

International



Welcome

Home Garden Conferen
20 & 21 September 2016



WHO ARE WE / WHAT DO WE DO?

- Our focus is on marketing packet seed and young plant products to the end consumer via our retailer customers and/or via our own direct marketing
- We represent all major packet seed producers across Europe
- We sell '00's millions packets and young plants to end consumers every year
- We all operate in hugely competitive & changing markets
- Fleuroselect Home Garden Association provides valuable marketing support to its Members
- Our annual Conference is greatly valued by all delegates
- We need exciting new varieties that meet the needs of today's consumer markets!

HOME GARDEN ASSOCIATION UPDATE

Harm Custers & David Arnold



HG CONFERENCE 2015



6th Fleuroselect Home Garden Conference
De Kwakel, The Netherlands - 22 & 23 September 2015



HG CONFERENCE 2015



- 22-23 September
- Aalsmeer (NL)
- Approx. 90 participants from Europe and beyond (South-Africa)
- Theme: The Consumer and Retail Experience



VISITS



TAKII SEED



VISITS



wesselink
productie

intratuin



TOP SPEAKERS

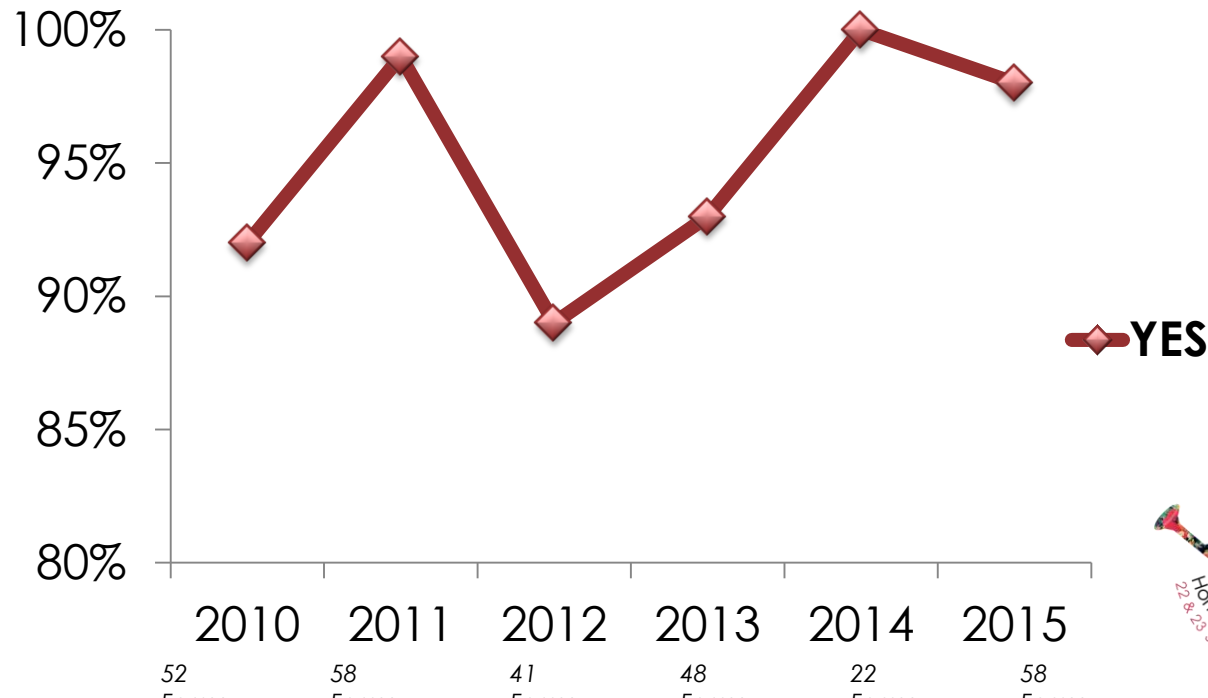


Consumer trends & retail:

