



# Rule Book

Terms of participation

Contest rules

Guidelines for judging

Evaluation and announcement of the winner

Public relations and promotion



The "FleuroStar" is an annual award for new bedding and balcony plants which are exceedingly attractive to retailers and consumers due to their phenotypic and/or genotypic characteristics. Fleuroselect supports the marketing of the winner through promotional activities and public relations.



# Terms of participation

## 1. Entrants

Each member of the Fleuroselect organisation or its legal representative is entitled to participate in the "FleuroStar" contest.

## 2. Entry definition

- 2.1. Seed and cutting-raised varieties of bedding and balcony plants and perennials.
- 2.2. Suitable for growing, testing and judging at the Fleuroselect contest locations during week 24.
- 2.3. New, i.e. publicly presented for the first time during the contest year (horticultural show, fair, catalogue, etc.)
- 2.4. Likely through phenotypic and/or genotypic characteristics to be exceedingly attractive to consumers and retailers.  
The "FleuroStar" Entries and Evaluation Committee which is appointed by the Board will decide on the basis of the definitions whether an entry can be accepted.
- 2.5. Available for immediate introduction in the coming season.
- 2.6. Not identical to another variety, which is protected by Legal Plant Variety Rights. (Varieties which are also entered for Novelty Protection will be scored by the judges running Novelty trials and evaluated by the Entries and Evaluation Committee at the conclusion of the Garden Trial season as per the standard rules)
- 2.7. The garden performance should meet the average standards for the species.
- 2.8. The Entrant confirms that the entered variety is GMO-free to the best of his knowledge.

## 3. Conditions

- 3.1. Entries can be submitted by members of Fleuroselect or their legal representative by completing and returning an entry application form to Fleuroselect.
- 3.2. The closing date for entries is 15th November prior to the contest.
- 3.3. The entry fee is € 3,000 per variety. Entry fees are due from the applicant upon receipt of invoice.

## 4. Acceptance and procedures

Upon confirmation by Fleuroselect that the entry has been accepted the entrant must initiate production of sufficient plant material. For each of the nine competition locations, the following plant material is required:

- sufficient plants for nine containers, each approx. 40 cm by 40 cm and an additional nine times two smaller POS pots (12cm or the normal sales size).

## 5. Rules regarding winners:

- 5.1. The "FleuroStar" may not be refused.
- 5.2. Distribution of the winner may be exclusive, selective or open to all members. This must be indicated on the entry form.
- 5.3. The variety should be commercialised under the name in which the announcement is made.
- 5.4. The entrant should adhere the "FleuroStar" logo to the variety in all publications.
- 5.5. Owners of the winners pay annual assessments to the Fleuroselect organisation for sales at wholesale level. For seed raised varieties owners are required to pay 10% of the wholesale sales from introduction to 30<sup>th</sup> June of the following year and then for 4 consecutive years from 1<sup>st</sup> July to 30<sup>th</sup> June. For cutting raised varieties owners are required to pay 10% of the IP Royalties from first sales to the 30<sup>th</sup> June of the following year and for 4 consecutive years from 1<sup>st</sup> July to 30<sup>th</sup> June. There is a minimum assessment due of € 7,500 per annum for year 1 and 2; and of € 3,500 for year 3, 4 and 5. Maximum assessments per winner are € 20,000 per annum with a total of € 75,000 over five years.

# Contest rules

## 1. Locations

Entries will be presented to visitors and judges at each of the FlowerTrials® contest locations in: Westland and Aalsmeer (The Netherlands) and the Rheinland Westfalen and (Germany) in week 24.

## 2. Responsibilities of the locations

Locations will provide an area in their FlowerTrials® locations for displaying plants and publicity material. Its size will depend on the number of entries (max. 7), and will be made known in good time. A service team will provide and set up the contest display material.

## 3. Instructions for cultivation

3.1. Entries are to be cultivated by the entrant for display in week 24.

3.2. The plants should be grown for judging at the point of sale.

3.3. Seed or cutting material needs to be delivered in January for the cultivation of the plants for the professional photo shoot.

3.4. The entrant must supply each of the FlowerTrials® contest locations with sufficient plants for a 40 cm by 40 cm container and five smaller POS pots (12 cm or the normal sales size), i.e. enough plant material for nine containers and 45 smaller POS pots in total.

## 4. Non-performing entries

4.1. The Entries and Evaluation Committee may remove an entry from the contest if it is not performing sufficiently well to be displayed and judged in week 24.

4.2. The Entries and Evaluation Committee may offer a retrial in extraordinary circumstances.

# Guidelines for judging

## 1. Expert Jury

1.1. Judges are made up of representatives of the following: contest holders, retailers, growers, journalists, breeders and young plant raisers. All judges are approved by the Entries and Evaluation Committee.

1.2. A minimum of 25 judges scores the entries during week 24. A minimum of 20 valid scores is needed for a valid judgment.

## 2. Judging and scoring

2.1. The judges are given a form on which, in addition to the entry number and a description of the entry their scores may be completed.

2.2. The judges are asked to award the variety points from 1 to 5 for point of sale attractiveness and for commercial potential, and to indicate whether or not the variety is worthy of the "FleuroStar". They are asked to support their judgment with comments.

2.3. The judge makes one final score for each entry, based on all locations visited. The judges cast their vote only once.

2.4. Immediately after judging, judges return the signed score sheets to the secretariat which processes the results for presentation to the Entries & Evaluation Committee. Date for returning the scores is communicated to the judges in advance.

# Evaluation and announcement of the winner

## 1. Evaluation

- 1.1. The Entries and Evaluation Committee as appointed by the Board is responsible for evaluating the results.
- 1.2. Results are processed by the secretariat and evaluated by the Entries and Evaluation Committee.

## 2. Announcement

Announcement of the winner takes place at a designated presentation event. No pre-announcement must be made before publication.

# Public relations and promotion

## 1. Photography

- 1.1. All entrants are given professionally produced lifestyle photographs of their variety.
- 1.2. To prevent plant material being damaged by transport, the plants for this photo shoot are cultivated on location. Seed or cuttings for these plants should be sent in January.
- 1.3. A series of photographs is produced for the winner, showing the plants in a specially created balcony or terrace/patio setting. The series will include shots of the plants in a pot and close-up details.

## 2. Publicity and press campaign

- 2.1. Fleuroselect supports the marketing of the winning variety through intensive press publicity directed at the flower business and consumers, and by supporting promotional activities in wholesale and retail activities.
- 2.2. Fleuroselect conducts a professional press campaign focused on the "FleuroStar". Over 200 trade journals worldwide obtain information on the contest and result by email newsletters.
- 2.3. The trade journals are supplied with detailed information on the entries prior to the trials.
- 2.4. All trade journals are supplied with professional press materials in downloadable form, covering both the winners and the entries.
- 2.5. A press campaign aimed at consumers and focussing on the winner follows at a later date.
- 2.6. Fleuroselect will display the winner at "at least" three trade shows per year.

## 3. Logo

- 3.1 The winner is obliged to carry the logo for advertising and sales promotions.

**FleuroStar**  
FLEUROSELECTAWARD



FLEUROSELECT • Jacoba van Beierenweg 97-1A  
2215 KW Voorhout • Netherlands  
+31-71-3649101 • info@fleuroselect.com

