

THE GROWER-BREEDER BOND BEHIND MILLER'S SUCCESS

Tailored breeding, fast growth and retail-ready performance—how Floritec and its grower partners are shaping the next generation of Santinis.



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When Floritec officially launched its Miller series in 2024, it marked more than just the arrival of a new chrysanthemum line. It was the result of a breeding strategy rooted in close collaboration with growers. This approach ensures new varieties are developed not only for technical excellence but also for real-world performance in the greenhouse. “We were looking to create a pompon series with fast response time and exceptional quality—exactly what growers were asking for,” says Fred van der Meer, breeder at Floritec. “By sharing early material with our customers, we were able to select for their conditions and tailor the genetics accordingly.” One such customer is Infinity Chrysanten, a Dutch company that began trialling Miller in late 2023. “The Miller series is faster than any

Pompon Santini we’ve worked with before,” says Arné Kreling, founder and owner. He added: “We don’t shy away from risk, and Floritec gave us the confidence that this would turn out well.”

FAST-TRACKED FOR PRODUCTION SUCCESS

From the very first seedling in 2018 to commercial trials in 2020–21, Floritec designed the Miller series with grower needs at its core. The initial focus was pink—a standard starting point in chrysanthemum breeding. Once it passed technical benchmarks, the team expanded into other shades, gradually building the full genetic family. By 2023, Infinity was trialling five colours: Yellow, White, Lavender, Pearl, and Salmon. With strong performance and market interest, production was quickly scaled up. “We’re currently supplying Infinity with 250,000 cuttings a week,” says Van der Meer. “There

Arné Kreling, founder and owner of Infinity Chrysanten, stands among rows of Miller Santinis. Grown and developed with Floritec to meet the speed, uniformity, and shelf life demands of the retail market.

are nine Miller colours available today, including Sweet, Orange, Smokey and Apricot—with more in development.”

FAST TO GROW, WITH NO SACRIFICE IN PERFORMANCE

While growing speed was a defining goal with Miller, the Floritec team made no compromises when it came to technical reliability. “We focused on achieving shorter production cycles while maintaining essential traits such as strong flower and stem weight, excellent vase life, good transportability, and overall consistency,” says Van der Meer. “With Miller, ‘fast’ doesn’t mean sacrificing performance—it means growing smarter.” The Miller series finishes growing in just six weeks. But the proof is in the greenhouse. “The shelf life, vase performance and robustness are excellent,” says Kreling. “That’s vital when

supplying the retail market.” Grower trials and feedback were instrumental in shaping key improvements. One early challenge was achieving enough stem weight without slowing the crop cycle. “Creating a pompon with good visual appeal is one thing, but ensuring flower and stem strength for commercial performance is another,” Van der Meer explains. “We invested significant time in refining the genetics to ensure the Miller series can withstand handling and transportation.” For Floritec, technical performance is non-negotiable. “If a variety doesn’t meet our strict standards, it doesn’t move forward. Aesthetic traits like colour and form come only after those benchmarks are met—but they still matter,” he adds. “It has to look good, too. The visual palette is growing, and every colour earns its place.”

WHY A FAMILY SERIES MATTERS

Floritec is one of the few breeding companies that focuses on launching a complete family series from the outset, rather than introducing colours gradually over time. This strategy, especially valued by professional growers, means uniform growth behaviour across the series.

“You don’t need different strategies in the same space,” notes Kreling. “That makes climate control easier, and it helps us offer consistency to our customers.”

Retail buyers benefit too.

“Half of this year’s Miller production is already sold to retail,” he adds.

“They’re looking for fast growth, strong stems and visual consistency—and Miller ticks every box.”

GLOBAL ADAPTABILITY—AND MORE TO COME

Grower feedback wasn’t Floritec breeder Fred van der Meer with a bouquet of Santini Rossi—another family series he developed.

just collected—it shaped the final product. “From early trials in 2020 and 2021, we selected varieties that performed well across different climates and cultivation systems,” says Van der Meer. “That’s why Miller is so adaptable. It’s been tested widely and refined with our customers’ input from the beginning.”

Today, the series continues to evolve. “We’re expanding the colour range, refining flower form, and selecting for even greater inter-colour uniformity,” he adds. “This is about offering a reliable, production-friendly palette that meets growers’ needs worldwide.”

SUSTAINABILITY AND SCALE

Floritec’s commitment to sustainability runs through the breeding process. Miller cuttings are MPS-A certified and grown in soil in Uganda, with strong disease tolerance built into the genetics.

Trials are also underway to assess performance under LED lighting and to select for lower growth regulator needs.

Infinity, part of the family-run Kreling

Chrysanten cooperative, is scaling up its Santini production with sustainability in mind—in future expanding to nearly 13 hectares while utilising insect netting, energy-saving screens, and soil-based plug planting to reduce inputs and enhance rooting.

“This collaboration is built to last,” says Van der Meer. “We’ll keep refining Miller—with new colours, better adaptability, and continued alignment with what growers actually need. We’re not just breeding for the catalogue—we’re breeding for their reality.”



Miller Lavender.



Miller Sweet.



Miller Yellow.



Miller Salmon.

Every colour earns its place. Floritec’s Miller family series combines production consistency with eye-catching colour. Available in: Yellow, White, Lavender, Pearl, Salmon, Sweet, Orange, Smokey, and Apricot.