- Nancy van Kleef – VIREtail
- Richard van Hooijdonk

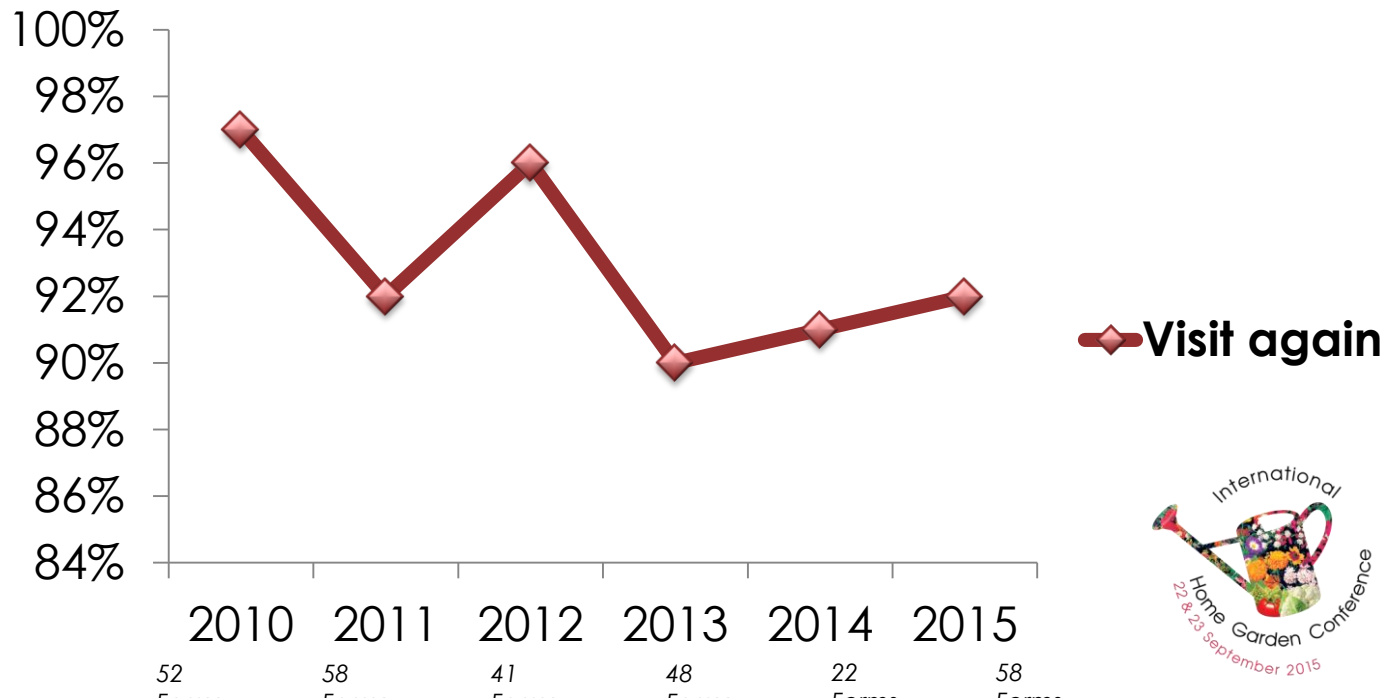
Did this conference meet your expectations ?

98% from 58 people say: **YES**



If yes, will you visit the HCG again ?

92% will visit the HGC again



Financing of HGSA activities

- Activated this Fleuroselect B.U. 6 years ago
 - Yearly organization of this conference (information, inspiration, networking)
 - Set-up of the plant of year concept (Free of Charge Publicity Tool)
 - Vegetable breeding companies can become members as well
 - General organization, information, support and backup for members
- The FS board and all members agreed to invest EUR 40.000
 - Acknowledge that home gardening is an important part of our industry
 - Do more in specific for HG members and try to attract new members
- Now we need to become self-supportive



How to become financially self-supportive

- New members create extra membership income fees
- Members making more use of FS awarded varieties
 - More sales of awarded varieties makes higher FS royalty income and will stimulate breeders to enter more varieties
 - Develop a special award for the very best HG varieties
- Sponsoring
- Users to pay for the plant of the year campaign
 - We prefer to keep this a free of charge generic PR tool

Other ideas



Do you use Fleuroselect awarded varieties?

Fleuroselect conducts **trials of new varieties** entered by members on approx. 16 private trial grounds spread across Europe. Both indoor and outdoor trials can be conducted. The best varieties receive recognition either by Approved Novelty, Gold Medal or FleuroStar Award.



Innovative varieties
Protection against reproduction



Excellence in breeding
technical breakthrough



Variety with the
highest WOW factor



GOLD MEDAL FOR HOME GARDENING?



