



Emerging Red varieties for India

The current year has heralded the launch of a Red revolution , so to speak. The launch of new red rose varieties for the Indian growers has met with unprecedented success ! During this year 5 new reds have been introduced into the market namely Bordeaux , Red Corvette, Red Ribbon, Wanted and Red Giant. Moreover, a globally exclusively contracted red variety ie. *Tajmahal* is already a runaway success . All these varieties have excellent performance in terms of yield/ m² ,stem length, bud size, and vase life. The flowers have a nice uniform opening and have a relatively lower susceptibility to diseases like powdery mildew. It would be interesting to note that the prices of these varieties are holding strong in the international markets. The domestic market has welcomed these varieties since they have filled a gap in this market segment which was traditionally catered to by couple of red varieties. This was more due to the lack of choice rather than demand. Red varieties usually comprise of about 50-60% of a growers varietal portfolio. Many growers have realized that the markets are no longer driven purely by colour preferences but largely by varietal preferences. The demand is stimulated by the consumers preferences. Today the consumer desires new varieties and is willing to pay a higher price for it. So its time to move over from a supply driven economy to a demand driven economy. Congratulations to the growers who are a part of the Red Revolution !!!

Happy Growing !!!!



Edited by : P. Srinivas
Published by Moerheim India

International Events

- Hortifair at Holland from 14th to 17th October ' 2008.
- IFEX , at Tokyo, Japan from 30th October to 1 st November '2008.
- Hortec at Nairobi , Kenya from 5th to 7th November '2008.

Secret to success- Post harvest

As per statistics, more than 35% of the produce is lost due to poor post harvest practices in handling horticulture produce.

Post harvest management is a neglected area and needs immediate attention. It is strongly believed that the flowers grown in India are of a very good quality but we are losing out on the presentation.

The flower trade in the entire supply chain is all about maintaining quality and consistency at all times every time. The quality is of utmost importance at the point of sale which could be 1-3days after dispatch. What is grown as A+ quality should be maintained as A+ and should be sold as A+.

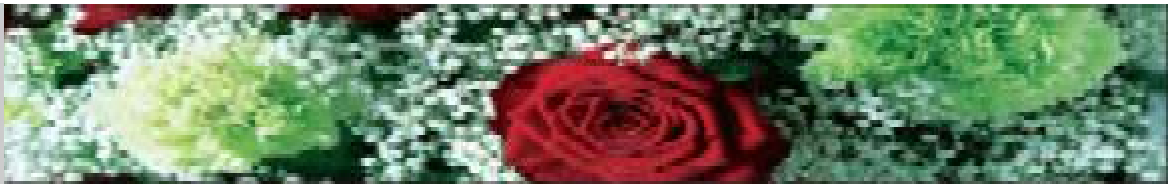
Some of the factors which contribute to the post harvest are

1. Use of proper post harvest chemicals in line with the international growing practices.
2. Good foliage - should be pest and disease free and with minimal thorn marks or damages.
3. Grading & Bunching - uniformity of cut stage and opening in a bunch.
4. Good quality wrapping and boxing material - optimizing packout in a box .
5. Rigid and strict quality control as per the buyers requirements.
6. Proper cool chain management - frequent temperature fluctuations ruins the quality.
7. Proper choice of transportation - preference to direct flights with minimal handling.
8. Recommend the use of post harvest chemicals for Re -hydration at the buyers end.

Observing the above points would help in minimizing Post harvest losses and thus higher profits.

Inside this issue:

Florissant	2
Curcuma	2
Kieft	2
Various	3
Floriculture Industry update	3
Products review	3
Ton Witmers Column	4



Florissant test results

A recently concluded study at Holland has proven that there are no negative effects on the vase life of flowers dipped in round up (Glyphosate) when they are pretreated with Florissant 600 post harvest chemical.

Several tests were conducted At UFO supplies B.V Holland . The pre treated- flowers were put through a thorough vase life test to determine the effects of dipping roses in round up solution which is used for devitalisation treatment. This is required to meet the plant quarantine import regulations of Australia, New Zealand, Malaysia etc.

Florissant 600 Post harvest chemical for Roses has been yielding very good results for regular users in various growing areas all over India.

Regular users have received positive feedback about the quality and consistency of flowers treated with Florissant from their domestic as well as overseas customers.

There has been tremendous jump in the usage of Florissant amongst the growers.

Traditionally, growers using citric acid, aluminium sulphate and other formulations are shifting Florissant.



Curcuma- an excellent diversification

Curcuma is a tropical flower belonging to the *Zingiberaceae* family, Ginger family. There are many varieties found in parts of Thailand , Laos ,Cambodia and South China.

Chiangmai Pink (*Curcuma alismatofolia*) is one of the most outstanding varieties in the EU Market due to its distinctive flower character and the plant is also very popular as an indoor plant.

Curcuma is an annual crop plant ,it naturally gets dormancy when the tempera-

ture drop and in short day conditions. March and april is the best season to begin planting.

The flowers can be harvested after 75-90 days. The flowers are very popular in Europe as a cut flower.

Curcumas are grown from corms. They can be grown in the open field but a shade house would be preferable to get a good quality prod-

Corms would be available from the end of December. The corms could be planted from January.

uct.

For details contact Moerheim India.

Chiang mai Pink curcuma



Flowers from Kieft

An interesting and profitable diversification for flower growers. Kieft has various varieties of cut flowers, perennials and pot plants. which could be germinated from seeds.

Presently, many growers are looking for alternative flowers which could be grown in poly houses as well as open field cultivation. Several trials have been conducted in the north east and south India.

