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Fleuroselect Combined Annual Convention with FlowerTrials®

Fleuroselect

In a change to the normal summer event and field trial visits, Fleuroselect combined its annual meeting together with the FlowerTrials® manifestation in order to promote its new Industry Award Trials.

100 delegates from countries ranging from Taiwan to Chile enjoyed visits to innovative companies in the ornamentals branch including Florensis, Beekenkamp and Van der Salm, as well as taking a look at Holland in miniature.

2010 GOLD MEDALS PRESENTED FOR EXCEPTIONAL ACHIEVEMENTS IN BREEDING

For the 40th time, achievement awards for Excellence in Breeding, the Fleuroselect Gold Medals were presented during the annual gala dinner to:

Jean-François Ignasse of Ball Horticultural Co., U.S.A. for the first commercial yellow *Gallardia* from seed, *Gallardia x grandiflora* 'Mesa Yellow' bred by Jian Ping Ren in Chicago.

Gerald Raser of Ernst Benary Samenzucht, Germany and Austria for his breeding achievement the sensational, summer container plant *Physostegia virginiana* 'Crystal Peak White'.

Hugo Dittmar of Dittmar Samen und Pflanzen, Switzerland for his breeding breakthrough, *Sanvitalia x speciosa* 'Million Suns' a compact carpet of colour shining out the whole summer.

1st FLEUROSELECT INDUSTRY AWARD

The new industry award for point of sale performance has been presented for the first time to the variety *Dianthus x barbatus* 'Diabunda™ Purple Picotee', bred by Har Stemkens from Syngenta Flowers, Enkhuizen, Netherlands. For a full press release please click [here](#).

FLEUROSELECT ELECTS PRESIDENT - NILS KLEMM OF SELECTA KLEMM, GERMANY

At its Annual General Meeting on 13 June 2009 the Membership appointed Nils Klemm of Selecta Klemm to the position of President of Fleuroselect taking over from Joel Goldsmith of Goldsmith Seeds who has held the position for 4 years. The Selecta Group is a world leading breeder, producer and marketer of vegetatively propagated ornamental plants with breeding activities in bedding and balcony plants, poinsettias, perennials and cut flowers. Mr. Klemm is the first president from a non-seed breeding company to hold the position securing Fleuroselect's position as a platform for the entire ornamentals industry.

NEW BOARD MEMBERS FOR FLEUROSELECT

Fleuroselect has appointed 5 new members to its Board of Directors:

Harm Custers from Takii and Company Ltd. Netherlands/Japan, **Henk Dresselhuys** from Fides, **Frank Hüdepohl** from Bruno Nebelung, **Jean-François Ignasse** from Ball Horticultural Netherlands/U.S.A. and **Xavier Vandame** from Clause Tezier, France, representing diverse interests from the ornamentals sectors, seed breeders, breeders of vegetatively propagated varieties, young plant producers and suppliers to consumer markets.

7 NEW MEMBERS JOIN FLEUROSELECT

7 new companies joined Fleuroselect at its annual general meeting in June:

- ▶ **ABZ Seeds:** [ABZ Seeds](#)
- ▶ **Cultius Roig:** [www.cultiusroig.com](#)
- ▶ **Danziger 'Dan' Flower Farm:** [www.danziger.co.il](#)
- ▶ **Dümmen GmbH:** [www.redfox.de](#)
- ▶ **Gruppo Padana:** [www.gruppopadana.com](#)
- ▶ **Vitroflora Grupa Producentów spolka z.o.o.:** [www.vitroflora.com.pl](#)
- ▶ **Viveros Pereira SL:** [www.viverospereira.es](#)

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