- Additional income for the Organisation
- Additional promotion opportunities for the B.U.

Changes in trialing system

- Dedicated trials
- Capable of direct sowing
-

Join your colleagues - become a Member!



EconSeeds

And many more....



TAKII SEED



By the members, For the members!



PLANT OF THE YEAR CAMPAIGN

2016 was the

YEAR OF THE
cosmos



YEAR OF THE
tomato



LOGOS AND PHOTOS

TOMATENS

Ar



JAHR DES
Schmuckkorbchen



IN THE TRADE

GartenFlora



BLOGS



Fleuroselect Year of the Tomato 2016



Year of the Cosmos 2016



2016, L'Année du Cosmos



Jetzt Schmuckkörbchen säen



Celebrate Year Of The Cosmos In
2016
With Mr Fothergill's



The Year of the Cosmos – 2016



IN THE MEDIA

Press Release in EN, GE, NL & FR to the international professional and amateur press

Amateur
Gardening

**Novelties launched to celebrate
Year of the Cosmos during 2016**

The Telegraph

Everything you need to know about
Cosmos, the flower of 2016

GartenFlora

2016 ist das Jahr des Schmückkörbchens, Tanz in
den Sommer



HorticultureWeek

Year of the Cosmos draws new
varieties from UK seed companies

Gabot.de

Im Jahr des Schmückkörbchens



2016, l'Année du Cosmos



2016 is the year of the Cosmos

Plant some Cosmos in your garden by month of season, hard to pollinators and hot flowers please.

Cosmos, are one of the easiest, most rewarding flowers you can grow in your garden. They simple, open flowers have a friendly, sunny demeanor and can be planted in beds, borders, pots and containers with empty striking results.

The plants are mostly annuals that grow, flower and set seed in the same season and are easy to grow from seed. Seedlings quickly develop into strong sturdy plants with an abundance of flower stems. The flowers are delicate and partly most common in shades of pink and white, though there are yellow, orange and red varieties too. One plant can quickly fill a gap in the border and hot flower for weeks on end.



Chrysomelids are beautiful. They have masses of vibrant, brilliant colors. They are good to pollinate, according to a well known old poem and simile. They are really easy to grow from seed, or you can buy young plants from the garden center with someone at home. They flower in months and they make beautiful art from them. They have low pest issues and are pretty disease resistant too. Adults are so beautiful.

measures of flowers. *Fragaria* with polypetals, the upper-based flowers provide steel girdles and another for butterflies and bees. But they are also wind-pollinated. In flowers for the home use, *Fragaria* for growing in the garden, larger arrangements, the flowers of the *Fragaria* provide flowers for the garden. It is not a waste of partly individual flowers of *Fragaria* flowers your home.

There is no requirement for the home. In some of the flowers, *Fragaria* plants have perfectly well suited and persistent and grow in your garden.

There are three main types of Christmas trees: conifers, deciduous and artificial. The most common are the conifers, but you can also find:

- **Conifer hedges** - these are the tall, narrow, green hedges, available in shades of green and white, with single deep blue flowers and silver holly leaves.
- **The miniature tree** - these are small, single-colored trees in the shape of a Christmas tree.
- **Spiky trees** - these are the tall, thin, spiky trees, available in shades of green and white.

Group members to add their names and flowers to your garden. One packet of seed will provide flowers for healthy plants, with healthy green foliage and complete

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Cornes originate in Mexico. This gives us lots of clues regarding their cultural needs. These sunny faced flowers like the sun. They need an open site and well-drained soil, and they don't like the cold. The annual plants are frost tender so if you grow from seed, don't



sow them too early. April is early enough and gives them time to grow on before you plant them outside after the last frost of winter. They grow pretty fast when they get going, so they need some TLC in terms of feeding. Use a flower food to boost flower production and water container grow plants, especially in hot weather. Plants in the border should be OK, but keep an eye on them; if they start to wilt in hot weather, soak the soil around them.

Grow Cosmos against a sunny fence to soften the effect of the boundary. Choose the tall annual varieties that quickly grow to around 1.2m. You can even plant them as a living, flowering edging for the vegetable garden or around a patio area to create a little bit of privacy. For added height, plant them into tall containers full of rich container compost to create a see-through periphery of colour and texture.



