

SPOTLIGHT

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Visit our trials

week 41
12 till 15
October

Topper for toppers

Master floral arranger Peter van der Sluis (Dutch, European Florist Champion 2002) regularly demonstrates his art during large international events such as shows and exhibitions. He gives his opinion on product demonstrations using flowers and plants and explains their use and importance.



Peter van der Sluis

Peter: "Every year, there are an incredible amount of product demonstrations. In one single year, I demonstrate at least 20 times worldwide and always to a large audience of interested people. During fairs and shows, it always pulls a large crowd, often up to 300 to 400 persons. There is always a lot of interest in happenings like these."

A flower arranger uses all kinds of different green materials. In general, he often uses cut flowers such as roses, lilies, gerberas as well as Chrysanthemums. Peter: "Chrysanthemums can be put in a vase but it is much more creative to arrange them in a nice centrepiece or arrangement. The fact that a Chrysanthemum has a good vase life is a bonus", Peter states. Of course, he also uses Calandiva®, Kalanchoes, dahlias

and other seasonal products in combination with natural materials. Peter loves flowers with a warm and stylish look. For corporate floral arrangements in particular, he often uses Chrysanthemums and Calandiva® in a surprising manner.

"With certain varieties I know immediately that they are good to work with. Arctic Queen for instance. Sturdy branches and nice big flowers are always easy to use of course. Some varieties take some getting used to initially. But after having worked with them a few times, I can sense very well what can and cannot be done with a certain product.

According to Peter, Arctic Queen and Feeling Green Dark are perfect for use in more compact forms. However, specific seasonal colours are also often a deciding factor. In the coming period, he will therefore be using many red flowers such as Merlot, orange (Woodpecker) and arrange plants that can be combined with other autumn flowers extremely well.

Worldwide interaction

Peter performed his floral art in places like Moscow and St. Petersburg (Russia), Kiev (Ukraine), Lausanne (Switzerland) and Washington (America), ►

Vervolg pagina 1

where large crowds have watched Peter performing. Peter: "It is always a challenge to give a demonstration in front of a large audience. You feel that they expect something from you. The crowd also includes florists that are really curious to see what is happening on the stage."

During these demonstrations, Peter considers interaction with his audience important. "I do want to know what those present think of the products, the techniques and the result. Conversely, the audience asks me which variety I use, why I apply that variety and why I perform a certain action."

In that case, Peter does not just limit himself to emphasizing the qualities of the product but always translates these into the benefits and qualities of these varieties. "The fact that I have arranged flowers for many years is a great advantage. When arranging, I often ask myself what the audience expects and what they might consider important to know. I do know what florists are looking for when selecting products, so I mention that, whether it is positive or negative." According to Peter, it is vital that the audience gets to see as clearly as possible what the possibilities of certain products are.

Product presentations like these have been part and parcel of Fides' promotional activities for a long time. Its specific goal being to enthuse florists, consumers and other interested parties in a creative way and demonstrate what can be created by combining individual plant material. When doing so, the names of varieties and the advantages of these varieties are stated. Peter: "People are always very attentive, are genuinely interested and write down step-by-step what I am doing. In doing so, they also write down the names of the varieties used."

During the demonstrations, there is always information at hand about the varieties used, such as posters, leaflets and Powerpoint presentations. Many of these materials are there for the taking and are always in great demand. Peter: "Since I frequently do demonstrations at large trade fairs, there is often a lot of lively interest in these." There is also often a Fides representative present for providing all the details afterwards.

For product presentations, Fides and Peter often collaborate. Peter: "The more often you collaborate, the better you get to know each other. I know many Fides varieties by working with them. When asked



to arrange flowers somewhere, I can always be sure to get the varieties I want. It works really well like that." Of course, the exact varieties are decided by the targeted market.

Experience teaches that the use of products during a product demonstration immediately boosts the interest in these products. An evident preference for varieties is created; which always results in a run on the variety that was used for the demonstration. Peter on this: "Sometimes a used variety sells out in all wholesalers and cash & carry's in that town on the day of the demonstration. There seems to be no better and immediate proof for product promotion and boosting of sales!"

