



Preface

AIPH started in Western Europe in 1948 and spread its wings over the world as it accompanied the developments of the flower sector. Organizations from other parts of Europe, from North and South America, Israel and Dubai became members and a considerable number of countries and organizations in Asia also joined AIPH. Production of flowers and plants is increasing, new products appear and markets are expanding. AIPH members are involved in organizing high quality Horticulture and Garden Exhibitions that attract millions of visitors time and again. Opportunities like Plants for People, Green Cities and sustainability in production and trade are exploited.

New coalitions are formed with parties like Union Fleurs, BIE, UPOV, CIOPORA Int. and ISHS to strengthen the impact of the AIPH work.

AIPH has a remarkable and imposing history of 60 years. In this jubilee book you will find some of this history and, even more important, views of stakeholders within and around AIPH for its future work. Like a tree, AIPH is firmly rooted, has a solid trunk, is well branched and ready to flower abundantly for many more years.

We are obliged to everyone who kindly contributed to this book. It will surely be a pleasure to read!

Sjaak Langeslag, Secretary General

the
organization
AIPH





D o e k e F a b e r

■ President AIPH (2003 - present)

Radical change

Doeke Faber, chairman of the Association of Flower Auctions in the Netherlands (VBN) and president of the AIPH since September 2003, is zealously committed to what he calls “the AIPH family”. The 1998 congress in Québec, Canada, marked his first encounter with the international fraternity of ornamental growers. “My admiration for this professional initiative was instant,” he says. His own involvement quickly followed; in 1999 he was appointed chairman of the Marketing Committee during the congress in Kunming, China, and in 2003 he was elected president.

Reflecting on the achievements of the AIPH in its 60th anniversary year, Faber confirms the widespread acknowledgement that the members create an important platform for the exchange of ideas. Helping to realise AIPH’s long term objective, he admires the work of the individual commissions, which co-ordinate the implementation of agreed objectives related to exhibitions, production and trade statistics, novelty protection and environmental issues. He is optimistic about the relationships the AIPH has secured with other international associations; “Through Union Fleurs, the ornamental sector has developed a visible representation in Brussels,” explains Faber. Similarly, the partnership that has evolved with UPOV has given growers a voice inside the system of plant variety protection. There is also an agreement with the ISHS to support each others activities, primarily within the sphere of seminars, congresses and exhibitions.

“Dialogues between these external parties and the AIPH have allowed for the establishment of an important voice on behalf of our growers,” says Faber. No less important is his conviction that the knowledge available within the association, to lend unequivocal support for internal services, should be made available to all members; Faber admits that since his first contact with the AIPH, he has been tormented by ambitions to make the association live up to the latter

expectations of its members. “How can AIPH help its members realise their goals and ambitions, thereby providing a valuable service?”

Faber’s tone switches at this point; with a sombre accent he contemplates, “This celebration of 60 years existence is a poignant reminder to look ahead 15 years to 2023; in this respect, we should understand that the association has clearly reached a critical point in its history. In fact, I believe that AIPH’s standing for another 15 years relies on some radical changes.” First, Faber comments on member commitment; “It is an association where the accent is rightly put on the voluntary input of Council members. The co-operation can only have a maximum impact, however, when all members are engaged in steering the agenda.” Faber adds, “I am aware that since the working language has been restricted to English, many members are less forthcoming in their participation during meetings. And yet, it is critical that each member articulates exactly which issues, from their own viewpoint, require attention. This would enable the Executive Committee to make a much more representative inventory of subject areas that require investigation.”

“... IT IS CRITICAL THAT EACH MEMBER ARTICULATES EXACTLY WHICH ISSUES, FROM THEIR OWN VIEWPOINT, REQUIRE ATTENTION”

The step to transform these agenda points into advisory related solutions, which could subsequently be carefully considered by member organizations, brings Faber to his second point: “The challenges surrounding energy, climate change, environment and sustainability, all of which raise numerous questions for the supply chain, should be collated and contracted out for investigation by scientists and/or expert consultants. However, in this respect the financial resources of the AIPH are very limited. To enable us to invest in finding solutions, the Executive Committee has proposed the introduction of a 1% gate fee charge for A1 and A2/B1 exhibitions. Despite an unanimous ‘yes’ vote by the Council (with one abstention), the implementation phase has proved to

be more complex. Rather than just taking money from its members, AIPH has committed itself to increase the quality and level of its services to its members through activities, seminars, and studies that are of immediate relevance to its own organization and their member growers. Moreover, through financial and other means AIPH supports the organization of international exhibitions.”