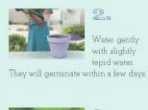
If you love having bunches of flowers in the home, Cosmos are a great plant to grow. The taller varieties generally have longer flower stems, but even the compact types are good for posies. Grow them from seed and plant them out all over the garden to pick the flowers all summer long. The more you pick the flowers and remove any spent flowers, the more flowers your plants will produce. Mix cut Cosmos flowers with roses and lady's mantle, the feathery Cosmos foliage helps to fill the arrangement with texture and soft hues of green, so you need little extra greenery and have a charming bouquet, perfect for the lunch table or an unexpected gift for a friend.



One packet of seed will go a long way, but once you have fallen in love with Cosmos you will want to share plants and flowers with everyone. Keep your seeds, seedlings and Cosmos plants in a frost-free place while they grow.



from April and until June. Spread them out on the surface of the compost and cover with vermiculite, they need light to germinate so don't bury them.



Water gently with slightly tepid water. They will germinate within a few days.



3. When they are large enough to handle, prick them out into individual pots of young plant compost and grow them on in a frost-free place until the last frost has passed.

When you are growing fruit and vegetables that need pollinating such as beans, peas, courgettes, strawberries and raspberries, you need to ensure your garden is attractive to insects. Grow clumps of Cosmos around the vegetable and fruit to attract pollinating insects to the area. They will move in quickly and pollinate the flowers as they collect pollen and nectar.

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You might be surprised to learn that many garden flowers are excellent sources of food for many pollinators. Beneficial insects don't eat the flowers, but they visit to sip nectar and collect pollen from the yellow centres of the flowers. The colourful flower flags declare the nectar bar open and the butterflies and bees move in. Cosmos plants grown from seed and free from pesticides are a perfect source of vital food for our gardening friends. The sugar rich nectar provides energy, while the protein rich pollen is perfect food for baby bees. Grow single varieties where the nectar and pollen is easily accessible and then sit back and enjoy the entertainment.

Cosmos flower up to the first frosts of autumn, making them a vital source of bee food late in the season, that's another great reason to grow them en masse.

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LANG GENIETEN VAN COSMIEA

Zet cosmea in je tuin en je bent verzekerd van maandenlang kleur en een massa snijbloemen. Bijen en andere bestuivers zullen je dankbaar zijn, want de plant is een rijke leverancier van nectar en stuifmeel.

van de cosmea

Van cosmea kun je
keer op keer bloemetje
snijden. Als **boekje**
of als onderdeel van een
groter arrangement.



Cosmea behoort tot de grootste bloeiende planten die je in je tuin kunt kweken. De cosmea is een plant die in de zomer van juni tot oktober bloeit. De cosmea is een plant die in de zomer van juni tot oktober bloeit. De cosmea is een plant die in de zomer van juni tot oktober bloeit.

Planten van cosmea
De cosmea is een plant die in de zomer van juni tot oktober bloeit. De cosmea is een plant die in de zomer van juni tot oktober bloeit. De cosmea is een plant die in de zomer van juni tot oktober bloeit.

Een goede cosmea
De cosmea is een plant die in de zomer van juni tot oktober bloeit. De cosmea is een plant die in de zomer van juni tot oktober bloeit. De cosmea is een plant die in de zomer van juni tot oktober bloeit.



Stap voor stap



Wilt u zelf cosmea planten? Dan moet u eerst weten hoe u de cosmea kunt planten. De cosmea is een plant die in de zomer van juni tot oktober bloeit.

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Dutch gardening monthly:
circulation 100.000

EDITORIAL



2016 is the year of the Tomato

Celebrate the Year of the Tomato and grow your own. Home-grown tomatoes taste amazing, they can be used in all sorts of delicious culinary creations and they are really good for you too. There's nothing more satisfying than picking your own tomatoes fresh from the vine. Still warm from the summer sun, these juicy red fruit simply ooze flavour and sweetness. Just one plant draped in trusses of cherry tomatoes doesn't just look amazing, it's a growing source of bite-sized treats that taste fantastic and are a healthy snack. But grow a handful of plants and you have the makings of scrumptious salads, tasty sauces, chutneys and much, much more.

