

Customisation makes the difference

Floritec clients praise the company for its innovative chrysanthemum breeding collaborations.

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When shoppers are looking for a vibrant flowering plant to add a splash of colour to their weekly shop, many choose to put a potted chrysanthemum in their cart.

At Floritec, they aim to be more than just a flower provider; they strive to be a partner in success with growers. They provide a personalised experience that makes their clients feel valued and understood. Their commitment to customisations and collaboration guarantees that every chrysanthemum they produce is not only beautiful but also robust and well-suited to the needs of their diverse clientele. This ensures optimal results tailored to their specific needs, enhancing their overall satisfaction and loyalty. Floritec is dedicated to its clients' success and is always ready to go the extra mile to meet their expectations.

Sales manager Rick Minck is passionate about highlighting the unique value proposition of the Dutch chrysanthemum breeder to growers. He emphasises their "customised breeding process," explaining that Floritec takes pride in its innovative approach to breeding chrysanthemum flowers. "We partner closely with growers in their nurseries to ensure that our breeding process is tailored to each grower's specific needs and local growing conditions. Customised breeding is one of Floritec's core activities, focusing on on-site, tailor-made breeding of robust varieties. We pay great attention to essential plant characteristics such as resistance, tolerance, shelf life, transportability, and durability in challenging climate conditions. The collaboration with growers is not just a part of the process, but the very beginning of it. Floritec involves growers from the outset of product development, recognising



their unique knowledge of local climates and growing conditions. This early involvement ensures that the genetic traits of its chrysanthemums are optimised for their specific environments and market needs. It also allows growers to have an influence on the breeding process, making them feel more included and important. This approach not only meets market expectations but also provides growers with a reliable and profitable product, enhancing their overall satisfaction and loyalty.

MARKET ADAPTABILITY

Floritec's strategy reflects a commitment to delivering high-quality cuttings for pot chrysanthemums that meet diverse market demands. They have built a network of clients spanning 70

Floritec sales manager, Rick Minck.

per cent in the Netherlands, 15 per cent in Poland, and 15 per cent across Germany, Austria, and Scandinavia since its establishment in 2007. Understanding different markets' unique challenges and requirements is key to Floritec's approach. For example, Minck explains: "The cooler climate in Scandinavian countries necessitates resilient chrysanthemum varieties from our mainstream like 'Jackson' and 'Donovan' which can withstand the long, dark winters. In Poland, where retail chains like Biedronka and Lidl dominate, our more decorative varieties, such as 'Da Vinci' or 'Dynamic' are in demand." Minck explains that Floritec's commitment to its clients extends beyond supplying cuttings. "We offer ongoing support through regular consultations. This

hands-on approach strengthens our relationships and ensures breeding programmes are continuously refined and aligned with market needs, leading to successful and sustainable growth for all stakeholders.”

PERSONALISED EXPERIENCE

Michael

C. Ellegaard, owner and CEO of Young Flowers A/S in Odense, Denmark, is a specialist in trading seeds, cuttings, small plants, semi-finished products, and finished products for nurseries and wholesalers in the Nordic countries. He highlights the importance of Floritec’s approach: “The reason why we are working with Floritec on indoor pot Chrysanthemums is because of their strong and interesting assortment as well as their market approach as an agile and supportive partner. Floritec also understands the importance of quality in products and relations”. Ellegaard elaborates on the market dynamics: “Indoor pot Chrysanthemum is a year-round crop here in the supermarkets, and retail customers expect deliveries of indoor pot chrysanthemums all year. Floritec is very active in product backup, meaning that they support us in our markets with production and product knowledge.”

Ellegaard and the customers of Young Flowers A/S appreciate this support highly: “Floritec provides growers with more production details; they are not just supplying growers with cuttings. Floritec is 100 per cent behind its products, and it supports the growers with a good and strong assortment and excellent service.”

EXCEPTIONAL CLIENT SUPPORT

Jeroen Berkhout, a pot Chrysanthemum grower and one of the owners of Berkhout Plants in Kwintshuil, the Netherlands, has been working with Floritec’s chrysanthemums from the start. He grows a wide range of varieties,

including ‘Heat’, ‘Jackson’, ‘Marley’, ‘Dynamic’, ‘Lysandra’, ‘Cozy’, and ‘Spirit’. His client base spans Western Europe, with 70 per cent retail, 20 per cent garden centres, and 10 per cent florists. Berkhout praises Floritec for their “good reliable genetics, lots of volume, good leaf quality, and attractive flowers and colours.” Kees van Dam from SV.Co in De Lier Holland grows ‘Donovan’, ‘Dynamic’, and ‘Foxtrot’. Van Dam, whose company has been operating for 18 years and spans 20 hectares across five locations, has worked with Floritec for about 14 years. He values the “volume” and “series of the same families” that Floritec’s chrysanthemums offer. He anticipates a long-term collaboration with Floritec as long as they continue to provide appealing varieties.

Marcin Wojtczak from Poland is currently testing Floritec chrysanthemums in his four-hectare greenhouse. He supplies mainly supermarket chains in Poland. Wojtczak notes, “This is the second year, mainly trials; the results are very promising.” He is particularly impressed by the “equality among varieties” and hopes to “develop the cooperation” and introduce more of Floritec’s varieties into his production.

STRATEGIC MERGER AND FUTURE PROSPECTS

Floritec is headquartered in Woubrugge, the Netherlands. Floritec breeding programmes are based in the Netherlands, while cuttings are produced in Uganda. This international collaboration ensures a steady supply of high-quality cuttings year-round.

In 2019, Floritec merged with the Japanese breeder, Inochio Seikoen, strengthening both companies by combining their expertise in the chrysanthemum business. Floritec is taking proactive steps to address future market demands and sustainability challenges.

DIVERSE POT CHRYSANTHEMUM VARIETIES

Floritec offers a wide range of Chrysanthemum types for growers, including decorative, single, and specialties. Clients utilise these varieties in various pot sizes, ranging from 6cm to 17cm, to suit different market requirements. The following are examples of the current mainstream pot mum product lines

