

FloraHolland 2010

Weeks 1 to 32 (January 4 to August 15, 2010)

Category	Product	Quantity	% 10 09	Price 2010	Price 2009
Cut Flowers	Alstroemeria	134,162,520	-1.2	0.154	0.136
	Anthurium	46,615,920	-0.6	0.401	0.366
	Chrysant.	95,652,172	-1.6	0.359	0.294
	Chrysant. Spray	633,225,234	-2.1	0.213	0.189
	Chrysant. Santini	121,595,703	-4.9	0.171	0.150
	Cymbidium	8,904,787	-6.1	2.687	2.344
	Cymbidium Mini	3,289,365	-12.6	1.205	1.135
	Carnation	79,918,865	17.7	0.150	0.150
	Carnation Spray	27,211,581	-22.7	0.116	0.099
	Eustoma russellianum	76,409,715	16.4	0.321	0.317
	Freesia Double	54,523,277	-1.4	0.171	0.157
	Freesia	167,079,428	5.6	0.154	0.138
	Gerbera Large	125,614,187	-0.5	0.183	0.153
	Gerbera Mini	452,745,157	1.8	0.121	0.094
	Gladiolus	30,388,648	-5.3	0.155	0.129
	Helianthus	31,933,671	-0.3	0.275	0.268
	Hippeastrum	12,382,496	-12.3	0.689	0.613
	Hypericum	84,721,370	-8.9	0.163	0.141
	Iris	53,567,621	4.7	0.120	0.121
	Lilium Asiatic	22,047,181	-12.3	0.318	0.282
Lilium Longiflorum	25,273,583	-21.2	0.434	0.333	
Lilium Oriental Hybr.	85,387,229	-5.6	0.662	0.554	
Limonium	36,151,535	-0.4	0.215	0.179	
Rose Large	1,694,885,934	5.9	0.247	0.230	
Rose Small	464,905,246	-2.9	0.100	0.100	
Rose Spray	49,121,051	35.1	0.318	0.327	
Cut green and Decorat.	267,061,777	-5.9	0.135	0.129	
Solidago	37,164,138	-12.0	0.151	0.118	
Tulip	1,553,759,816	13.5	0.132	0.129	
Total		7,483,403,029	3.1	0.203	0.186

Category	Product	Quantity	% 10 09	Price 2010	Price 2009
Indoor Plants	Berry/Fruit plants	2,770,994	-1.8	2.240	2.037
	Flowering Plants	287,756,348	5.4	1.150	1.126
	Bulb/Tuberous	90,170,743	22.0	0.879	0.975
	Bromelia	19,117,937	-5.3	1.889	1.740
	Cactus/Succulent	25,994,315	8.7	1.112	1.114
	Green Plants	98,935,126	-1.3	1.353	1.407
	Orchids	74,854,546	9.9	3.675	3.459
	Palms	10,265,337	-6.4	3.162	2.879
	Ferns	7,230,570	11.5	0.951	1.047
	Total		618,924,946	6.5	1.524

Category	Product	Quantity	% 10 09	Price 2010	Price 2009
Garden Plants	Tree/Shrub/Climbing	48,315,566	12.0	2.055	1.963
	Conifers	7,248,018	-3.2	1.394	1.204
	Annual/Biennial	202,057,946	-3.6	0.625	0.616
	Perennial	56,162,598	5.9	0.969	0.955
Total		313,881,398	5.0	0.926	0.885

Poland

Fleuroselect celebrates 40th anniversary in Polish style

In July Fleuroselect celebrated its 40th anniversary with its first annual convention to be held in Poland. Hosted by member Vitroflora and owners the Pawlak family, the convention centred in Bydgoszcz where delegates were introduced to the Polish horticultural market.

Visits were made to Vitroflora's expanding nursery and young plant facility and its modern in-vitro laboratories. Polish horticultural companies were also partners in the event making this not only a Fleuroselect convention, but also a meeting platform for Polish breeders and producers of ornamentals.

Special attention was given to the 40th anniversary of the Fleuroselect organisation with a contribution from the last living founder Mr. Simon Groot. Founded to protect open-pollinated new seed raised varieties via a gentleman's agreement, Fleuroselect has grown and flourished into an international platform representing breeders and distributors of both seed and cutting raised ornamentals.

On behalf of Hem Zaden and Hem Genetics, Netherlands, Mr. Jan Sijm accepted the 2011 Fleuroselect Gold Medal from Fleuroselect President, Mr. Nils Klemm, for Lathyrus odoratus 'Villa Roma Scarlet'. This new empress in the current range of compact sweet peas was awarded the Fleuroselect Gold medal for its innovative, striking, bright colour, its overall attractiveness and for its excellent garden performance.

The 2011 Fleuroselect Gold Medal for Zinnia marylandica 'Double Zahara Fire' was presented to Mr. Jean-François Ignasse of PanAmerican Seed U.S.A. 'Double Zahara Fire', the first disease-tolerant Zinnia with truly double flowers, has been developed for use in mass landscape plantings in high light and warm temperate climates. It flowers from late spring to first frosts making low-maintenance borders, while the sizzling, red-orange hue intensifies outdoors to make a spectacular display.

The winner of the 2010 Fleuroselect Industry Award is Petunia x hybrida 'Phantom' from Ball FloraPlant, West Chicago. The unique flower colour combination of this novel Petunia captivated the 28 international judges. It was the unique colour of this Petunia that won over the experts. Ball FloraPlant has grown a real eye-catcher in 'Phantom', was the judges' conclusion. It is a plant with a genuine "WOW!" effect and no comparison. The 'Phantom's petals are velvety, almost black, with a striking, yellow star centre. The variety bred by Ball FloraPlant's Jian Ping Ren is distributed in Europe by Florensis, Graines Voltz and Ball Colegrave. ||