HEALTH MATTERS

Tomatoes are not just full of flavour. Freshly picked fruits are packed with vitamins, antioxidants and minerals. The fresher the fruit the better, fresh tomatoes are rich in potassium, but the fruits are also a great source of vitamin C, needed to help the body fight disease and vitamin A which is important for healthy skin and bones. Tomatoes are linked with healthy hearts, healthy bones and are rich in antioxidants, used by the body to fight cancer. But it's only the fruit of these plants that are edible. Big on taste but low in calories, tomatoes are ideal for healthy diets, with around just 18 calories per 100g. With just a trace of fat and zero cholesterol they are the perfect ingredient to pack food full of flavour without the guilt factor. And if you grow your own organically or free from pesticides you can provide your family with fresh, organic tomatoes all summer long, safe in the knowledge that they are eating the freshest, healthiest tomatoes possible, picked from your garden or greenhouse.

TOMATO KNOW-HOW

Don't panic. You don't need a greenhouse to grow tomatoes, but they hail from a hot climate (South America) so they do like some summer sunshine. Some tomatoes are better for greenhouse cultivation and others are ideal for growing outside. Check the label, seed packet or ask a gardener for advice. Don't try and grow greenhouse varieties outdoors, they need more warmth and don't grow too many when you are starting out. Get to know the techniques first and then grow in masses next year for a bumper crop.

There are two main ways to grow tomatoes. • You can sow them from seed and choose from hundreds or even thousands of different varieties including heirloom tomatoes, which offer a wide range of flavours, plant types and even colours of fruit.

• Or you can buy plants in April and May to grow on over the summer. The second is the easier option if you are starting out, but it does restrict your choice to whatever plants are available at the time.

At the garden centre there may be a choice of four or five common varieties such as the sweet, cherry fruited 'Gardener's Delight', the slightly larger 'Money Maker', and perhaps 'Piccadilly', a popular mid-sized fruiting variety, or the popular plum tomato 'Roma'. Shop around and check online, these days you can buy a range of different varieties mail order and organic plants are often also available.



VARIOUS COLOURS



Step by step

- 1 Fill a small flowerpot or module with a quality seed compost. Don't overfill.
- 2 Make a small hole about 1cm deep and carefully drop one seed into it. Plant one seed per module, or four or five seeds per small flowerpot.
- 3 Cover with a thin layer of compost or vermiculite and water with slightly tepid water.

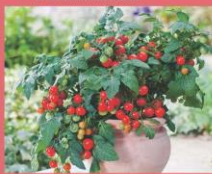
Place in a shaded propagator at 18-20°C. Check daily and water starts to dry out. When that warning when the compost feels more the pots to warm right place to growing on. Put them randomly into slightly separate, when the growing enough to handle. Put up again when the roots show through the drainage holes. Keep free from and plant out into growing bags after the last frost, usually in June.



Easy to grow

When all danger of frost has passed you can plant your tomatoes into pots, containers or growing bags outside. Use a quality container compost that is formulated to drain well and feed your plants too. Treat tomato plants like flowering plants when it comes to feeding. A tomato food is best but a flower food will be almost as good. Follow the instructions on the pack.

Withering is the critical part, especially for container grown tomatoes. Keep the compost moist but don't overwater in cool, wet weather. In the height of summer, when your plants are coming away, those in pots may need watering twice a day. If that's not possible, install some automatic watering or enlist the help of a neighbour or even a budding gardener to assist. The flowers need pollinating, so be kind to the bees. Grow some pretty flowers nearby to attract them and avoid using pesticides.



Pots of flavour

If you are new to growing tomatoes then bush tomatoes (also called determinate tomatoes) may be the best choice. They are more compact, growing to around a metre in height and are ideal for growing outside in pots. In the vegetable garden or in growing bags, the plants branch heavily with a flower cluster at the end of each stem. They can be allowed to grow freely and do not need to have side shoots removed, so they are less labour intensive than the indeterminate types.



Good neighbours

Plant plenty of single, open flowers near your tomatoes. You need these to attract bumblebees, the best pollinators for the tomato flowers. These little creatures have mastered the special buzz technique needed to dislodge the pollen and carry it from flower to flower. Nectarivores are easy to grow and popular with bumblebees and will scramble over the garden. The nectarivore flowers and leaves are edible too.

Other plants make good neighbours because they deter certain pests. French marigolds are the perfect partner for tomatoes, they repel whitefly that can affect tomato plants, especially those grown in greenhouses. Garlic and onions grown near tomatoes can deter greenfly and some other garden pests.