The third and final point raised by Faber is related to a fundamental characteristic of the international supply chain. “We are seeing that the traditional source of flowers and plants from the South and West is shifting to the East. This trend is still in its early stages and the speed of the developments cannot be judged accurately, but it is evident that the enormous potential in Asia is being unleashed. This is a region that stretches from Turkey to China and it is not only the purchasing power, but also the production capacity, that is being awakened. These new economies are now breathing down the neck of the more traditional production areas and markets of our industry. The AIPH will have to closely monitor these geographical developments and play its role if and when necessary. We can be an important influence in

channelling professional information and steering changes of importance, such as breeder’s rights. Furthermore, the rise of the East will certainly impact the status of flowers

and plants as a commodity. The instruments that govern international trade will become even more important and raise the industry’s status within the World Trade Organisation (WTO). The AIPH is currently progressing in its relationship with the WTO.”

In summary, Faber reiterates the enormous potential of the AIPH to be both an ambassador for its horticultural producers on a global scale, and a source of knowledge to help members put the challenges for horticulture in a good perspective. These ambitious goals and objectives can only be achieved when members become actively engaged in raising questions and stimulate a source of financial resources to support research for answers.

List of countries with AIPH member organizations

	Membership started	Membership ended
Australia	1988	
Austria	1948	
Belgium	1948	
Canada	1980	
Channel Islands	1963	
China (YFA)	1994	
China (CFA)	2004	
Chinese Taipei	2003	
Colombia	1993	
Czech Republic	1968	
Denmark	1948	
Dubai	2007	
Egypt	1984	1988
Finland	1965	
France	1948	2005
Germany	1948	
Hungary	1948	
Indonesia	2008	
Ireland	1948	1990
Israel	1968	
Italy	1948	
Ivory Coast	1987	1990
Japan	1985	
Luxembourg	1948	
Malaysia	2002	
Netherlands	1948	
North Korea	2006	
Norway	1965	
Phillippines	1997	2002
Poland	1986	1990
South Korea	1998	
Spain	1965	
Sweden	1948	
Switzerland	1948	
Thailand	2000	
United Kingdom	1948	
United States	1981	1992

History

■ Source: AIPH 1948 - 1998; book published on the occasion of 40 years of AIPH

In 1948 the Association of Swiss Horticulture ('Verband Schweizerischer Gärtnermeister') celebrated its 50th anniversary. The well-known representatives of the growers' associations of the other countries of Western Europe were invited to Zürich. In a meeting the decision was taken to recreate the international association 'Union Horticole Professionnelle Internationale' which was established in 1909 but became extinct during the period of wars and economic crashes. The new organization was named: 'Association Internationale des Producteurs de l'Horticulture' (AIPH). The following countries were among the founders: Switzerland, France, the Federal Republic of Germany, Austria, Belgium, Luxembourg, The Netherlands, The United Kingdom, Hungary and Sweden. At a later stage Denmark and Italy joined, but Hungary and The United Kingdom stepped back. Hungary because it was absorbed into the Eastern Block, The United Kingdom probably because it did not feel able to reap immediate advantages from the international co-operation. In the sixties of the former century many new members joined AIPH as can be seen in the list.





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1) Die vorgeschlagene Arbeitsgemeinschaft soll als erste im September 2003 die Interdisziplinäre Gartenbaukongress - Konferenz einberufen. Nach der Frage stellt sich die Frage, ob es sich um eine Arbeitsgemeinschaft handeln soll, in welcher alle den Gartenbau betreuenden Verbänden teilhaben und welche Tätigkeiten davon im Besonderen ausgenommen sein könnten.

2) Vertreten sollen in diesem Vorstand lediglich die 50 Mitgliedsstaaten sein, um aber nur diejenigen Verbände als Vertreter zu bezeichnen, die Träger der AIPH sind. Die Abgrenzung des Begriffs "Arbeitsgemeinschaft" auf Interdisziplinäre Arbeit ist notwendig, um die AIPH nicht als eine Arbeitsgemeinschaft zu bezeichnen, die sich auf den Gartenbau beschränkt. Die Interdisziplinäre Arbeitsgemeinschaft soll die Interdisziplinäre Arbeitsgemeinschaft sein, die Interdisziplinäre Arbeitsgemeinschaft ist, die Interdisziplinäre Arbeitsgemeinschaft ist.

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3) Die Arbeitsgemeinschaft erstreckt die Zusammenarbeit aller AIPH Verbände auf den Bereich der AIPH. Die AIPH ist eine Interdisziplinäre Arbeitsgemeinschaft der AIPH. Die AIPH ist eine Interdisziplinäre Arbeitsgemeinschaft der AIPH.

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As objectives for the new AIPH the following items were mentioned in the minutes of that meeting in 1948:

- promote flowers and work together with Fleurop;
- every country should organize an Expo to show its professional Horticulture sector;
- exchange addresses, magazines, films and technical materials;
- collect and compare information on production and sales between countries;
- understanding the scientific and economical principles with the aim to establish an international planned economy;
- established international exchange of young horticulturists for six months or even longer; this should underline the international co-operation.