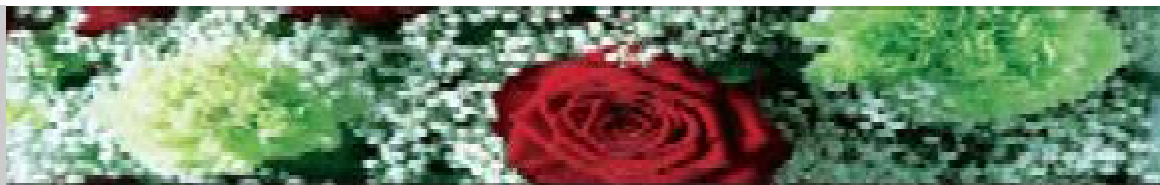
Traecelium, *antirrhinum*, *Carthamus Tinctoris*, *Eucalyptus sliver dollar* and *silver drop*, *Pot chrysanthemums* , *pot gerberas*, *Gaultherias*, *F1 capsicum annum* are some the popular varieties.

The cut flowers as well as pot plants are novelties to the Indian Market and fetch a good price.

For more details, Please contact Moerheim India.

Traecelium





Various

Maha Floriculture Forum – Pune meet

A forum for mutual cooperation and sharing knowledge to catapult Indian Roses into a bigger league in the International markets.

This has been conceptualized by Moerheim and supported by Dr.Sangita Ladha, Director, Horticulture training centre, Talegaon.

A meeting was held on the 26th of September under the chairmanship of Mr.Kamlesh Karle,CEO Essar Agrotech , attended by more than 100 growers and their representatives. The next meeting is scheduled on the 6th of September at 17.00 hrs.

Root stock–Natal Briar

There is an urgent need to improve the quality of root stock in order to ensure high quality planting material which is free of viruses and ultimately result in good quality plants and flowers there on.

Moerheim has initiated a process of supplying high quality natal briar rootstock from Holland.

Indian roses to be prominently displayed at Hortifair and IFEX

During the previous years Indian flowers have never been prominently displayed and marketed at the exhibitions in Holland and Japan.

Maha Floriculture Forum is working on a plan to revitalize the 'Brand India' and present them not as show pieces in the exhibition but focus on customer orientation and building long standing relationships with the prospective importers and buyers. This move would benefit all the quality growers.

Floriculture Industry update

It is encouraging news for the floriculture industry to note that the Oil prices in the international market are headed south. Also, the industry can expect lower fertiliser prices in a couple of months with the relaxation in fertiliser export taxes imposed by the Chinese government We could expect a fall in the steel prices if the Indian government goes ahead with the

Also, the industry can expect lower fertiliser prices in a couple of months, with the relaxation in fertiliser export taxes imposed by the Chinese government.

proposal to import steel. The fall in crude oil prices would have a positive impact on air freight , local transportation as well the price of green house film. The US dollar and the Euro have been strong during the

past several weeks which gives a higher realisation in rupee terms to exporters. All this augers well for the floriculture sector in India.

The flower season has begun on a strong note with the Ganesh Chaturthi festival and the teachers day pushing up the sales prices.

Robust demand is expected from overseas buyers during this season. The results would be directly proportional to the efforts taken to promote 'Brand India.'

Products review

Secatuers

Metallo K 0750 cut and Hold has proven to be very effective in controlling die back and is now the preferred choice of several leading growers.

Metallo K 0750 delivers quality at an affordable price. For details contact Moerheim India.

Refracto lab - CB 1010

A personalised laboratory at your farm is now a reality.

Moerheim India is the representative for Niewkoop BV Holland.

Refractolab is a small portable laboratory which enables a grower to test

upto 50 elements in irrigation water, drain water and soil on a daily basis with an accurate reading.

This is a process which enables to grower to get precise information and take decisions based on scientific reasoning and data rather than on judgement or trial and error method. For details contact Moerheim India.

Moerheim India

404, Palace view apts,
Ramana Maharshi Road,
Upper Palace Orchards,
Bangalore—560 080.

Mobile: 93724 05808
98503 20666

E-mail: dr Rao@moerheimindia.com
srinivas@moerheimindia.com

We are on the Web !!!
www.moerheimindia.com



**Adding Value to
Indian Floriculture !!!**



Global Vision— Ton Witmer

Within one month the Hortifair will take place again in Amsterdam (14-17 October). Companies in Holland are already in preparation for this large flower exhibition.

So this year some of the rose breeders have only some staff at the Hortifair and have transport facilities to bring visitors to the show in their own greenhouses. Here visitors can see the flowers grow on the plant and get a much better idea of the potential of the varieties.

Many breeders also have a booth this year at Aalsmeer Market at the VBA (15-17/10). Here flower producers from all over the world show their products to potential buyers.

The Hortifair is an exhibition of technical inputs at the RAI and an exhibition of flowers at the Aalsmeer Auction.

As an Indian rose grower in future you will go to the Hortifair to look for equipment or inputs and to the Aalsmeer Market to show your products and look for buyers. The selection of your new rose varieties you will do in India during the Open Houses and regular visits to Moerheim's trial and demonstration greenhouses.

Photo Gallery

Mr. Theo Ruys, chairman, Moerheim Group inaugurating the annual open house programme at Nagarjuna floritech, Bangalore. The others present are (from right) Mr. Peter Reiners, Kordes, Mr. Robert Bos, Mr. Helms Kordes, Mr. Ton Witmer, Moerheim Holland, Dr. Raju, Nagarjuna, Mr. R.D. Reddy, Meghna Floritech, Mr. Srinivas Kaza, Rosette agro and Mr. Kishore, Nagarjuna.

Open House Concept

Moerheim strongly advocates that new varieties and trial varieties must be seen on the plant in a poly house since this gives a complete picture of a varieties performance and the overall performance of the plants with respect to various parameters.

