

Trade show

Building the Queen Flower brand

Walking away with an unprecedented triple win from the IPM 2014, Queen cut kalanchoes are the latest exciting innovation from the Denmark-based nursery Queen/ Knud Jepsen a/s. After nearly 11 months of trading, market participants at the IFTF said the new cut flower is proving "very promising".

Founded in 1963, Queen is a leading grower producing approximately 25 million kalanchoe plants and 50 million kalanchoe cuttings in a 120,000m² area. Its new cut kalanchoe is the prime example of Queen's innovative thinking. Being granted an important export subsidy by the Danish government, Queen has unrolled an impressive marketing campaign around Queen cut kalanchoes with trade show presences as far as in Japan (picture). Queen Flowers are presented as a stylish brand, including a special rotating display to draw the attention of supermarket customers. Each bouquet comes in its own packaging consisting of a waterproof cardboard box with transparent foil on the top.

At the 2014 IPM, three Queen® CutFlowers varieties battled it out for the award – Amazing Pink Meadow, Adorable Pink Meadow and Blossom Pink Meadow. "The judges could not decide which variety they liked best, so they awarded the prize to all three," says Queen® marketing manager, Louise Jepsen. To date the Queen Flower family has sixteen members in different colour shades. The nursery has high expectations of its new varieties, which are bred to stay fresh and colourful for as long as potted kalanchoes. Tested by some of Denmark's top florists, Queen® CutFlowers are suitable for all floristry techniques – even those where the flowers are not kept in water. "Our varieties make dazzling decorations, either when used alone or with other long-lasting materials. And they can be enjoyed for weeks," Louise Jepsen said. ■



Concentrated feeding stuff for predatory mites

Modelling the Makita blower with Biobest's Nutrimite App is Biobest sales representative Bart Sosef, a seasoned expert in the horticultural supply industry.

Nutrimite is a 100% natural food supplement made from a special selection of pollen and is designed to stimulate biological pest control. It helps growers reach higher numbers of predatory mites throughout the whole season. With Nutrimite™ the swirskii army get well established early on, even before pests like whitefly and thrips arrive. This prevents the pests from spreading. Using Nutrimite, growers are also able to maintain a strong population until the very end of the season.

The advantages go well beyond fewer chemicals and better pest control," said Sosef. "Fewer chemical sprays also means less labour and fewer days during which we have to restrict access of our employees to the greenhouse."

Nutrimite also helps to gain in flexibility when it comes to easily integrate other beneficial organisms such as Delphastus in biocontrol programmes.

To apply Nutrimite, growers use the Makita blower with Biobest's Nutri-App attachment. At first, they found it difficult to move fast enough down narrow pathways and get the fine pollen particles distributed evenly over the whole area intended. Now they mix Nutrimite™ with an inert carrier. This allows growers to move steadily and spread the product evenly. ■