During the meetings of the Committees and Council it was common to use three languages, French, German and English. Professional interpreters were always present and all documents appeared in these three languages. This lasted till the late nineties when it was decided to only use English as the official language within AIPH.

Presidents and Secretaries General

Presidents:	Secretaries General:
Ch. Meyer 1948 - 1950	O. Moll 1948 - 1961
E. Erikson 1950 - 1957	P. Vandendael 1961 - 1962
E. Debroise 1957 - 1977	E. Peters 1962 - 1966
R. Mathis 1977 - 1991	N. Luitse 1966 - 1985
O. Koch 1991 - 1999	B. Rotteveel 1985 - 2001
B. Werner 1999 - 2003	T. Blom 2001 - 2003
D. Faber 2003 - present	P. Ruhnke 2003 - 2005
	S. Lux 2005 - 2007
	J. Langeslag 2007 - present



Structure of AIPH

The most important forum is the Council, in which each member-organization is represented by one person. The council elects and nominates the President and the General Secretary.

The Executive Committee is formed by the President and seven members representing six regions:

- I. Denmark, Finland, Guernsey, Norway, Sweden, The United Kingdom
- II. Belgium, Germany, Luxembourg, The Netherlands
- III. Austria, Czech Republic, Hungary, Italy, Spain, Switzerland
- IV. Canada, Colombia
- V. Israel, United Arab Emirates
- VI. Australia, P.R. China, Chinese Taipei, Indonesia, Japan, D.P.R. of Korea, Rep. Korea, Malaysia, Thailand



The Council constitutes Committees and appoints their Chairman. Every member-organization has the right to be member of these Committees. Each Committee elects from its midst a vice-Chairman and a Secretary.

The main tasks of the different Committees are:

Novelty protection. Developing activities to balance the position of breeders and producers regarding intellectual property rights and access to the propagation material. To realize balanced breeder's rights the Committee maintains relations with other organizations. All the preparations for AIPH's view on the issue of Plant Breeder's Rights are made in this Committee.

Marketing and Exhibitions. Developing activities that will support the sale of flowers and plants. This is done by exchanging knowledge and examples of marketing and promotion activities by the various committee members. The Committee also approves horticulture and garden exhibitions and keeps the international calendar of exhibitions.

Economics, etc. Developing and publishing the Statistical Yearbook of AIPH, together with Union Fleurs and the University of Hannover. The Yearbook gives an actual overall view on developments of production areas, sales and markets and consumption.

Environment and Plant health. A platform to exchange information and opinions of the members. The members present regularly overviews of the environmental policy in their country. The Committee encourages every initiative, which is conducive to a sustainable development in horticultural production.

For several years the committee has worked on harmonization of eco-labels in the supply chain.

Standing Committees

- **Novelty Protection**
Chairman, Mr. Vic Krahn Canadian Nursery Landscape Association, Canada
Vice-Chairman, vacancy
Secretary, Mrs. Mia Buma, AIPH, The Netherlands
- **Marketing and Exhibitions**
Chairman, Mr. Shinya Wada, Japan Landscape Contractors Association Inc., Japan
Vice-Chairman, Mr. Kevin Chung, TFDA, Chinese Tapei
Secretary, Mr. Sjaak Langeslag, AIPH, The Netherlands
- **Economics, etc.**
Chairman, Mr. András Treer, Hungarian Professional Ornamental Plant Growers and Traders' Association, Hungary
Vice-Chairman, Mr. Augusto Solano, Asocolflores, Colombia
Secretary, Mr. Sjaak Langeslag, AIPH, The Netherlands
- **Environment and Plant health**
Chairman, Dr. Hans Joachim Brinkjans, Zentralverband Gartenbau, Germany
Vice-Chairman, Mr. Gery Heungens, AVBS, Belgium
Secretary, Mr. George Franke, The Netherlands



International A1 Exhibitions recognized by AIPH and BIE

Source: www.BIE-Paris.org

1960	Floriade, Rotterdam, The Netherlands
1963	IGA, Hamburg, Germany
1964	Vienna, Austria
1969	Paris, France
1972	Floriade, Amsterdam, The Netherlands
1973	IGA, Hamburg, Germany
1974	Vienna, Austria
1980	Montreal, Canada
1982	Floriade, Amsterdam, The Netherlands
1983	IGA, Munich, Germany
1984	International Garden Festival, Liverpool, The United Kingdom
1990	International Gardens and Greenery Exposition, Osaka, Japan
1992	Floriade, Zoetermeer, The Netherlands
1993	IGA, Stuttgart, Germany
1999	International Garden Festival, Kunming, China
2002	Floriade, Haarlemmermeer-Amsterdam, The Netherlands
2003	IGA, Rostock, Germany
2006-7	Royal Flora Ratchaphruek, Chiang Mai, Thailand



Publications

For almost 60 years AIPH publishes the Statistical Yearbook. Volume 56 was presented at the AIPH annual congress in October 2008. The Yearbook gives an actual overall view on developments in production areas, sales and markets and consumption. The Yearbook contains a large number of tables, diagrams and surveys, classified according to country, plant type, market and consumption. The Chapter “Additional Information” covers among other things a calendar of Public exhibitions, Trade fairs and Flower days as well as a List of Magazines in the professional floricultural world. The trade organization Union Fleurs also contributes to the production of the book, which is compiled by the ‘Institut für Entwicklungs- und Agrarökonomik’ at the Leibniz University of Hannover.

