



Spray Chrysanthemum Summerflame.



Stealing the show

Customised breeder Floritec revealed its game-changing Japanese disbuds at this year's Chrysanthemum Week in Medellín, Colombia.

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Week 35 – the last few days in August and the first few days in September – is always an eventful week for ornamental horticulture worldwide as the seasons change and many people return to work or school. In Medellín, Colombia, Week 35 is known as Chrysanthemum Week – a joyous celebration of Chrysanthemums. Their plentiful blooms have captivated consumers to become one of the world's most traded and grown cut flowers.

TOP PRODUCER

Colombia's high altitudes, bright sunny days and cool nights have created the ideal conditions for producing this colourful genus. Juan Carlos Naranjo, the Colombian representative for leading Chrysanthemum breeder Floritec, notes that Colombia produces some 1.8 billion Chrysanthemum stems a year – making it one of the biggest producers of this flower. Its stems are shipped worldwide, with the United States and Canada being the largest markets for this country's Chrysanthemum growers. Many of the world's leading floriculture companies have locations in Colombia – and Week 35 sees ten leading breeders, including Floritec, welcome growers, traders and retailers

from Colombia, Ecuador, Costa Rica, and the USA to their sites to view their Chrysanthemum ranges.

IN-SITU BREEDING

Over the last five years, Floritec – a relative newcomer – has increased its market share in the Colombian Chrysanthemum market with its wide range of varieties, including daisy-like, button or pompon varieties, novelty types and disbuds. The key to Floritec's success in Colombia and worldwide is largely due to its unique approach to conducting its plant breeding programmes 'in situ.' This means that, rather than having its breeding facilities, Floritec works closely with producers worldwide to breed its customised varieties in growers' glasshouses and their locations' specific climatic conditions. This method of customised breeding was born out of necessity. When the company was formed some 15 years ago, it didn't have the capital to build its breeding facilities. However, its strategy certainly helped Floritec and its varieties to stand out from the crowd. Naranjo says: "Floritec is now recognised as one of the main sources for new Chrysanthemum varieties, and more because we have been able to establish a very nice and important assortment to supply the main needs

of the growers and cater to the latest consumer trends."

DISBUDS – THE STARS OF THE SHOW

In Colombia, the forward-thinking firm (which is based in The Netherlands) has been collaborating for five years with renowned, Medellín-based producer Flores El Capiro. The grower opened its greenhouses during this year's Week 35 to welcome and delight a record number of visitors with Floritec's wide range of Chrysanthemums, including Santinis, sprays and disbuds. Floritec has been working closely with its Japanese parent company of three years, Inochio Seikoen, to develop and then trial its stunning range of Japanese disbud varieties in Colombia before showcasing them to the market during Chrysanthemum Week. With their large blooms, quirky petal shapes, and soft colours (such as salmon pink) that appeal to the wedding market, they were unsurprisingly the show's star. Naranjo confirms: "The Japanese disbud varieties captured the attention of everybody – growers, customers, traders, and importers. Their unique shapes, sizes, quality, colours, and textures made people react to the many possibilities that Floritec varieties can bring and offer to the market."

(Left) Both of these varieties are still coded. The variety in vintage colour will be named soon as orders for this cultivar come flying in.

(Right) Ten leading breeders, including Floritec, welcomed growers, traders and retailers from Colombia, Ecuador, Costa Rica and the USA to their sites to view their Chrysanthemum ranges.



cushion-type Chrysanthemums in traditional white, yellow, pink, and purple remain popular, Dahlia look-a-likes and other new types of flower shapes, sizes, and bright and unique colour combinations are allowing designers and consumers to enjoy a more extensive assortment of Chrysanthemums.

THE POSSIBILITY TO GROW

Whilst North America remains an important market for Colombian growers, many seek opportunities to export to Europe. With this fact – and the burgeoning popularity of its Colombian-grown Chrysanthemums – in mind, Floritec is in the process of breaking with its tradition and setting up its breeding facility in Medellín. Naranjo says: “This new facility seamlessly fits in with the organisation’s growth – and with Floritec’s ambition to be, and develop into, a world-leading company.” Floritec’s marketing and communications manager, Daphne Hoogveen, says: “We have now found a place we can rent and build a greenhouse for ourselves. For several

years we’ve had very close and good cooperation with Capiro, and they are very kind to us. By having our facility, we have many more possibilities to grow. Floritec’s mission is to develop relevant and leading varieties in close cooperation with customers.

“Through on-site development, we can develop varieties with reduced susceptibility to diseases and pests perfectly suited to local growing and climate conditions: customised breeding. But given our ambition, this also requires a stronger home base, and this new location in Colombia certainly provides that. In the Netherlands, we are in the same process; we are now renovating our facility there.”

TRADE FAIR AALSMEER

The firm hopes to open its new site in Colombia next year. In the meantime, it’s focussing on Trade Fair Aalsmeer (from November 9 until November 11, 2022). There it will captivate visitors with its display of Colombian varieties, its families of pot mums, pot Celosia, pot Aster and spray Chrysanthemum, including the snowy-petalled ‘Maverick White’ and ‘Maverick Sunny’ (yellow) cultivars.



A still coded disbud.

He adds: “Being able to hear and see people’s reaction in all these aspects made visitors want to see more and wait for further developments – as well as start producing them, create the added value that everybody in the chain looks for and that the new disbuds and spray assortment can bring to the Chrysanthemum and flower market.” Naranjo also notes that this year’s introduction of Floritec’s Japanese disbuds (named so because the plants are ‘disbudded’ to feature one bloom per stem) coincides with the USA market’s increasing interest in new, trendy, and colourful styles. While the daisy- and



Spray Chrysanthemum Zippo.