Ideas to market packaged products at Pack Trials

USA - With the participation of Dummen USA, John Henry/ITML, Sahin Seeds and Greenheart Farms, Greenheart Farms of Arroyo Grande, California, is turning a greenhouse into a new ideas factory during the Californian Pack Trials. It will include improvement suggestions suitable for growers and retailers of all sizes and types. This means that in addition to many new plants, which will available for 2008, it will also be displaying packaging, tagging and marketing ideas to help sell the final product during the Pack Trials, from 16 to 21 April 2007.

"As growers face serious margin challenges we offer as a solution not only in leading edge genetics but also a full range of packaging and merchandising support."

- Sahin's 'Floral Power', an orange with red wing Viola x williamsiana F1 has been awarded a Gold Medal by FleuroSelect, the intrernational organisation which tests, protects and promotes new flower varieties. Floral Power produces continuous masses of flowers on compact, uniform and bushy plants and the judges praised its outstanding pack performance as well as its excellent garden performance throughout the year. It can easily extend the pansy season through add-on sales in jumbo packs, bedding, colour bowls, and hanging baskets.

Denmark helps develop flower growing in Da Lat

Vietnam - Danida Copenhagen, Denmark's Department of International Development of the Foreign Office, has decided to assist three projects on development of flower growing in Da Lat, the Central Highlands province of Lam Dong, Vietnam, through a programme supporting small- and medium-sized enterprises (SMEs).

Among the three projects with a total capital of 4.9 billion VND, the Dalat Hasfarm Company's project will receive more than 2.9 billion VND to provide technical assistance to farmers in growing high-grade flowers, flower gathering, post-harvest protection as well as purchasing flowers for exports.

More than 600 million VND, meanwhile, will be provided to a Da Lat Flower Association, aimed at uniting flower growers in a professional organisation.

A project of the Mai Nguyen Co. Ltd will receive more than 1.3 billion VND to develop post-harvest services for flower growers and to build a model of high-grade flower production for export to Europe, the US and Japan.

The steering board for the programme on behalf of SMEs in Lam Dong province said that these projects, which will be implemented in two years, are a good start for change in flower production in Da Lat in the future, particularly in terms of farming technique and marketing.
910,000VND = 0.5 Euro (S.Ali)

Facing up to Russian demands

The Netherlands - Dutch growers are doing all they can to meet Russian demands for ornamentals exported to the Federation. Russia wants companies who export to prove that they have been free of Californian thrips for at least one month prior to the shipment. This has to be guaranteed through phytosanitary certificates. The Dutch growers, however, are calling the government to find a solution to these current demands which they says are unrealistic and expensive.

Register now for ISF

New Zealand - Delegates are invited to register for the ISF World Seed Congress, which this year is being held in Christchurch, New Zealand, 21 - 23 May 2007. The congress is an opportunity for members to share industry knowledge, consider research and technical developments and negotiate trade agreements. For full congress information and to register visit the website: www.worldseed2007.com

Other enquiries can be directed to the ISF Secretariat, email: register@worldseed.org or tel: +64 3 379 0390, fax +64 3 379 0460.

New manager for RAI®, North America

USA - Sam Rizzi has been appointed manager Royalty Administration International®, North America. Sam has 28 years of diverse nursery experience in marketing, production and finance and will take over from Jerry Ruskan, who is retiring.

Royalty Administration International® provides comprehensive services to plant breeders in the areas of patent applications, licensing of customers to finish only or propagate protected varieties, monitoring of licensees, royalty collection and disbursement of moneys, and communication of information that is usable by the breeder. RAI® has offices in Holland (head office), South America, South Africa, Japan and North America.