Paul Ammerlaan, corporate communication and pr assistent

EXTRA

PETER VAN DER SLUIS

Peter van der Sluis is a renowned florist and floral arranger. He competed successfully many times (including the European Championship Floristry in 2002) and unique projects such as the floral decorations for the royal wedding of Prince Willem Alexander and Princess Maxima in 2002. "Currently, I am often involved in event decoration, show design and the designing of advertising concepts on the ornamental plant cultivation sector. For this, I collaborate with my wife Femmie. Together we run our own company called Blooming."

New Financial Manager completes board of directors

Roger Gerritzen introduces himself

The appointment of Roger Gerritzen (38) as Financial Manager (CFO) completes the new Fides Board of Directors. Following on the previous appointment of Marc Moerkerken as Operational Manager (COO), being the successor of Jan Sonneveld and Harry Kloppenburg as General Manager (CEO), Fides now has a stable Board of Directors, ready for the future.

As from 1 June, Roger Gerritzen has started as a Financial Manager of both the Agribio Group as well as Fides. Using all the knowledge and experience he has acquired in flower breeding, he will assist Fides in maintaining its global position and as such further develop itself. "I have the ambition to contribute to these objectives from my position in Finance. As Financial Manager, this certainly means that I will look at the figures but I will also look at the story behind the figures. I will be involved in the business and its processes such as finances and together with Harry and Marc also in managing the enterprise."

With the arrival of Roger, the job responsibilities of the Fides board of directors are distributed as follows: general business, strategic policymaking, breeding, human resources, marketing and communication and sales are part of the sphere of activity of General Manager Harry Kloppenburg. The portfolio of Roger Gerritzen includes financial management, reporting, risk management, controlling and treasury-related affairs for both Fides as well as the Agribio Group. Last but not least, Marc Moerkerken is responsible for supply chain management, international production, buying, IT, technical management, planning and logistics.



Roger Gerritzen, Financial Manager

GETTING ACQUAINTED WITH ►

Fulco Spithoven
account manager
pot and bedding
plants



As of September 1st 2010, Fulco Spithoven (47) started as account manager pot and bedding plants in the northern and eastern regions of The Netherlands. This makes him responsible for the representation and sales of plant material in these regions. Previously, Fulco was employed in similar positions. This makes him very experienced and familiar with the horticultural industry. "I want to ensure that Fides will evolve as leading breeder with a wide range in these regions. I have high expectations on this and I will do everything to achieve this."

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A satisfactory programme

For the first time in years, Fides will not be present at the International Horti Fair in Amsterdam. You may perhaps ask:

“Why this deliberate choice?”

There are several reasons for this. To start with, the development surrounding the Horti Fair that you all have been able to read about. Given the timing and expected decline in the number of 'green' exhibitors and visitors, the coming edition of this show does not really have the right character for promoting your and our products as far as Fides is concerned. However, the key question in case of participation is not just how many visitors an event will attract but especially which combination of marketing tools we deploy for realizing an optimum return for the entire chain with our varieties and brands.

Did you know that, on a yearly basis, Fides takes part in at least seven trade fairs worldwide for promoting its varieties? These include Flowers Moscow, Hortitech Kiev, IPM in Germany, the Tuinbouw Relatiedagen (Netherlands), supplemented with our own Fides Flower Festival in June. You can add to this the Spring Trials in California and OFA Ohio in America. Moreover, our varieties are also presented at other, smaller trade fairs around the world through our network of agents. All in all, a large event takes place at least every six weeks and all these are

important platforms for promoting yours and our varieties.

Fortunately, we have more opportunities outside shows. Fides varieties are for example, with great regularity used during master classes and product demonstrations worldwide. The impact on preference for a variety as created after similar events may be evident after reading the cover story! Therefore, this happens directly via Fides channels, as well as indirectly via Dutch Creations, where our varieties are regularly used during demonstrations. This often in collaboration with trade associations such as VBW (Dutch Florist Association), FDF (German Florists Association) and the BFA (British Florist Association).

In addition, we organize networking events every year for growers and traders and we have recently had the first Calandiva® Challenge at sea and the Leen Middelburg Cup sailing regatta.

