



FLORICULTURE ADVISOR

Moerheim India

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Time to rethink strategies?

India is a land of vast opportunity and potential in floriculture. The fact remains that one has to work towards converting the opportunities and untapped potential in profits.

It is strongly believed by many International Rose experts that the Indian Growers have the potential to grow and export flowers of an International quality.

In the rose trade, quality and consistency go hand in hand. Indian Growers should work towards producing and exporting a consistent product round the year by adopting the latest growing practices, integrated pest management and post harvest techniques. Quality up gradation is a continuous process. The objective should be to upgrade Brand India flowers in the International Market.

Quality can be produced even in difficult weather conditions. Israel does not enjoy a suitable climate for growing flowers but has smartly adopted to their climatic conditions and is a fairly large exporter of various flowers. Their success could be attributed to a planned production and marketing strategy. With a change in marketing strategies, Indian growers could have a much larger market share in time to come.

The other vital factor is the varietal mix or the product mix. All the growers must look in terms of growing the varieties which the market wants rather than trying to sell what they have. A more customer oriented approach is a desirable.

Another school of thought is to shift the focus from seasonal exports to round the year exports. Focusing on Reds for Valentine sales gives a good profit but in turn a grower sacrifices the other colours which are important in a product mix for year round sales. Also, excessive dependence on one major sale in a year does not help in spreading the risk evenly. The ratio of Reds to colours is a factor which can contribute largely to the success of project. More colours, more varieties and round the year regular production cycle would help in attracting more International buyers. The growers could consider the option of migrating to planned sales as compared to speculative seasonal sales.

Editor : P. Srinivas

Announcement

The II Moerheim Cricket League would be played on the 01st Mar '2009 at Talegaon.

All the interested teams may confirm their participation to the event manager,

Mr. Sandeep.

Ph: 98500 94455

Floriculture Events

• **Bangalore**

Open house -
Nagarjuna agritech
27th Feb ' 2009

• **Pune**

Open house -
Century International
03rd Mar ' 2009

Wanted - Most wanted variety !!!

"Wanted" is *Spek Rozen* red variety. Technical trials of this variety in India have yielded excellent results.

The petals are velvety in their texture and the variety has a good stem length, bud size, opening, high yielding and has a reasonably good resistance to pest and disease*.

The characteristics of this variety are suitable for the European as well as the Middle east and Far East markets.

This variety could be seen in the Moerheim's Demo Houses. Commercial trials are in process.

For those interested in more details, Kindly contact Moerheim India.

* under standard test conditions



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Quality since 1888

- Planting material for Rose Varieties.
- Florissant Post Harvest Preservatives.
- Bercomex Flower processing machines.
- Nieuwkoop measuring equipment.

- Empas spray sets.
- Secateurs & Safety Equipment
- Curcuma corms
- Kieft Holland—Flower seeds

Hortifair ' 2008 , Holland

The visit to the Hortifair at Amsterdam was a successful trip for the Indian growers. A group of more than 25 growers visited the Hortifair and had the opportunity to see the quality of flowers from various flower growing countries and also visited the flora Holland flower auction which is the largest auction in the world.

The growers could see and learn various growing techniques during their visits to the demo houses of the Breeders ie. Kordes , Interplant , Jan Spek , Franko and Lex.

The growers also met several international buyers and discussed the various possibilities of sending regular shipments as well as Christmas and valentine shipments from India. This was the first time quite a few Indian nurseries also participated in the Hortifair 2008.



Floriculture Industry update

Fertilizer prices reduced

The reduction in the fertilizer prices by 20-25% has brought a sigh of relief to the floriculture industry.

It was expected that this would be in the offing since the prices had risen to a new high due to various factors but primarily owing to the restrictions

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on the transportation of fertilizers from china.

Industry sources expect a further decline due to the reduction in International Oil prices.

Similar reductions could be expected in air freight costs.

Re - Planting assistance

The Flower grower association of India, is proposing a re-planting assistance scheme to enable growers to plant the latest varieties in order to be competitive in the international market. The scheme is under consideration and would bring relief to the floriculture Industry.

Products review— Airocide



It is proven to:

- Kill airborne bacteria and fungi, like botrytis, and airborne moulds such as black, green and grey moulds.
- Be chemical-free, produces no ozone or other by-products.
- Break down and reduce ethylene gas.
- To be able to reduce airborne moulds by 95% in 24 hours.
- To be able to reduce airborne bacteria by as much as 100% in 24 hours.
- Be ready to plug in and start cleaning the air.

