

Fleuroselect judges award three medal winners

Fleuroselect has announced their 2010 gold medal winners. They are the Gaillardia x grandiflora 'Mesa Yellow' of Ball Horticulture Co., Physostegia virginiana 'Crystal Peak' of Ernst Benary Samenzucht and Sanvitalia speciosa 'Million Suns' of Dittmar Samen und Pflanzen. Over the last 12 months, the organisation has been expanding

its activities. During the second European Ornamental YPP Convention in November, 65 participants representing 40 young plant companies agreed to unite as a European group under the Fleuroselect umbrella. According to Frank Hüdepohl of Bruno Nebelung, a member of the steering group, the conclusion was clear: "There is a definite need for a platform for companies in this sector at European level. At national level organizations exist, but an arena to network, share experiences and develop strategies at a European level is lacking."

4



1 The Fleuroselect Gold Medal 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.

2 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.

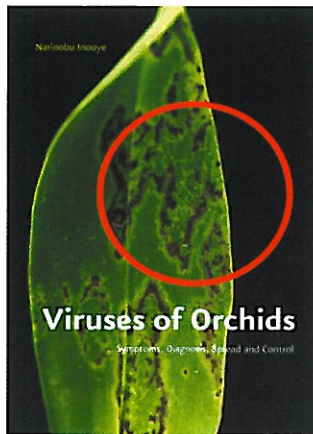


3 The 2010 Fleuroselect Gold Medal recognising exceptional developments in ornamental breeding has been won by Sanvitalia speciosa 'Million Suns'. This new cultivar shone out as a real winner with its abundance of perfectly formed, golden yellow flowers. The Fleuroselect judges found that the variety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

other health management measures (vector control) are also described. Professor Narinobu Inouye is renowned worldwide as an expert on orchid virus diseases and has been studying this subject for over 40 years. He has collected a unique database of pictures, most of them his own photographs, and has described comprehensively all aspects of virus diseases. The book can be obtained by sending an email to: info@bluebirdpublishers.com. The price is 39.95 euro, excluding postage and handling charge of 10 euro.

Orchid book helps growers recognise viruses

The orchid book by Professor Narinobu Inouye is now available in English and Dutch. The book was originally published in Japanese only. 'Viruses of Orchids, Symptoms, Diagnosis, Spread and Control' helps growers to recognise infected orchids. Many viruses are known to infect orchids. First records of studied virus infections go back to the 1940s.



The book describes more than 40 viruses, of which the most important are: Cymbidium mosaic virus (vector mechanical), Odontoglossum ringspot virus (vector mechanical), Cucumber mosaic virus (vector aphids), Orchid Fleck virus (vector mites), Dendrobium mosaic virus (vector aphids) and Tomato spotted wilt virus (vector thrips). For each virus, the species of orchid in which they have been identified is recorded, as well as the symptoms that occur. The book is very well documented with 200 detailed photographs. The relevant test techniques (serological, indicator plants) are given for each virus. Methods of virus prevention, hygiene and