The Yearbook is not only available for the member organizations of AIPH but to anybody interested in the rapid developing, and world wide sector of Flowers and Plants which is growing all over the world.

Occasionally AIPH prepares publications about specific or topical subjects.

To help producers and breeders in their negotiations about licensee contracts for varieties that are protected by plant breeders’ rights, AIPH has published a check list in May 2004. A position paper on Eco-Labels in the supply chain of flowers and plants was adopted at the annual congress and issued in 2004. In September 2005 a booklet with the inspiring title “Flowers and Plants – more than just beautiful...” was published. Besides this, various position papers, statements, studies, surveys and articles are published in magazines and on the AIPH website.

Exhibitions

The recognition and approval of international horticultural exhibitions is one of AIPH’s major activities, whereby the organization works in close co-operation with the International Bureau for Expositions (BIE) in Paris. The aim of the BIE is to ensure that international exhibitions of all kind of

not interfere and are run smoothly. Therefore these exhibitions have to comply with an international code which was drawn up via the Washington Conventions. AIPH holds the assignment to check horticulture and garden exhibitions for compatibility with this code and with a number of extra conditions i.e. regarding competitions and juries. AIPH's recognition or approval is significant to the organizing country; it persuades governments to provide support and stimulates international participation. Also AIPH members are likely to participate in approved exhibitions. AIPH considers horticultural exhibitions of great importance because they stimulate competition between growers and are an excellent show-window to the public.

There are four categories of exhibitions for AIPH recognition:

- A1 for long duration major international exhibitions;
- A2 for short duration international exhibitions;
- B1 for long duration horticultural exhibitions with international participation;
- B2 for short duration horticultural exhibitions with international participation.

A country is allowed to organize one A1 horticultural exhibition every ten years and no more than five A1 exhibitions will be held worldwide every ten years.

For the near future the international calendar of horticulture and garden exhibitions is shown in the next table. Some already are approved by AIPH, others are placed on the provisional calendar awaiting the approval.

Year	City	Country/Region	Name exhibition	Category	Status
2009	Kkotji	Republic of Korea	Korea Floritopia	A2	approved
2009	Schwerin	Germany	BUGA	B1	approved
2009	Shizuoka	Japan	Hamanako Flower & Garden Fair	B2	application
2010	Dijon	France	Florissimo	B2	application
2010/2011	Tapei	Chinese Taipei	Taipei International Garden and Horticulture Exposition	A2/B1	approved
2011	Xi'an	China	Xi'an Int. Hort. Exhibition	A2/B1	approved
2011	Koblenz	Germany	BUGA	B1	approved
2011	Genua	Italy	Euroflora	A2	approved
2011/2012	Chiang Mai	Thailand	Royal Flora Ratchaphruek	A2/B1	application
2012	Valencia	Spain	Floralia	A2	application
2012	Venlo	The Netherlands	Floriade	A1	approved
2014	Zaragoza	Spain	Int. Exhibition of Gardening and Horticulture	A1	application
2017		Germany	IGA	A1	application
to be set		Malyasia	IGARF	A2/B1	application
to be set	Quebec	Canada	Les Jardins des Floralties Internationales	B1	approved

**communication
to
consumers**



Vicente González Loscertales

■ Secretary general of the BIE



The Bureau International des Expositions (BIE) was established by a diplomatic international Convention, signed in Paris, in 1928. Its function is to regulate the frequency and quality of exhibitions falling within its remit. This may simply be defined as covering all international exhibitions of a non-commercial nature (other than fine art exhibitions) with a duration of more than three weeks, which are officially organised by a nation and to which invitations to other nations are issued through diplomatic channels.

The first International Exhibition is generally considered to have been that held in London in 1851. The Paris Exhibition of 1889 is well remembered for the creation of the Eiffel Tower. But, as the number of these events increased, it became clear that some measures were needed to control the frequency and quality of exhibitions. The 1928 Convention set out simple rules, which restricted the number of exhibitions that could be held and defined their characteristics. The original 1928 Convention has been amended by various additional protocols, but the basic framework of that Convention is still valid today.