Rainbow fruit

Tomatoes can be red, orange, yellow, purple, pink and even black. There are odder ones, huge beefsteak varieties and tiny little currant tomatoes. If you are growing from seed then there's an astounding variety and the secret is to grow something that you can't buy in the shops or that is a little bit different. Taste is the first consideration. Home grown and fresh always taste infinitely better, but there's a huge variation in flavour too. Every grower and gardener has a favourite. Share your harvest, your knowledge and your recipes and join the throngs of tomato growers.





Dutch gardening monthly:
circulation 100.000



Vier het jaar van de tomaat

Vier het jaar van de normen en word een theeliefhebber. Zelfgevoel en
menselijke waarden, tintelingen, kunnen in allerlei heerlijke culinaire
creaties gebakken worden en zijn ook nog eens heel goed voor je.

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Telefonatietaxen zijn belastingen die
per minuut worden ingehouden op
een vast bedrag van de consument.
De vergoeding wordt hierbij aan het belasting-
betrefferende, welke laatste, bijvoorbeeld, plaats
de telefonist, het telefoon-telefoonnetwerk
en het aantal afgenomen gesprekken, maar ook
aan andere factoren, zoals de afstand van de
afnemer tot de afnemer, wordt toegevoegd.

[illegible]

Alte, conjugate de tineri mai curate
candurite) cat si, une lung calare,
gatare (10 calare pe 100 g) sau
1000 cupping pe 100 g. Informatii
pe: www.1000cupping.com

Transformation and Justice

It's better than it looks, given the reality of our self-destructive lives. Inevitably, however, we must choose: does the good in our lives—our values, our culture, our hopes—outweigh the bad? Or is the bad of what we do to ourselves overwhelming? The choices become real and more stark. (Hansen, *Good American*)

And in addition, we must recognize our reality. Unless Americans begin to turn in moving toward, not away from, the good in our lives, the good may be lost.

Knowing, as you read, how to transform? That's the hardest thing, perhaps more than being immediately not. But does working up to it mean we're going to stay, and come closer to a good place?

What's New?

- In der Zeit der glazialen Vereisung (vor ca. 100.000 Jahren) wurden die Gebiete, die heute als Nordsee bezeichnet werden, von einer eisigen Kälte überdeckt.
- In der Zeit der glazialen Vereisung (vor ca. 100.000 Jahren) wurden die Gebiete, die heute als Nordsee bezeichnet werden, von einer eisigen Kälte überdeckt.

The results appear to be fairly clear: the more the business owner knows about the market, the more likely he or she is to succeed. The study's findings suggest that the most successful business owners are those who have the most knowledge about their market. This is not surprising, as it is a well-known fact that the more you know about your market, the better you will be able to serve your customers and compete with your rivals.

Table 1 (continued)



©2004 by The McGraw-Hill Companies, Inc.

[illegible]

Conclusions

De mai mult timp, oamenii din lumea noastră au de gând să se gândească la viața în moduri diferite. Unele dintre aceste gânduri sunt, de fapt, de fapt foarte bune, dar unele sunt foarte rele. Unele dintre aceste gânduri sunt, de fapt, de fapt foarte bune, dar unele sunt foarte rele. Unele dintre aceste gânduri sunt, de fapt, de fapt foarte bune, dar unele sunt foarte rele.

Arctostaphylos spp. (1991) were found to be under a large-scale phylogenetic alliance (Cronquist et al. 1992) and further support was demonstrated by results of molecular analysis (Cronquist et al. 1992). The taxonomic relationship between *Arctostaphylos* and *Uva* is not clear, but the two genera are sister taxa (Cronquist et al. 1992).

Begegnung

Therapsid dentition small, simple, peg-like, post-canine dentition absent or reduced. No true gape (upper and lower jaws meet).



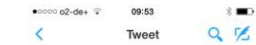
Transitions *28-30*

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ADDITIONAL STUDIES

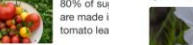
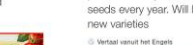
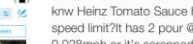
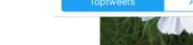
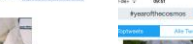
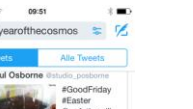
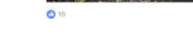
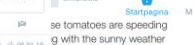
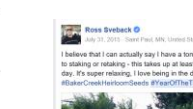
Lawrence W.