In conclusion, as I already wrote in a column earlier on this year, Fides gives more attention to flower trials for both traders as well as growers. All things considered, this is quite a full annual programme. To start with, the flower trials in week 41.

You are more than welcome; we are looking forward to seeing you!

Flower trials **week 41**

From 13 until 15 October, Fides organizes flower trials for cut Chrysanthemums, pot plants and bedding plants at its premises

Oudecampsweg 35c in De Lier (Netherlands)!

Make use of this opportunity to check out

existing and potential varieties in full bloom!

This will provide you with a good idea of what goes on in everyday practice. Opening hours are from 08.00 hrs until 17.00 hrs.

Visit Fides this week and celebrate the 10th birthday of the best pink cut Chrysanthemum

Grand Pink with us on Thursday 14 October. During these days, the



number 1 of decorative Kalanchoes (Calandiva®) will also be shown in the trials. Moreover, we will present plenty of promising editions of

potentially new Kalanchoe and Calandiva® that may be possible trials next year. The innovation in pot Chrysanthemums also continues; get to know yet another 8 new pot Chrysanthemum introductions! In the bedding plant segment, we would like to present you Margarita Nano, Pop Idols®, Calibrachoa Lindura®, the latest Dahlinova Hypnotica® introductions and all

experimental varieties for 2011.

Prominent podium for Dutch Creations

This year, Dutch Creations is represented at the new international trade fair in Vijfhuizen (Netherlands). The International Floriculture Trade Fair (IFTF) takes place from 3 until 5 November 2010. The Dutch Creations stand will be set up as a large podium, allowing the audience a good view of the products that are used for creating arrangements during those three days.

The Dutch Creations demonstration plaza has been attracting large crowds for many years. This will be no different during the coming IFTF. Over three days, the very best designers will produce beautiful top quality arrangements. Dutch Creations offers a broad assortment of plants and flowers, which all visitors will come across, including Fides varieties such as Arctic Queen, Bacardi Sunny and Merlot. In order to enable the flower arrangers to make the most wonderful arrangements, Dutch Creations will supply the podium with, amongst



Armenian designer Araik Galstyan



other things, thousands of roses, gerberas, anthuriums and of course, Chrysanthemums.

Top comes to Vijfhuizen

Over the last few years, Dutch Creations has built a broad network of designers of national as well as international level. The international network stretches from contacts in Spain and China to the United States and Japan. During this year's World Cup championship for florists, Araik Galstyan from Armenia won the Dutch Creations public award. Dutch Creations is bringing him to the Netherlands, to show his art on the podium in Vijfhuizen. Miranda ter Voorde, Ton van Jaarsveld and Ruud Hazelaar will also be present. Miranda ter Voorde will host the event.

Dutch Creations has been cooperating with Smithers Oasis and FleurCreatief for several years. Thanks to these parties being present, the passion for flowers and plants can be shared with hundreds of visitors at the IFTF. Professional photographers will record all creations that are realized during these days on the spot. Dutch Creations will next publish these photos on its website and in its newsletter.

Monique van den Bos, marketing assistant

HAVE YOU ALSO BEEN INSPIRED TO MAKE CREATIVE ARRANGEMENTS? THEN PLEASE, SUBSCRIBE TO THE NEWSLETTER! GO TO ►
WWW.DUTCH-CREATIONS.COM

Growth versus stability

Owners and brothers-in-law Peter Janssen and Theo Dirkx already lead for nearly 25 years the Chrysanthemum nursery Janssen Maasbree. For Fides Facts, we had an interview with Theo about the company, the assortment and their cooperation with Fides.

Many current horticultural companies found their origin in a small structure with changing crops, set up as a family business. This is no different from Janssen Maasbree, in the Venlo region (The Netherlands). Theo: "After crops such as strawberries, cucumbers, fall Chrysanthemums and gerberas, we chose in the 80s chose for the year-round production of Chrysanthemums. This work was easier in the technically way. And because we no longer grew our crop in soil and substrate, we got more rest and were able to focus on this cultivation. This resulted in technology improvements."