Keep the tradition alive

As the secretary general of the BIE, Vicente González Loscertales has the responsibility of ensuring that any A1 exhibition under the BIE's auspices satisfies the necessary criteria. "On one hand, the exhibition must have a length of more than three months, but not more than six months. There must also be an interval of at least two years between two horticultural exhibitions in different countries and, at least 10 years between events held in the same country; a horticultural exhibition must furthermore be held in the interval between two World Expos registered by the BIE.

On the other hand, the exhibition must also be in line with the broader BIE vision and philosophy of what an exhibition should be: a vehicle of public education and innovation that has the unique power of bringing the world together around a common theme that is of contemporary relevance and universal concern. Thus, it is in this framework that the BIE gives an international status to the A1 horticultural exhibitions approved by the AIPH. Our excellent collaboration with the AIPH allows us to present together the best achievements in this area," explains González Loscertales.



In a world where the health of the environment is a top international priority, González Loscertales believes that the role of an organization such as the AIPH takes on a renewed importance.

“As a co-ordinating body of horticultural producers’ organizations around the world, who shares with the BIE the values of education, innovation and sustainability, the AIPH faces the important and challenging task of conserving the dynamism, integrity and beauty of horticulture, which has a critical bearing on the well-being of the global environment. Today we are confronted with problems of genetic engineering, diseases, biodiversity and safe waste management, among others, and these are issues that concern horticulture; the AIPH has actively taken initiatives to deal with them. Particularly in the context of an increasingly serious global food crisis, it is imperative these issues be dealt with systematically and coherently.

“THE AIPH REPRESENTS A UNITED WILL TO RESPOND TO THESE GROWING NEEDS OF MODERN SOCIETY”

The AIPH represents a united will to respond to these growing needs of modern society.”

Today, with the advent of internet and other technologies that all vie for the public’s attention, horticultural exhibitions face a more competitive world than half a century ago, when the first horticultural exhibition Floriade took place (Rotterdam, 1960). “Even World and International Expos — which are the other types of Expos that the BIE supervises and which hold an impressive record of visitors to its recent Expos — face criticism that they are outmoded and irrelevant. Yet, the significance of horticultural exhibitions is undeniable and we must strive to keep the tradition alive. Horticultural exhibitions possess within themselves an enormous potential to have a positive impact on many areas of our lives — as a promoter of a quality of life for the ordinary citizen; an economic catalyst; a platform of intercultural



exchange of best practices; an embodiment of sustainable urban planning; and, as an outlet of creativity.”

The AIPH provides an institutional framework that encourages sustainable production and sustainable development, concludes González Loscertales. “The AIPH provides a platform for its member organizations to share experiences and best practices. For ornamental horticulture, being a field that is largely dependent on being able to integrate the most cutting-edge technologies for its success, it is crucial to have a co-ordinating body to ensure a responsible integration and implementation of such technologies, which are capable of having a large impact on the health of the environment.”





“WE EXPECT AIPH TO
ENCOURAGE PEOPLE TO
UNDERSTAND THE VALUE OF
FLOWERS AND GREENERY FOR
THE QUALITY OF THEIR LIFE”

Shinya Wada

■ president of JALC and chairman of the AIPH Marketing Committee

The Japanese Landscape Contractors Association (JALC) is a national organization working in the interest of contractors in the landscape industry. Its goal is to support improvements and new developments in all areas of the landscaping profession. The JALC represent Japan's landscape contractors through a branch network including 47 prefectures and is a recognized member of the AIPH. JALC's research activities are designed to benefit as many people and places as possible. As such, it endeavours to develop technology and skills not only for development and maintenance of city parks, but also for national parks, rivers, roadways and other areas. Preserving the global environment and enhancing its quality are important themes for everyone. JALC tackles these issues through a variety of activities in Japan and overseas, all of them supporting the creation of scenic areas and better living conditions abundant in greenery.

Higher profile at exhibitions

Shinya Wada is the vice president of the JALC and chairman of the AIPH Marketing Committee. He says the co-operation between JALC and AIPH is something to be cherished. "With the help of AIPH, we have had three successful international horticultural exhibitions in Japan. Osaka 1990 was the first A1 exhibition in Asia, and more than 23 million visitors enjoyed it. Awaji 2000, and Hamamatsu 2004, which were organized as A2/B1 exhibitions, attracted 7 million and 5.4 million visitors, respectively. Both events encouraged people to understand the value of flowers and greenery. That definitely meets the aim of our organization. Thanks to AIPH, JALC became a recognized organization through the organizing process of those horticultural exhibitions."

Wada states that one of the aims of AIPH must be to develop a more attractive and beneficial horticultural exhibition system. "We should provide more services to attract orga-

nizers and participants. I am thinking about a qualified international jury to guarantee fair competitions. Also, AIPH could stimulate international participation by financial support or by publicity of the exhibition and its prize winners. There is also the possibility to create a special AIPH prize. However, to provide the above mentioned service, we need to strengthen the financial standings of AIPH."

