

The Netherlands Fleuroselect announces its 2010 gold medal winners

The Fleuroselect organization, headquartered in Noordwijk, the Netherlands, is proud to announce that its prestigious Gold Medals for the 2010 season have been awarded to 3 trendy, new cultivars created by the top breeders to suit all segments of the ornamentals market. Gaillardia x grandiflora 'Mesa Yellow', Physostegia virginiana 'Crystal Peak' and Sanvitalia speciosa 'Million Suns' will immediately appeal to growers with their advanced earliness, compactness and uniformity.

An abundance of fabulous flowers makes the varieties perfect additions to fashionable retail displays and excellent container and garden performance will delight landscapers and style-conscious consumers alike.

The Fleuroselect Gold Medal for 2010 for innovation in breeding goes to Gaillardia x grandiflora 'Mesa Yellow'. Like the flat-topped mountains (mesas) after which it is named, this first commercial-quality, yellow Gaillardia from seed is a native of the southern United States. In common with the flat peaks, 'Mesa Yellow' has a uniform, regular, even appearance. The variety particularly impressed the Fleuroselect judges with its beauty and abundance of perfect, novel, yellow flowers.

Add an excellent garden performance and a long flowering season and 'Mesa Yellow' is a truly worthy winner.

Fleuroselect has awarded its prestigious Gold Medal for excellence in breeding and beauty to Physostegia virginiana 'Crystal Peak'. This eye-catching new cultivar fits into the popular, modern range of annual flowering container perennials, which has brought traditional perennials to a wider market. 'Crystal Peak' demonstrated outstanding compactness and uniformity in both pack and garden trials and the judges were particularly impressed with its earliness.

The sparkling white peak of perfect flowers was impressive all season long and will be a treat for the container market.

The 2010 Fleuroselect Gold Medal recognising exceptional developments in ornamental breeding has been won by Sanvitalia speciosa 'Million Suns'. This new cultivar shone out as a real winner with its abundance of perfectly formed, golden yellow flowers. The Fleuroselect judges found the variety to show exceptional compactness, excellent basal branching and a longer flowering period, impressing from May to the first frosts. It was judged to be an overall superior product for both growers and consumers alike. |||



Turkey International Women's Day: Turkey's flower exports up 20%

Turkey has exported 50 million stems of cut flowers to Europe for March 8, International Women's Day.

Antalya Exporters' Associations Chairman Osman Bagdatlioglu told A.A on Sunday that Women's Day was celebrated mostly in eastern European countries especially the Balkan countries like Romania and Bulgaria. He added that upon the demand of those countries, Turkey exported ten kinds of flowers especially carnation and gerbera.

Bagdatlioglu said that Turkey's flower export for Women's Day increased 20 percent in 2009 when compared to last year's Women's Day. He added that they aimed to earn five million USD from the export. |||

The Netherlands Cargolux flower jet veers off tarmac at Maastricht Aachen Airport

A Cargolux Boeing 747-400, carrying a load of cut flowers from Kenya, veered off the tarmac at Maastricht Aachen Airport on Tuesday March 17, 2009 after it had landed and was heading to the cargo terminal, authorities said. None of the crew aboard was injured.

The flight landed safely at 08:45 but apparently experienced some problems with its steering which caused it to veer off the taxi route. The aircraft's nosewheel was bogged in a grassed area at Maastricht Aachen Airport which has temporarily closed its only runway.

Cargolux Airlines International S.A., trading as Cargolux, is a cargo airline based in Luxembourg City, Luxembourg. It is one of the largest scheduled all-cargo airlines in Europe with a global network. Charter flights and third party maintenance are also operated. |||

