

**Nils Klemm, President of Fleuroselect offers his congratulations on the 50th anniversary of CIOPORA. He praises the organisation's commitment and hard work whilst highlighting CIOPORA's prominent role in promoting the floral industry as a whole.**

## 'CIOPORA plays vital role in supporting the industry'

**I**t is a pleasure for Fleuroselect to send greetings celebrating CIOPORA's 50 year anniversary. Of similar age, both organisations have quite a lot in common. Nevertheless, both organisations use different ways to help their members create an economical sound base in order to develop and market new and wonderful varieties."

### Strong reputation

Whereas Fleuroselect has been focusing on promoting new varieties, it is CIOPORA who has played a vital role supporting the industry in intellectual property matters. "Keeping continuously abreast with the latest developments concerning international IP legislation, CIOPORA has managed to build a reputation which is highly recognised by the relevant public institutions and its representatives", says Klemm.

### Active promoter

Additionally, CIOPORA has been a tireless, active promoter creating awareness within the industry without which, respect for the work of breeder's creativity and innovation are bound to fail. "And where would this industry be – as so many – without innovative products?", wonders Klemm. He adds, "Growers and gardeners

would be missing many magnificent introductions we have seen over the last decades: new colors, exciting new plant habits and – last but not least - the creation of new species through innovative breeding methods. All this has helped growers to make a living. It has kept and created thousands and thousands of consumers interested in flowers and gardening, enjoying to garden or just coloring their homes."

Klemm concludes, "The work behind this is cumbersome; the work of breeders as well as the work to lobby for breeders rights. Today is a day to thank and congratulate those people who have, over the last five decades, contributed so much to help create what all of us are benefiting from – we salute our colleagues with pleasure and high respect. All the best for the coming fifty years from Fleuroselect!" III



Nils Klemm, President of Fleuroselect.



## FleuroStar: a new award for innovative ornamentals

Nils Klemm of Selecta Klemm, Germany is President of Fleuroselect since 2010. One of his ambitions for his term in office has been to create a new award for innovative ornamentals: the FleuroStar. Judged at the point of sale, winners should offer the unexpected: a variety with the 'wow' factor.



The first 2009 competition produced a true all-round champion *Dianthus x barbatus* 'Diabunda'™ Purple Picotee' from Syngenta Flowers. While a compelling purple and white colour combination attracts the consumer, almost day-length neutrality pleases the grower. *Petunia x hybrida* 'Phantom' from Ball FloraPlant the current 2010 winner is a stunning example of innovative breeding. A yellow star pattern on black *Petunia* makes this high performance item a trendy specialty. This upcoming season's competition, held during the 2011 FlowerTrials® will select a winner from seven diverse innovations. Breeders Selecta Klemm, Dümmer, ABZ Seeds and Syngenta Flowers



FleuroStar 2010 winner *Petunia* 'Phantom'.

have entered a *Calceolaria* cultivar, a *Fragaria x ananassa* Duch, a *Cyclamen persicum*, an *Osteospermum ecklonis*, a *Pelargonium zonale x peltatum* and two *Verbena x hybridas*. The FleuroStar Award has been developed to complement the Fleuroselect Gold Medal given for excellence in breeding and garden performance, which has just celebrated its own 40th anniversary.