In 1970, 5000m² of glass was the total acreage of the company. The company grew up to 10 hectares today, divided over three locations. Theo and Peter have 25 permanent employees, rising to around 40 during peak periods. The personnel can be changes between the locations if necessary. "But we are a company with one goal," adds Theo.

Market approach

In the beginning of the company, a clear strategy was chosen; Janssen Maasbree wanted to grow bulk varieties in large numbers. Theo: "We

commit our company to the same ratio as in the market. This means we grow a lot of white, then yellow and some other colors. We bring almost everything to the auction. We mediate little less. We focus on the right market weights which results into premium prices on the auction clock. We don't peak for special days. Stability and peace is what we are looking for."

Peter and Theo plant more and more Fides varieties. "In 2007, we started with Bacardi. This breed does really well for years now. The vigour and the weight that we can grow a year is what appeals to us." Off course, the positive yield of Bacardi also counts. The new Bacardi Sunny is grown by Janssen Maasbree as well. Theo: "Our confidence in this variety is big, and the market picks up this new variety really good."

Janssen Maasbree and Fides

Theo is optimistic about the company from De Lier (The Netherlands). "Fides looks stable, but not slow. Fides has to ensure that the flexibility gets infected by the size of the organization. Occasionally planning we find hard, but together with Martin Vis (cultivation advisor Fides) we always find good solutions." Theo notes that everything about Fides is on track, which, according to him, results in the agreements that can be made. "Every customer is taken seriously by the company of Fides and there is a high level of varieties available. Because these varieties and the specific matching policy, they really stand out", concludes Theo.

Paul Ammerlaan, corporate communication and pr assistant



Theo Dirkx and Peter Janssen

North America: a market with its own dynamics

North America covers an area that from north to south is just as long as the distance from North Germany to the extreme South of Egypt. From East to West it is as wide as twice the distance from Paris to Kiev. In land surface, it is about 450 times the size of the Netherlands. North America includes in total five time zones and eleven climate zones. The entire population of America and Canada is around 350 million. This is the environment in which Fides operates in North America. Although there is still a noticeable European influence in horticulture, the North American market undeniably has its own dynamics.

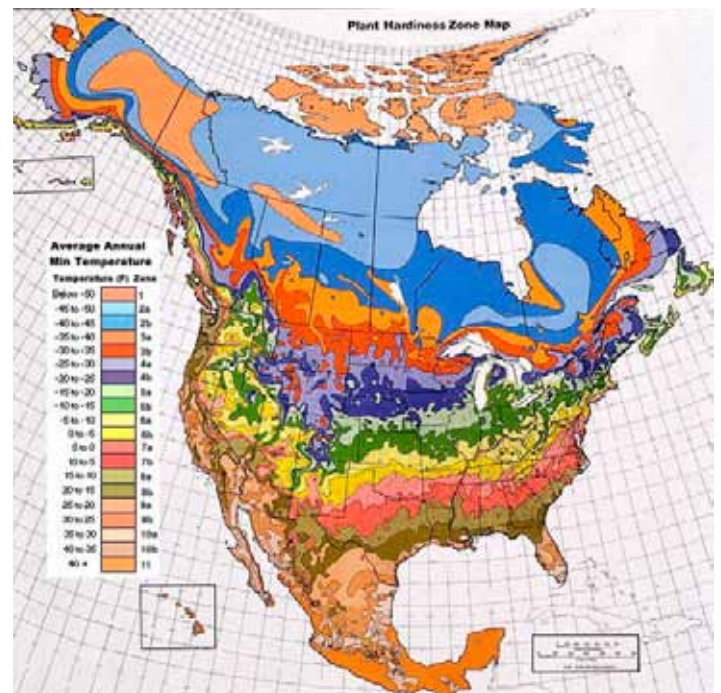
The North American market is a typical bedding plant market. Gardening is a popular pastime but as a rule, there are few flowers and plants to be seen in living rooms as compared to Europe. The climate is of major influence on the various different product combinations. Take for example, the hot, humid climates of Georgia and Florida as compared to the more moderate climate of British Columbia, Canada.