SOCIAL MEDIA



Haben Sie schon mal selber Schmuckkörbchen ausgesät? Nein? Dann wird es 2016 Zeit damit zu beginnen.

Vertaal vanuit het Duits



TRIAL AT RHS WISLEY

- 80 entries
- Supported by 14 companies



TRIAL AT RHS WISLEY



- People's Choice Trial
- Award Garden Merit Trial
- Expert Judging panel including Peter Seabrook and Graham Rice
- Results known in October



VIRAL TWEET

●●○○ T-Mobile NL 15:21 85%
< Tweet 🔍 ✍️



Fleuroselect
@Fleuroselect

[#yearofthecosmos](#) [@RHSWisley](#)



04/08/2016, 15:01

VIEW TWEET ACTIVITY

57 RETWEETS 162 LIKES

Reply to Fleuroselect, RHS Garde...



Home



Notifications



Messages



Me

57 Re-tweets

162 Likes



STILL ATTENTION FOR SUNFLOWERS



Sunflower Circle in
2016

Write-up in “The
Garden” - April 2016



TRIAL AT JARDIN DES PLANTES, PARIS



ONLINE VOTING



JARDIN
DES PLANTES

VOUS ÊTES... ▼

Accueil Jardin des Plantes > Participez > 2016, année du cosmos > Votez pour votre cosmos préféré !

VOTEZ POUR VOTRE COSMOS PRÉFÉRÉ !



- Choisissez -

- 1 - Cosmos Bipinnatus Casanova Violet simple
- 2 - Cosmos Bipinnatus Xantos simple
- 3 - Cosmos Bipinnatus Pink Popsicks simple et double
- 4 - Cosmos Bipinnatus Versailles Tetra Simple
- 5 - Cosmos Bipinnatus All Sorts Mixed semi-double
- 6 - Cosmos Bipinnatus Sonata Mix simple
- 7 - Cosmos Bipinnatus Double Click double
- 8 - Cosmos Bipinnatus Psyche White simple
- 9 - Cosmos Bipinnatus Fizzy Pink semi double
- 10 - Cosmos Bipinnatus Cupcakes White simple
- 11 - Cosmos Bipinnatus Cosimo Red white simple
- 12 - Cosmos Bipinnatus Sonata Pink simple
- 13 - Cosmos Bipinnatus Double Click Varié extra
- 14 - Cosmos Bipinnatus Dwarf Humming Lilac
- 15 - Cosmos Bipinnatus Rosetta semi-double
- 16 - Cosmos Bipinnatus Double Click Cranberries (carmine) double
- 17 - Cosmos Bipinnatus Velouette Simple
- 18 - Cosmos Bipinnatus Casanova Pink simple
- 19 - Cosmos Bipinnatus Antiquity simple
- 20 - Cosmos Bipinnatus Gazebo Mixed simple
- 21 - Cosmos Bipinnatus Double Click Snow Puff (white) double
- 22 - Cosmos Bipinnatus Seashells simple
- 23 - Cosmos Bipinnatus Dwarf Cutesy Mixed simple
- 24 - Cosmos Bipinnatus Sonata Mixed simple
- 25 - Cosmos Bipinnatus Fizzy White semi double
- 26 - Cosmos Sulphureus Limara Lemon semi-double
- 27 - Cosmos Sulphureus Brightness Red semi-double
- 28 - Cosmos Bipinnatus Antiquity Simple

LES COSMOS DANS LES PARTERRES ET CHOISISSEZ PARMI EUX VOTRE

dans les carrés de la perspective, au Jardin des Plantes.

EXPLOREZ

LES PLANTES

PARTICIPEZ



2016, ANNÉE DU

LES COSMOS

VOTEZ POUR VOTRE COSMOS PRÉFÉRÉ !



FACEBOOK





Upcoming

- All Marketing Material sent to you last spring
- Editorial for international consumer press
- Trial at Wisley: People's Choice Trial and Award Garden Merit trial for both Zinnia and Runner Beans
- Possible Media attention on BBC Gardeners World
- Trial at Jardin des Plantes



2018 MARIGOLD & PEPPER



2018 MARIGOLD & PEPPER