Professional Agrotech Pvt. Ltd was established in the year 2005 and located at Ambi, near MIDC Floriculture Park , Talegaon. The company is managed by Mr. BN. Raskar and Mr.D. Palav along with other directors.

The company has been successfully growing and exporting flowers using the best growing and post harvest management techniques. The company is actively engaged in several activities which are detailed below

Production and export of Roses - varieties include Bordeaux , Red ribbon , Gold strike , Ice berg and other several varieties

1. Production and export of carnation flowers and cuttings - representing Santa maria, Italy.
2. The company is associated with several growers who are utilizing the services of the company for exporting their flowers to various countries like the United Kingdom, Japan , Australia, Holland and Italy.
4. Technical know how and marketing support to Growers.

Professional Agro tech has vast experience in the field of Floriculture . They are regular users of Florissant 600 post harvest solution for Roses which helps them to maintain the quality and consistency , improve vase life , reduce quality deterioration during transport and enable all the flowers to open uniformly and fully.

Professional agrotech was one of the first few companies to conduct Florissant trials in during Feb 2007 .

A scientific test was conducted at the farm using Florissant 600 post harvest chemical over a period of two weeks to test various quality parameters including transport simulation and re-hydration.

Both , they as well as their overseas customers are extremely happy with the performance of the Florissant treated flowers.

They have developed an indigenous way of storing the solution by mixing it in a 1000 litre capacity dosing tank which makes it very easy to mix and use. During an interview , Mr. B.N Raskar said that , " we are using Florissant 600 for post harvest treatment since this helps in better post harvest management of flowers as compared to other traditional treatments, and have recommended the use to other growers as well" .

SLEEVES



Value addition : Key to customer retention - Flower sleeves

In a competitive market, it is essential to provide several value additions To satisfy a customers need.

Sleeving of the flowers is a regular practice followed in all the overseas markets.

All the flowers dispatched to the auctions, supermarkets, florists etc. are sleeved. This not only protects the flowers and also adds aesthetic value.

Labour costs are very high in Europe, Japan and Australia, hence this value addition by a grower saves time and labour for the importer , gives additional revenue to the growers and helps them to retain their customers.

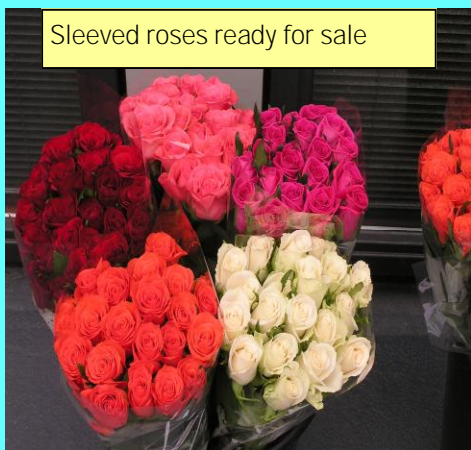
The overseas importers are constantly asking their rose exporters to provide this value addition.

Several Leading rose exporters from India are now regularly providing this value addition.

The sleeves are made in Holland and are available in CPP as well as BOPP.

- 30, 40 and 50 micron sleeves
- Plain , bullet hole and Hot needle micro perforated.
- Various standard sizes available in 40 50 and 60 cms. Suitable for packing 7 , 10, 14 and 20 stems in a bunch.
- Company logo can be printed on the sleeves.
- For more information ,please contact Moerheim India.

Sleeved roses ready for sale





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Adding Value to Indian Floriculture !!!



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Global Vision– Ton Witmer

We at Moerheim Holland were very happy to interact and discuss various business opportunities with the group of several growers and nursery owners from India during their trip to the Holland .

We could organize visits to the Hortifair , the Flora Holland auction and visits to the breeders demo houses to acclimatize them with the latest varieties and the dutch growing practices.

We believe their trip would have been fruitful and wish them success !!!

- **Ton Witmer — Moerheim Holland.**

Kordes Demo, Reiner Peters with Growers



LEX Demo House - Ton Witmer & Lex Voorn



D.Patil at Lex Demo



Launch of "Taj Mahal" rose Variety.
Mr.Theo Ruys, Chairman Moerheim Group with
Mr.Ramasundaram, I.A.S , Chairman, TIDCO & Tan Flora

From left to right , Mr.Narendra Patil - Soex flora, Mr. Najeeb Ahmed, MD Tan flora, Mr.Ramasundaram , Chairman TIDCO and Mr.Anand, Prop.Sharada Nursery.