Market situation

Three large, nationwide operating retail chains chiefly control the American market: Lowe's, The Home Depot and Wal-Mart. Together, these three players control 60-70% of the market. The remaining 30-40% of the market is supplied by so-called 'independents': local garden centres that are sometimes directly combined with a nursery. The retail chains operate nationwide but are regionally supplied by



Well received concept: Red, White & Bloom



Climate zones in North America

growers. These often choose to either supply one or two chains or they target the regionally operating, independent garden centres. For that reason, North American growers often produce a very broad range of products on vast surfaces. The main 10 growers have a surface area of between 50 and 150 hectares. They also have their own sales organization, their own logistics (sometimes around no less than 1000 trucks) and IT systems. Some companies have a turnover of more than \$350 million and employ thousands of people. As a worldwide breeding company, Fides also plays an increasingly more prominent role in this market, doubling its growth figure over the last few years.

Trends

As happens in any world market, there is plenty of development and change going on in the North American market. Retail chains focus more and more on the development of their own shop brands. An important trend regarding these product ranges is that the buyers of these retailers are constantly on the look out for novelties that will help make their ranges stand out from those of other major chains. In doing so, they communicate directly with the plant breeders. With respect to this, Fides keeps in close consultation with its customers that have to grow the product.

Another important trend is also related to the larger retail chains. These giants are increasingly more interested in developing product concepts, in which the pot and label are sometimes more valued than the plant itself. Everything is aimed at seducing consumers to put the item in their shopping trolley.

Finally, the amount of mixes of the same species and combinations of different varieties has vastly increased. In some greenhouse, you hardly see anything but various combinations that are destined to go straight on the shop shelves. Fides responds to this by selling mixes of amongst

others, Calibrachoa Lindura® and Petunia Fortunia®, whilst several growers have also started to produce Kalanchoe mixes.

Challenging market

The American market is a challenging one for any breeder. Over the last few years, Fides North America has won a lot of ground and Fides products are catching on more and more in this market. Of course we still have quite a few challenges to come but the tremendous opportunities in this market do show a beautiful future for Fides on American soil.

Mark Schermer, general manager Fides North America

INTRODUCTIONS KALANCHOE

Again, very promising varieties have arrived!

As mentioned in the last edition of Fides Facts, Fides is continuously involved in testing various Kalanchoes. The first results of these tests are currently becoming available: Fides introduces 3 new Kalanchoes! Only the best varieties of the right quality will be selected and marketed. This means that you can be sure that these products are a good addition to your assortment.

To start with: **Parosa**. This new Kalanchoe bears flowers in a spectacular pink colour. Parosa grows compact and vigorously. This results in a nice, full plant that is ideal for smaller pot sizes. **Milar** is the latest bright

orange Fides Kalanchoe. This novelty is especially colourfast and also grows very well. The latest purple Kalanchoe is called **Monaro**. This can be grown successfully in a small pot. Monaro has relatively small leaves and nice umbels.

This varieties will be amply available from the autumn onwards. During the flower trials in week 41, these introductions and the test numbers will flower abundantly. More introductions will follow probably towards the end of the year!

Carolien van der Goes, product manager



Parosa



Monaro

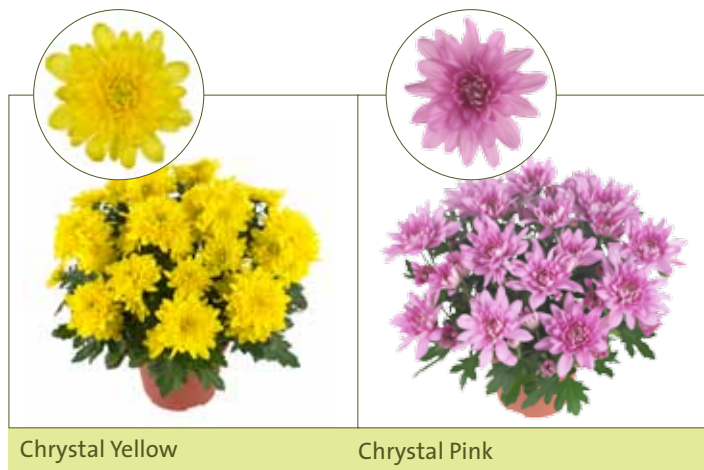
INTRODUCTIONS POT CHRYSANTHEMUMS

Fides continues to innovate

This autumn, Fides introduces no less than 8 new pot Chrysanthemum varieties. Each of these varieties is an addition to the assortment.