Wada points out that AIPH fulfils different roles and says, "At the moment, AIPH helps to create international friendship and a better understanding between people working in the ornamentals sector. AIPH members can exchange information internationally, enabling them to find better solutions for their domestic issues." On the occasion of its 60th anniversary the president of JALC wishes the AIPH a very bright future. "Hopefully, AIPH will become a more influential organization in public opinion and/or political debate and decisions. Further reinforcement of the secretariat is also my wish for AIPH."

Finally, Wada sees both common and different interests for each AIPH member country. "In marketing, I think the roles that we are expecting from AIPH are basically the same. We expect AIPH to encourage people to understand the value of flowers and greenery for the quality of their life. But in a more technical context, the issues might be different among countries. AIPH has to put a significant focus on the environmental and sustainability issues in the developed countries, while we could be more involved in stimulating production and product quality in the developing countries."

Final question: Japan has a very strong tradition in gardening. Japanese gardens are renowned for their serene and peaceful ambiance. What could AIPH learn from JALC? "I think every country has its own culture or manner to show its respect for nature. The Japanese try to show harmony with nature by creating several types of gardens."

'Be part of the theatre in nature, get closer to the quality of life'

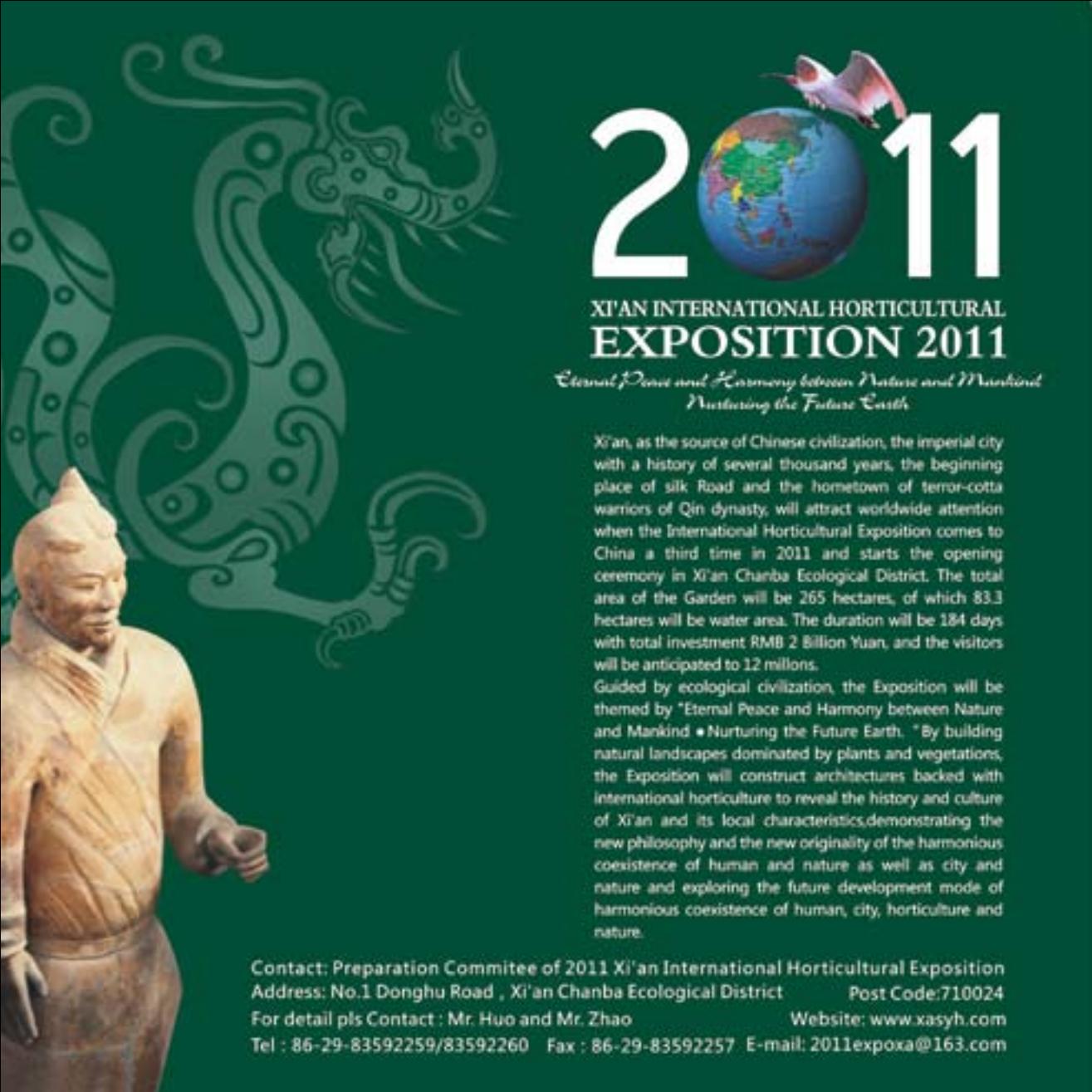
Floriade 2012 is a World Expo, a unique and exciting experience based on the contribution of horticulture on our quality of life. Offering a state of the art Expo, the Floriade will attract and inspire consumers as well as professional visitors. It will be a platform for innovation, corporate social responsibility and sustainability in horticulture.



