

Fleuroselect adopts the “language of Dante”

On the official Fleuroselect website:

www.fleuroselect.com/goldmedal, the novelties are now also presented in Italian.

Each year Fleuroselect - the international organization for the control, protection and promotion of new varieties of flowering plants - presents to the world of professional operators the new plant novelties, winners of the “Gold Medals”.

The Fleuroselect “Gold Medals” represent a prize to be won amongst all new introductions that breeders throughout the world submit to a long and severe trial in outdoor cultivation and in trial grounds of the same Fleuroselect members, distributed over different latitudes in many European countries. The award is assigned by a jury of independent experts to those new varieties that demonstrate the possession of characteristics clearly superior and innovative with respect to existing varieties.

This year, the Fleuroselect “Gold Medals” 2010 were awarded to the following novelties: ***Gaillardia x grandiflora 'Mesa Yellow'***, breeder: Ball Horticultural Company; ***Physostegia virginiana 'Crystal Peak'***, breeder: Ernst Benary Samenzucht; ***Sanvitalia speciosa 'Million Suns'***, breeder: Dittmar Samen und Pflanzen. An exhaustive description of the innovative characteristics of these varieties was given in the **March 2009** edition of “Clamer Informa”.

Fleuroselect also assigns, however, a special “Quality Award” to all the new varieties that demonstrate an improvement with respect to the existing assortment.

The scope of this award is to give value to the work of the breeders. To do this, Fleuroselect not only conducts field and greenhouse trials on more than 30 trial sites throughout Europe, awarding the novelties, but also operates to protect (the list of novelties actually protected includes no fewer than 594 varieties) and to promote the winning varieties.

In this last case, for example, in addition to marking the passage of time and to represent the absolute best in terms of breeding and beauty, the new varieties also make a beautiful display in over 40 public gardens in Europe, the United States and Asia. Their presence in public gardens, all of primary importance and situated in places easy to reach by the public, serves to reach the scope of educating the visitors and to help them to discover the joy of seeing flowering plants of very high quality and beauty, the fruit of the patient work of the breeders. Many of the winning varieties are then widely supported and distributed by the same members of Fleuroselect.

In addition, all the information and images of the winning varieties can be utilized free of charge by the press and media, provided that the names of the varieties are correctly indicated and that Fleuroselect is mentioned.

Detailed information and images can also be found on the official Fleuroselect website:

www.fleuroselect.com and, for what concerns the “Gold Medals” amongst the 5 official languages in which the information is available, there is now also Italian.

The editorial staff of Clamer is pleased and appreciative of this choice, that confirms for good the importance of Italian publications in the worldwide market of ornamentals!

As we said, that from today onwards, all the activity of Fleuroselect is animated by a noble and important aim: to give prominence and value to the work of the breeders, indispensable for the innovation of products in the sector.

An objective that, as publisher of a trade magazine, we have always shared and supported, giving it ample space and prominence in “Clamer Informa” and, recently, also in the complementary initiative, that of the “Flower Finder” (“Navigatore Varietale”).

And we underline the complementary aspect of the “Finder”, that either in printed form or with its Internet site, does not absolutely wish to make competition for initiatives such as that of Fleuroselect, consolidated and acknowledged for its value to growers and gardeners throughout the world.

The scope of the “Finder”, is in fact, that of backing and promoting the work of breeders and of Bodies such as Fleuroselect, with the objective of contributing to enhance the value of all the initiatives, aimed at improving the “flower” product, and spreading the knowledge of the novelties along the productive and commercial chain, to the point of reaching the final consumer.

Edward Bent's translation