Within the double flowered assortment for example, there is a new strongly yellow coloured variety Chrystal Yellow and a large flowered medium pink Chrystal Pink. There is also the very fast growing decorative purple Chrystal Aubergine and the decorative bronze coloured Chrystal Bronze.

Within the single flowered segment, the assortment has been supplemented with true white Breeze Frost. This variety has a slightly smaller flower as compared to Breeze White but a much faster reaction time (6,5 wks). Breeze Red will be improved in the next year. The latest replacement has a larger, even prettier flower and the same deep red



colour. This appealing flower and more vigorous growth mean a good improvement.

Of course, we will also have a number of special flower types in matching special colours. Such as the introduction of Splash Green, a bright green pot Chrysanthemum with spider like flowers. A further special novelty is brightly coloured pink-white two-tone Rainbow Candy. An especially attractive flower that already received a lot of attention from visitors during the Fides Flower Festival in June.

Admire these new varieties during the flower trials in week 41 (during the Horti Fair) at the Fides location, Oudecampsweg 35c in De Lier (Netherlands).

Carolien van der Harg, product manager and
Henk Dresselhuys, breeding manager

CUT CHRYSANTHEMUMS PROMOTIONS

Permanent notice

Grand Pink celebrates her birthday!

In 2000, the first stems of the bright pink variety appeared on the Dutch auctions. From the first day, Grand Pink stands out by her beautiful flower shape and beautiful colour. This and the excellent quality that first grower LMC supplied, resulted in positive prices from the start. Even after 10 years, Grand Pink still gets praised about these features. And still, there is not even one comparable competitive variety on the market!

This gives us more reasons to celebrate the 10th birthday of this pink variety on Thursday, October 14. The growers and Fides would like to invite you for this! This date is in the week of our flower trials (week 41). Come to Fides, Oudecampsweg 35c, in De Lier. The cake will be cut at 14.00 hours, we raise our glasses at 16.00 hours.

Sunny completes Bacardi family

In week 28 of this year, the first Bacardi Sunny stems got sold on the auction of FloraHolland. This dark yellow mutant completes the Bacardi family, which now no longer can be refused on the current, modern Chrysanthemum market. Bacardi Sunny, with its superior colour, has the same strong features as the other family



Bacardi Sunny



Grand Pink

members. Therefore, the weight and keepability are excellent. Bacardi Sunny will be supplied increasingly in the upcoming period to satisfy larger buyers.

Delicious Merlot

At week 24, the first stems of the dark red Merlot found their way to the Aalsmeer auction. After 12 weeks, the release of this variety continued by auctioneering it on the auction in Naaldwijk. The powerful dark red colour and excellent keepability, nothing of the success of Merlot in the road. For this race to bring extra attention, Fides has developed a unique poster with a modern touch. Of course, the link with the same type of wine central. The poster is a two-dimensional barcode (QR code). Anyone who scans the code, comes at a special promotional website. Also, buyers looking towards the promotion done for this race.

Try It Yourself

'Try It Yourself' is a promotional concept introduced last year by Fides. The principle is simple. Give the audience something tangible like a promotional package, let them get into contact with the qualities of the breed and attract new customers. This way, several varieties caught the attention of florists. And each time, this led directly to more sales. During the exhibition Flowers

& Hortec in Kiev, this promotional activity is held with Arctic Queen at a wholesaler in that city. This resulted in a significant sales increase of Arctic Queen. Last month, 'Try It Yourself' reached 600 German florists, subjecting the dark red Merlot and cheerful Celebrate. This action gave an sales impulse to the local sales.



