supply = 16 million cu. as controlled by SPA system ~ 8 million \$.**

**A - Fertilizer supply = 22,500 tons (750 gram/cu. water) ~ 35 Million \$.**

**B - Fertilizers supply = 3,500 tons as controlled by SPA system ~ 5.5 million \$.**

**Estimating results = 19,000 tons fertilizers were washed to the aquifer ~ 30 million \$.**

The peculiar bottom line: Israeli Pepper-growers used in an 8 month-season ~ 14 million cubic water just for washout 19,000 tons of Israeli fertilizers to contaminate an Israeli aquifer. Besides that, it means a yearly waste of ~ 75,000 \$ per farm of 6 Hectares.

***It is tolerable: Economically, Nationally and Environmentally.***

Epilog - Logically it would seem that saving fertilizers and water is a priori to the interest of the plant, as exaggerated fertilizers and water eliminate the presence of oxygen in the volume of the roots, creating salinity conditions, and moderate the plant growth.

**Dr. Yoseph Shoub**

**Dr. Yoseph Shoub** is agronomist and a gerbera breeder.

You can reach him at [gerbera1@zahav.net.il](mailto:gerbera1@zahav.net.il) or visit [www.gerberaisrael.com](http://www.gerberaisrael.com)

\*\* The Arava climate is hot and dry all year round.

# 20 Years and Counting!

*Selecta Cut Flowers is celebrating 20 years*

It has been quite a while since it all started, to be more precise, it has been 20 years.

We are grateful to be celebrating 20 years of business success—starting back as FLEURALIA in 1996. Based on two decades of industry expertise on breeding, producing and marketing vegetative propagated cut flower plants, Selecta Cut Flowers has been offering a wide top quality assortment for Carnation, Gerberas, Gypsophila, Solidago and Chrysanthemum for the horticultural sector worldwide. Quality and sustainability are our key concepts for innovation in the product and marketing sector, whilst responsibility and reliability are the basic principles in our dealings with customers, members of staff and the environment.

Our 20 year business success was possible due to different situations, events, clients, and efforts. Where each decision had its positive and negative effects, where each effort from our team was worthy and lead us to our highest peak in 2015, where we achieved the best sales and income year in our history. It was a process we all worked in and were part of.

Our ongoing success would have been impossible without the support of our customers who rely on Selecta Cut Flowers. We also owe our growth to our great team, who remains committed to our vision and to the ongoing success of our customer. We would like to do a especial mention to **Jordi Caballeria, Ramon Berenguer and Richard Buis** who have been working for Selecta Cut Flowers since its beginning, always giving their best for our benefit.



1996, first year of SCF (Fleuralia)

While celebrating our anniversary we reassure our commitment with our customers, the years, and their faith in our ability to support them, that have sustained us. **We look forward to continuing to serve our valued customers for many years to come.**

Today we say **“We love to grow”**, a commitment which unites everyone who works in the company. It expresses far more than simply the intense passion dedicated by every member of the team for the breeding, sales and distribution of vegetatively propagated cut flower plants.

*Daniela Navarro is Marketing Manager at Selecta One Cut Flowers business. You can reach her at [d.navarro@selecta-one.com](mailto:d.navarro@selecta-one.com)*



2015 Selecta Cutflowers Annual Meeting, Bogota



### About Selecta one cut flowers business

Founded in 1996 under the name Fleuralia and representing Selecta in the Spanish market, selling carnations (Selecta), Liliium (Beldex-Vanden Bos), Gypso (Danziger), Chrysanthemum (Van Zanten) and Gerberas by Dr.Shoub's.

Until 2005 Fleuralia focused on the Spanish market to sell Selecta one products, including bedding & pot plants, and to develop gerbera sales in Colombia, leading the Colombian Gerbera market. It was then, when due to its success the Selecta headquarters in Germany, decided to set Fleuralia in charge of all the cut flower business in the Latin American and Africa markets. In 2008, Europe and Asia markets were transferred as well. In 2009 Selecta Colombia was established, gaining market share for Latin America and USA.



