

# Updates

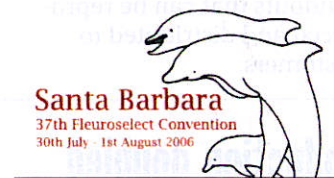
## ANNUALS & PERENNIALS

### Group focuses on North America in 2006

This year's Fleuroselect convention in Santa Barbara, Calif., tackled the issue of "The North American Market, the Next Five Years." The international seed breeder's annual meeting has been held in the United States only twice in its 37-year history (both times in California).

The seminar covered the North American market from four perspectives.

- Sim McMurray, head grower for Metrolina Greenhouses in Huntersville, N.C., gave the large grower's angle. McMurray provided an overview on how and why he



37<sup>th</sup> Annual



CONVENTION

chooses plants to grow. McMurray also pointed out the importance of looking at production methods for plants when choosing new varieties.

- Hans Vis, co-owner of Vis Seeds in Arcadia, Calif., focused

more on what the seed distributor thinks about the North American market overall.

- Bill Calkins, managing editor of Green Profit magazine, delved into selling a lifestyle for consumers, rather than just selling them plants.

- Gary Hudson, president of Hudson & Associates, talked about Lean manufacturing and how equipment and plant selection affect profits.

Next year's convention is July 24-26 in Angers, France.

■ For more: *Fleuroselect*, Parallel Boulevard 214d, 2202 HT Noordwijk ZH, Netherlands; 011 (31) 71-3649101; fax 011 (31) 71-3649102; [info@fleuroselect.com](mailto:info@fleuroselect.com).

## FRESH CUT FLOWERS

### Organic flower, personal care product sales continue to grow

The U.S. organic industry grew 17 percent overall in 2005, reaching \$14.6 billion in consumer sales. Organic food sales increased 16.2 percent, accounting for \$13.8 billion, reported the Organic Trade Association.

Sales of other organic "non-food" products, including flowers, rose 32.5 percent, but only accounted for \$744 million in sales, OTA reported. Organic flower sales for 2005 were

\$16 million, which accounted for 2 percent of organic nonfood sales. This was a 50-percent increase over the previous year.

Organic personal care products was the largest organic nonfood category with \$282 million in sales, which is 38 percent of the organic nonfood market. Organic nonfoods are an emerging category having only accounted for 0.22 percent of total sales.

Fruits and vegetables account for the largest portion (38 percent, nearly \$5.4 billion) of total organic sales. In 2005, more established categories like fruits and vegetables grew less quickly than smaller, less established categories, including meat, fish and poultry and sauces and condiments.

■ For more: *Organic Trade Association*, 60 Wells St., Greenfield, MA 01301; (413) 774-7511; fax (413) 774-6432; [www.ota.com](http://www.ota.com).

## FRESH CUT FLOWERS

Trade shows IPM Essen and IPM Dubai have partnered with Proexport Colombia to offer more **Colombian-grown cut flowers** at the shows. "With this agreement, we have set a further milestone in the expansion of international trade relations in the green market," said Egon Galinnis, managing director of Messe Essen. For more: telephone 011 (49) 201 7244 780; [ayben.sueptitz@messe-essen.de](mailto:ayben.sueptitz@messe-essen.de).

Rosa Emotions is new and available exclusively



Emotions is touted as one of the "fullest roses in the world."

through Holland's Aalsmeer flower auction. The **large-flowered rose** is 5 inches in diameter with an average of 44 petals. Petals are salmon pink at the base, which turn orange with a pink haze. Vase life is 12 days. For more: Flower Council of Holland, telephone 011 (31) 71 565 95 65; [www.flowercouncil.org/us](http://www.flowercouncil.org/us).

Society of American Florists and Flower Promotion Organization part-

nered with a researcher at Massachusetts General Hospital and Harvard Medical School to explore how flowers affect a person's well-being. Results of the **Home Ecology of Flowers Study** revealed people who lived with flowers for less than a week felt an increase in feelings of compassion for others. People felt less negative after being around flowers at home for a few days. For more: (703) 836-8700; [www.safnow.org](http://www.safnow.org).