Delicious Merlot

VOLUMINOUS, CHARACTERISTIC BOUQUET. ELEGANT, WITH A BALANCED STRUCTURE. POWERFUL DARK RED COLOUR, WITH A HINT OF BLACK CHERRIES. AND A LONG SHELF LIFE. MERLOT IS THE NAME. A CUT CHRYSANTHEMUM BY FIDES, POPULAR BY THE FLEXIBILITY OF THE EPONYMOUS WINE.

FILL IN THE CONTACT FORM ON WWW.FIDES.NL/MERLOT AND RECEIVE WITHIN A FEW DAYS A DELICIOUS BOTTLE OF 100% MERLOT!



Bacardi
The Cocktail

FIDES
www.fides.nl

Let's go for it!

For the coming period, again various promotional activities are planned. Arctic Queen will be in the heart of a campaign in England at Christmas time. The fact that Bacardi grew a complete family, gives us the opportunity to give promotion another touch. Preparations for these actions are in full swing to make lots of successes. In addition, large varieties such as Bacardi, Arctic Queen and Feeling Green Dark were promoted to florists. Of course, smaller varieties will not be forgotten. Fides offers lots of products to (international) florist business in order to reach this target group directly. For example, at the fairs FleurEx (Birmingham), IFTF (Vijfhuizen) and International Horti Fair (Amsterdam) there will be demonstrated with our products. This way, all our wonderful varieties will be shown at all major fairs. The results of these actions will be clear later on. We keep you informed about this!

Rick Minck, product manager

Fides in the mix

Breeders, traders and retailers are always looking for something new. This may concern new products (see elsewhere in this Fides Facts) but new forms of existing products may also be classed as 'something new'.

One way is varying pot sizes. We also notice a growing demand for mix combinations of products. The increasingly broadening Fides assortment is perfectly suitable for composing the ideal mix. For many years, Fides takes care of various mix programmes for pot Chrysanthemums or what would you think of a mix of Kalanchoe and Calandiva®?

We advise you to test a mix combination in your nursery in advance because the ideal combination may differ per cultivation and organization. By the way, creation of a combination does not automatically lead to an optimum result. In order to support you in this process, Fides offers its technical production expertise.

Of course, it is up to the grower and the trader to decide what will be the ideal combination for them as regards colours and product specifications. Ask your Fides representative to bring you up to speed with all the possibilities of mix combinations!

Carolien van der Goes, product manager



Pot Chrysanthemum mix



Calandiva® mix

Calibrachoa Lindura®: Amazing Beauty!

As you perhaps read in the last edition of Fides facts, Fides is introducing the new Calibrachoa Lindura series for the coming season. This series has been achieving excellent results at various testing stations in Europe and America.

In several important trials, Calibrachoa Lindura® Yellow was considered a very good introduction. This yellow variation within the new Fides series scored the most points of all tested Calibrachos for its performance in general in Veitshöchheim (Germany). The Penn State Variety Trials in Landisville (America) rates this variety that high that it was given the most prominent presentation spot in the trials.

The Lindura series was further complimented in terms such as “Amazing beauty”, “Good plant habit and branching” and “Very beautiful series for productions”. The series grows compact and round, produces early flowers, needs little growth regulators, is tolerant regarding above average pH values and very floriferous.

Marieke Koppens, product manager



Fata Morgana

Pop Idols® finds its niche on stage!

Fides introduces a new Pop Idols! A real Pop idol. These series Pop Idols already found it's niche on stage. These new up-and-coming stars are ready to amaze you! This new Idols series performs well both in a 6-pack as well as smaller pot sizes. This series really pop right out the soil and fill up a 6-pack or pot very well. Does this series stand out in the spotlight in your nursery?

Pop Idols, with its small leaves, branches well, without shoots 'taking off' and develops short flower stems. The striking colours of a multitude of flowers on sturdy stems contrast nicely with the dark green leaves. Furthermore, this variety grows and flowers quickly, it simply 'pops' out of the ground. Subject to the conditions, this variety grows faster than comparable varieties on the market. Besides, the dark green foliage does not yellow easily.



As said, Pop Idols branch well by nature. The use of growth regulators, once or maximally twice (per crop) improves the habit but is not really required for keeping the variety in check. Be sure not to use growth regulators in cold cultivation. If these pelargoniums are namely kept too compact in unheated production, the plants will develop 'too dense' and there could be problems with fungi.