2012 Selecta Cutflowers Annual Meeting, Bogota

By 2010, bedding & pot plant business was leased to Selecta Trading and Fleuralia was renamed to Selecta Cut Flowers and a new office in Barcelona was inaugurated. Selecta Cut Flowers kept its expanding plans in 2011, and Selecta Japan was established. Since then Selecta Cut Flowers has been growing and welcoming people to its team always looking for the best interests and service to our costumers, always offering a wide assortment of products worldwide, with great results.



For more information, visit [www.selectacutflowers.com](http://www.selectacutflowers.com)



# Union, Yamato and Asuka *new commercial varieties* in our Chrysanthemum program

By: Felipe Gomez



Union



Yamato



Asuka

**Selecta** has been working in a Chrysanthemum breeding program for several years now. After many evaluations of cycles, productivity, vase life and lighting we have come to the conclusion that taking the time to introduce the program in a commercial level was more than necessary.

In 2014 we launched our chrysanthemum program commercially, starting first with a selection of 14 codes presented to more than thirty costumers in Colombia, at a OpenHouse that took place in Asocolflores facilities in Rio Negro Antioquia. Some weeks later we made an evaluation of the varieties in Aichi, Japan, gathering very good results as well.

Today a year and half later we have three commercial varieties from the first generation of varieties presented to customers in Japan and Colombia, Union, Yamato and Asuka.

At the moment we are trialing the second generation with positives results in Colombia, Japan, Kenya and South Africa. Costumers have highlighted our varieties, the number of flowers per stem, vigorous growth, uniform opening and good weight. Selecta one focuses on the breeding targets taking a close look at all colors and types of flowers needed in the market, offering top quality products to our customers. Results and new commercial varieties from second generation should be coming shortly, but in the meantime we are preparing a third generation of codes trying to fit the needs of our customers and the market.

## Yamato



## Asuka



## Union



*Felipe Gomez is Product Manager at Selecta One Cut Flowers business. You can reach him at [f.gomez@selecta-one.com](mailto:f.gomez@selecta-one.com)*



By: Bruce Wright

Bruce Wright is Editor of Flowers & Magazine, a monthly publication for professional florists, published both in print and online.



To view a free sample issue, visit [www.flowersandmagazine.com](http://www.flowersandmagazine.com)

# Let the Ends Meet

**Growers and retail florists do better,  
the more they know about each other**

People talk about how the floral-industry supply chain is getting shorter, with buyers and sellers seeking to cut out the middle man. But most of the time, there is still a long way from the flower farm to the retail shop. How many florists get to see how flowers are bred, selected and grown? And how many growers really know what goes on with their flowers at the retail level?

That said, the very best florists and growers do make that connection. And there are all kinds of reasons why this is true.

Some of them are practical. Retailers need to understand what “quality” means and why they should sometimes pay more if they are going to get the best. That means acquiring at least a basic understanding of best practices on the grower end. Florists who aren’t up to date on the latest developments can make purchase decisions based on old outdated assumptions—about the ideal cut point for roses and other flowers, for example. It also means knowing which varieties perform the best. Some roses are far more ethylene-sensitive than others, and certain garden flowers that in the past never performed well as cut flowers are today, with advances in breeding, among the hardiest flowers available.

Naturally, florists also need to be well informed about the latest varieties and how to match them up with market trends.

But I think the connection between retail florists and growers goes even deeper: it is a shared passion. The best floral designers I know often say their love for flowers started in Grandma’s garden. Dutch-trained designers, and some of the best in U.S. as well, typically demonstrate a good understanding of botany and horticulture, of how plants grow and what they need. For these designers, flowers are not just intriguing shapes and textures or blobs of color; they are profound adaptations and expressions of the natural world.

You know you’re working with a sensitive, well-informed floral designer when she places an epiphytic orchid on a tree branch, or a water-loving iris in a shallow pool. One of the things I love about my job is the opportunity to bridge the gap between growers and florists. We make it an important part of our mission at Flowers & to bring retail florists the knowledge that makes them, not only smarter buyers, but also more sensitive and accomplished designers and marketers—and that means tapping the expertise of breeders and growers.

**When we succeed, or whenever  
growers and retail florists get to know  
each other better, each can inspire the  
other—in the same way that each one  
is inspired by flowers and plants.**

# Hot & Trendy!

Mountain high: Everest Is conquering European and African markets.