Floriade 2012

The central theme is expressed in 5 key themes; **Relax & Heal** (well-being), **Green Engine** (sustainability), **Education & Innovation** (continuity), **Environment** (quality of life), **World Show Stage** (cultural influences)

www.floriade.nl



2011

XI'AN INTERNATIONAL HORTICULTURAL EXPOSITION 2011

*Eternal Peace and Harmony between Nature and Mankind
Nurturing the Future Earth*

Xi'an, as the source of Chinese civilization, the imperial city with a history of several thousand years, the beginning place of silk Road and the hometown of terror-cotta warriors of Qin dynasty, will attract worldwide attention when the International Horticultural Exposition comes to China a third time in 2011 and starts the opening ceremony in Xi'an Chanba Ecological District. The total area of the Garden will be 265 hectares, of which 83.3 hectares will be water area. The duration will be 184 days with total investment RMB 2 Billion Yuan, and the visitors will be anticipated to 12 millions.

Guided by ecological civilization, the Exposition will be themed by "Eternal Peace and Harmony between Nature and Mankind • Nurturing the Future Earth." By building natural landscapes dominated by plants and vegetations, the Exposition will construct architectures backed with International horticulture to reveal the history and culture of Xi'an and its local characteristics, demonstrating the new philosophy and the new originality of the harmonious coexistence of human and nature as well as city and nature and exploring the future development mode of harmonious coexistence of human, city, horticulture and nature.

Contact: Preparation Committee of 2011 Xi'an International Horticultural Exposition
Address: No.1 Donghu Road , Xi'an Chanba Ecological District Post Code:710024
For detail pls Contact : Mr. Huo and Mr. Zhao Website: www.xasyh.com
Tel : 86-29-83592259/83592260 Fax : 86-29-83592257 E-mail: 2011expoxa@163.com

A man with dark hair, wearing a dark suit jacket over a light blue button-down shirt and a dark sweater, is speaking. He has a red lanyard around his neck with a badge. The background is filled with various potted plants, including pink flowers and red poinsettias. A sign in the background reads "公司办公区" (Company Office Area).

"THESE EXHIBITIONS PUT THE
CHINESE FLOWER INDUSTRY
ON THE MAP"

The China Flower Association (CFA) is a national non profit organization working in the interest of companies, institutions and individuals in the Chinese flower industry. Established in 1984, CFA works closely together with local authorities and the national government and comprises 13 product committees representing typical Chinese flowers and plants like camellia, orchid, osmanthus, lotus, azalea, peony, ferns and the Mei flower.

The former vice chairwoman of the Standing Committee of the National People's Congress, Chen Muhua, is the founder of the CFA. It serves as an important platform for the exchange of ideas while promotion through trade fairs and international flower exhibitions, education, sustainable production, novelty protection and the further development of China's agricultural structure are the five key actions adopted by the CFA to fulfill its mission.

