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**THE GARDEN HOSE EXPERT**

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## Flower Trials 2009 Evaluation

Flower Trials have been organised under this name for the 5th year. 22 participating nurseries from Holland, Germany and UK presented the latest trends in pot and bedding plants from 9 to 12 June. The advantage of the event is to be able to view these trends inside the actual greenhouses on several locations close to each other in Holland. The participants work closely together and offer space to foreign companies (colleague or competitor) to present their latest trends. It can be possible to visit and see the trends from five different companies on the premises of just one.



According to the participants the quality and quantity of the visiting growers was very good. Growers have been the primary target group of Flower Trials for years and their numbers have remained similar to last year's edition. The organization is trying to attract more trade and retail buyers to the event for the coming editions. Visiting trade and retail buyers will be one year ahead of their competitors in trend watching and can share their opinion right at the base of growth, to the right people.

Some of the highlights of the show:

**Ball Horticulture:** Voltage Yellow Osteospermum, a bright yellow, early flowering basket Osteospermum, offering a potential to early spring sales.

**HilverdaKooij:** Three new varieties in the Sunflor collection, among others the new red Vulcano.

**Florist:** Garvinea® Perennial Gerbera, a new series of winter hardy garden plants in fourteen colourful varieties which can be planted from spring until late autumn.

**Benary:** Under the motto 'fast, faster, fastest', Benary introduced eleven new varieties of FastraX perennials. FastraX ensures higher profits even for growers of bedding and border plants. All FastraX perennials do not require vernalisation to flower the first year, are fast crops and appealing pot beauties.

### Fleuroselect combined annual convention with Flower Trials

In a change to the normal summer event and field trial visits, Fleuroselect combined its annual meeting together with FlowerTrials 2009 in order to promote its new Industry Award Trials. This point of sale performance award has been won by a breed from Syngenta Flowers; the variety Dianthus x barbatus 'DiabundaTM Purple Picotee'.

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