What more can you ask for in a highly valued variety by wholesalers! **Everest** a very elegant flower shape, white carnation has all the market is asking for, good opening, no borders, no botrytis, great travel and an excellent vase life. In the field, Everest goes well in Highland (Kenya and Ethiopia), but also in lowland (Netherlands and Italy). It is ideal with a uniform plantation not sensitive to rust or Red spider, and currently with no fox incidents.

Everest is a best-selling white variety.

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



## Estelle #DIY Fresh Idea!

Estelle Solidago, the best filler to complement your arrangements and make a statement! Take a look at the DIY video on our new youtube channel.

Dont forget to **subscribe**.

Elegant, exclusive and versatil! Estelle, is a unique color solidago ideal for any occasion, it lightens up your desings, and can be used all year round, allowing great flexibility. A spectacular way to celebrate any especial date or to complement your daily floral arrangements.

With heavy stems an great flower volume, Estelle offers great flexibility due to its dyeing properties, ideal filler for your tinted program. Solidago Estelle is an excellent alternative for growers to differentiate their assortment with a product that can offer innovation and better prices in the market.

\*Designed by florists from Bloom's, a life-style magazine.



**You** 

# Selecta Open House 2016



## Turkey *By Andre Lek*

On Saturday March 14 we celebrated our yearly “openday” at ANTALYA-TARIM, Selecta-agent farm in Turkey. As usual all the companies from the flower business; growers, exporters and wholesalers, were present.

Luckily the weather was on our side this year and we could hold the event, under sunny conditions in the garden at Antalya-Tarim. In the 500 m<sup>2</sup> showroom 30 different varieties of Standard – and spray carnation among known varieties, as well as other semi-comercial and new promising novelties for the future, were shown.



The latest Selecta introductions like GRACE (bourgundy), GLADYS (yellow) and GLADIATOR (pink) in standard and PICASSO (cerise), BLANQUITA (white) and KINGFISHER SPECIAL (purple) have been performing very well in Turkey because of good production, and trendy colors.

This year has been quite a challenging season for the Turkish grower. Big percentage of their production was planned for the Russian market, especially standard carnation. However, due to political reasons the border was closed this year. So they had to find other markets for the flowers. (Europe, Japan and the Middle East).

To be able to attend those markets the next season they will have to make a radical change in the color mix , to reduce red and increase other colors like green, pink, orange, yellow and bi-colors. (Russia was > 60% red)

After having visited the showroom everyone had the opportunity to discus actual issues of the business with colleagues with some drinks and snacks.



Grace



Gladiator



Gladys



Picasso



Blanquita

*André Lek is Area Manager at Selecta One Cut Flowers business. You can reach him at [a.lek@selecta-one.com](mailto:a.lek@selecta-one.com)*

## Bogotá By Oscar Cuartas

As another year goes by, we celebrated our Selecta one annual carnation open house, that took place at Flores Aurora in the Northern part of the Sabana of Bogota; from march 7-11 (wk 10).

Almost 100 visitors representing the most important carnation companies visited our show room and had the opportunity to share great moments with us, there were different kinds of discussions and there was the possibility to confirm prominent varieties for Spray carnation with strong stems, brilliant colors and good number of flowers. This year we had very interesting and strong codes that stood out like: DCM 11-0273 White; DCM 09-0426 Hot Pink - Skywalker, DCM 10-0997 Pink, Mini Bacarat and a strengthen Dracula, Athena and Blanquita.

People concluded that we have strong varieties in our assortment like Don Pedro, Mandalay, Hermes Orange for main colors red, hot pink and orange among others; and great novelties and codes like: Gladys, DCS 11-1920 Lady Ingreen and the Bacarat series.

As always we would like to thank our host Flores Aurora for everything and everyone for assisting and making this a great event.



*Bacarat Pink*



Mini Bacarat



Athena



Oscar Cuartas is Area Manager at Selecta One Cut Flowers business.  
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# UNION

Represent innovation !!!

Unique type of flower and color  
High and representative number of floral points



**selecta**

one

*we love to grow*