Furthermore, a normal climate and fertilization schedule suit this series. Preferably do not grow the plants too wet, this in view of the fact that the small leaves evaporate less than other large leaved varieties. Besides, these pelargoniums are also suitable to produce a quick second crop! When in mid April, the greenhouse is empty after the regular production period and the temperatures are a little higher, Pop Idols can be saleable in 6 to 7 weeks, provided that you stick the cuttings straight into the 6-pack.

Apart from Pop Idols, Fides also supplies you with other product series that are suitable for cultivation in 6-pack or small pot sizes. These include Osteospermum Margarita Nano, Dahlinova Longlife® and mini pot Chrysanthemum series. Are you interested in any of these series or would you like more information on their cultivation? Then please contact your cultivation supervisor or product manager Marieke Koppens (m.koppens@fides.nl).

Eveline Barends, breeder

The latest Fides series also stand out!

In the past season, Fides took part in amongst others, the flower trials of the independent Veitshöchheim test stations in Germany. The latest varieties Grand Idols® Neon and Grand Idols® Red Bicolor achieved the highest score in the Pelargonium peltatum group. These were given marks 8 out of 10 and assessed as plants with a good harmonious plant habit with lots of buds and flowers. Summer Idols® Purple was also given this report mark. The Nemesia Angelart® series scored high as well, just like in previous years. These are real stars amongst all other planted Nemesias!

Marieke Koppens, product manager



Grand Idols®

Small flowered pot Chrysanthemums series change their name

As you could read the previous Fides Facts, Fides introduced a new series of mini pot Chrysanthemums. As of today, this series, which consists five bright colours, will be named **Swiftly**. This is an equally powerful name for this very fast blooming pot Chrysanthemums series with small flowers and bright green hearts!



Pimp your plant!

The new season is coming up really soon. The plants still have some time to grow, but you probably start thinking about new ways of creating sales. To increase the level of distinctiveness of your products, you can use the powerful brands on the market that are already known. Give your product more recognizability!

Did you know that several branded labels and printed pots can be ordered via Fides? How about a beautiful label on your recently produced Dahlinova Hypnotica® or Nemesia Angelart®? The Idols series also gets a more distinctive look in a matching pot and/or label! Or do you cultivate another great product, but can't find a good way

to promote this? We can assist you in developing your promotional materials. For more information, please contact your representative or product manager Marieke Koppens (m.koppens@fides.nl).



Poster calendar 2010 – 2011 out now!

Would you like the view of the entire calendar year in one single image? Fides has a lovely specimen for you! Right now, our new 2010 – 2011 calendar is out. This poster gives you a good idea of the rest of the year at one single glance. It also clearly indicates all the major holidays. Allowing you for example, to gear your production planning to these and make sure that you reckon with busy periods. Interested? Please send an e-mail to m.breure@fides.nl.



COLOPHON

Fides Facts is a publication of Fides and is distributed amongst growers, traders, employees and other business relations.

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Our Roots, Your Success

International company visits Emsflower

The excursion on Friday, September 3rd to the Emsflower Nursery in Emsbüren (Germany) with Dutch and German growers, can be remembered as very successful. The company was impressed by the trial garden, the "Adventure Park", the establishment of internal processes and the new power installation, which warms the complex by burning chips of wood and other biological rest products.

During the tour on the site, owner Benny Kuipers told his story in his own compelling and inspiring way. In the special trial garden, where 7,000 plants in 760 different products can be seen. In this all important Fides varieties are presented.

The large diversity of products and the input from different suppliers, results into good comparisons and trials. This garden is open all year for growers, retailers and consumers as well. The fact that consumers give their opinion about the presented varieties, gives useful information for growers and retailers!

In the tour through the nursery, growers found it impressive that Emsflower produces such high numbers at one time. The quantity of supplied pot Chrysanthemum cuttings by Fides was one of the things that drew the attention of the growers.

Paul Ammerlaan, corporate communication and pr assistant



Trial garden of Emsflower