

Fleuroselect members convene in the U.S.A.

21-08-2006 The 37th Fleuroselect Convention took place in Santa Barbara, California from 30 July to 1 August 2006. The convention is a unique meeting platform where members review developments in the ornamental industry in general and the Fleuroselect organisation in particular. This time round the convention attracted 127 delegates from across the world. Special invitees outside the membership included Nona Koivula from AAS/NGB, Karen Park Jennings from Park Seed/AAS President and Peggy Walsh Craig from COPF/PlantWatch.

++ Current & Prospective Gold Medal Winning Varieties on Display

The convention programme included trial visits to the PanAmerican trial fields and the Bodger trial facilities in Lompoc. Members were able to view the 2002-2007 Gold Medal Winners at their full glory. The trial fields which included entries for the 2006/2007 Fleuroselect trial season gave the delegates a glimpse into what could be expected in the coming years.

++ Elections Result in Minor Change at Business Unit and Board Level

Elections for Chair positions were held during the Business Unit meetings. Mr. HansWalter Müller of Wyss Samen und Pflanzen, Switzerland, was elected to the position of Chairman of the Business Unit for Distributors of Consumer Products. He was already Vice-chairman of this unit. All Chair and Vice-chair persons of the Business Units are also members of the Board of Directors.

++ New Members Welcomed to the Fleuroselect Organisation

During the Annual General Meeting; 'Semena NK Co Ltd.' which is part of the holding company of NC Corporation in Russia, was endorsed as a new member at Full Member level. Agrexco Ltd. from Israël was upgraded from Associate to Full Membership level and Van Hemert & Co B.V. from the Netherlands joined Fleuroselect as an Associate member.

++ Fleuroselect Awards Honorary Membership to Mr. John Whitehead

In recognition of his many years of service and dedication to the organisation the Fleuroselect Board decided to award an Honorary Membership to Mr. John Whitehead. John's expertise and longtime service as a President, Treasurer and Advisor to the Board has earned him the deepest respect among his peers.

++ Award Presentation at Gala Dinner

At Hotel Mar Monte the 2007 Gold Medal Winners were handed out by Fleuroselect's President; Mr. Joel Goldsmith. The golden ten are:

- Coreopsis grandiflora 'Presto' bred by Clause Tézier
- Delphinium consolida 'Sydney Blue Picotee' bred by Kieft Seeds Holland
- Dianthus barbatus F1 'Noverna Clown' bred by Kieft Seeds Holland
- Echinacea purpurea 'Prairie Splendor' bred by Syngenta Seeds GmbH
- Eryngium planum 'Blue Glitter' bred by Ernst Benary Samensucht GmbH
- Laurentia hybrida F1 'Avant-garde Blue' bred by Thompson & Morgan UK Ltd.
- Laurentia hybrida F1 'Avant-garde Pink' bred by Thompson & Morgan UK Ltd.
- Pelargonium hortorum 'Infiniti Scarlet' bred by Floranova Ltd.
- Viola x williamsiana FI 'Floral Power' orange red wing bred by K.Sahin Zaden B.V.
- Zinnia haageana 'Aztec Sunset' bred by Thompson & Morgan UK Ltd.

++ Free Distribution Rule Re-established

Prior to the year 2000, all member companies had full access to all Gold Medal winning varieties. For some companies, this advantage was an important reason for joining Fleuroselect. This rule was reversed in 2000 due to popular demand. Breeders of Gold Medal winning varieties had the option of choosing for exclusive distribution of their award winning varieties. In the meantime polls had determined that the majority of members were in favour of re-instating the free distribution rule. The only difference now is that breeders of award winning varieties will have the option of turning down the award within one week of notification if they opt for exclusive distribution.

++ Chief Fleuroselect Convention Organiser Honoured by All American Selections

The huge responsibility of organising the Fleuroselect Santa Barbara Convention lay with David & Sandra Lemon who did an exemplary job. Many delegates at the Fleuroselect Convention took the opportunity of being in the United States to also attend the AAS Summer meeting in Monterey, where Mr. David Lemon received the AAS Breeders Cup, an Award for a lifetime achievement in breeding.

For more details please contact the Secretariat at: info@fleuroselect.com