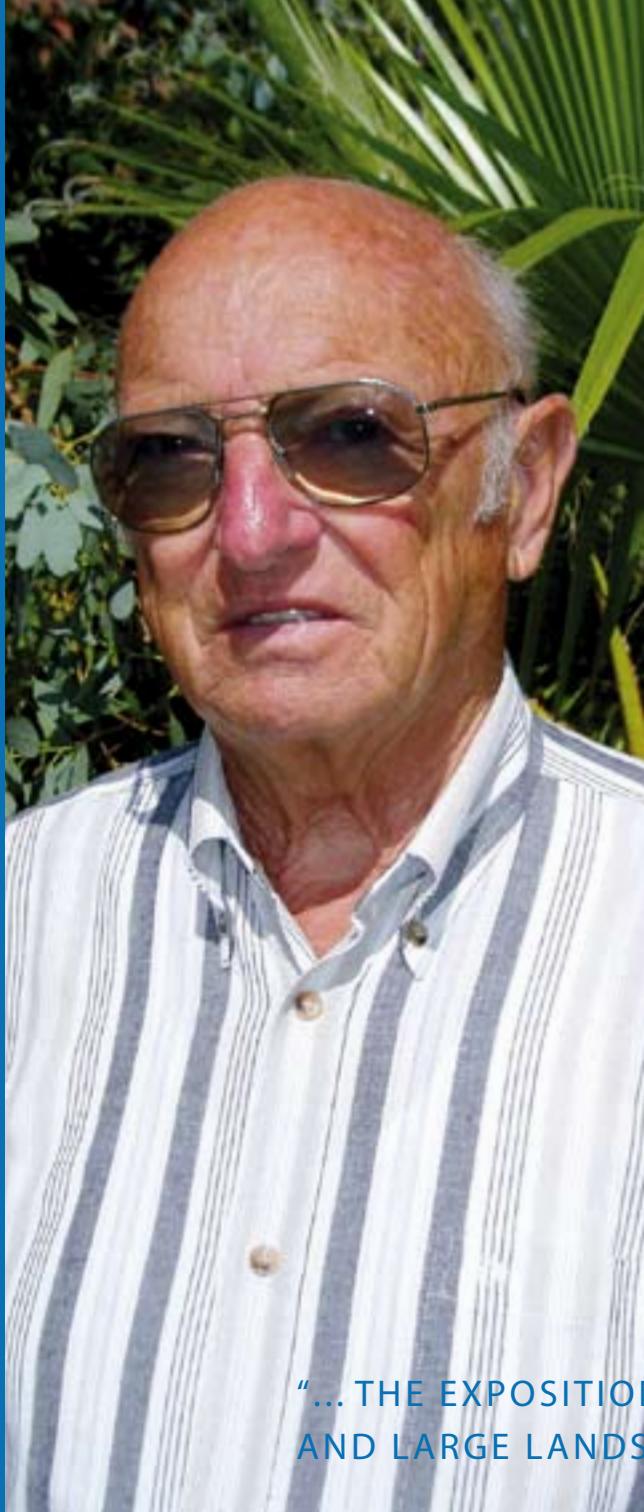
Country status elevated

Dianfu Wang became the secretary general of CFA in December 2005. China has been a member of the AIPH since 1994 and in fact, in 1999 China already celebrated its first international horticultural exposition in Kunming, organized under the auspices of BIE and AIPH. Wang says, "Kunming Expo was the first A1 international horticultural expo held in China. It provided a very good platform for AIPH members to show their countries best flowers and plants and learn more about each other as well as the situation of the Chinese flower industry. The Expo has been stimulating the trade between China and other countries ever since."

Wang attaches great importance to flower exhibitions under the AIPH flag when he says, "These exhibitions put the Chinese flower industry on the map; AIPH can make good use of its unique position in establishing exhibition regulations, plans and joint promotion. AIPH can invite other AIPH members to participate, and organize professional juries for competitions." In China, flower exhibitions are mostly large scale events attracting record crowds whereas in Europe the number of visitors of floral expositions is showing a net decline. "The China Flower Expo is held every four years and its sixth edition in 2005 registered 1.33 million visitors. The vast extent of the show along with the rich content and interesting attractions explain the huge number of visitors. Besides that, Chinese people enjoy life, love nature and last

but not least China, of course, is highly populated."

Although China has a long history of growing flowers, commercial production of cut flowers only started in the late 1980's. China has introduced its Plant Variety Protection (PVP) system, based on the 1978 Act of the UPOV Convention, in March 1997. The PVP system became operational in 1999 and China also became a member of UPOV in the same year. The Chinese Ministry of Agriculture gradually expands the number of protected species. Nevertheless, a major hurdle for foreign investors is the very slow implementation of breeder's rights. Wang frequently hears this kind of criticism, but it never gets him tired. "The only way to resolve the problem is communication. In AIPH we have a special committee for novelty protection. You see, China is a vast country and local farmers are not always aware of breeder's rights. And it is not only about protection of plant varieties bred in foreign countries; China itself has one of the richest plant resources in the world, a flora of more than 30,000 species. Many of these plants have been bred into splendid new cultivars, which are used in gardens and commercialized worldwide. An important horticultural researcher once commented on the foreign export of new flower and plant varieties to China, saying that it's as if the grandchildren are coming back home."



Robert Mathis

■ Former president AIPH (1977-1991)

Pioneers would be proud

Way back in 1948, just three years after World War II and 10 years before the foundation of the European Economic Community, the representatives of a number of national horticultural organizations decided to establish an international organization. The first statute of the organization outlined ambitious goals and objectives, going already beyond the ornamentals sector. In a relatively short time period, different commissions were set up. Today, the majority are still working together with both national and international institutions.

AIPH comprises the producers organizations of the most important flower producing countries and over the years has become not only an important platform for the exchange of ideas, but also plays an important role with regards to the co-ordination and harmonization of the entire sector worldwide. In my opinion, all the activities that have been carried out during the last 60 years are of benefit to international horticulture, not only today, but also for the future.

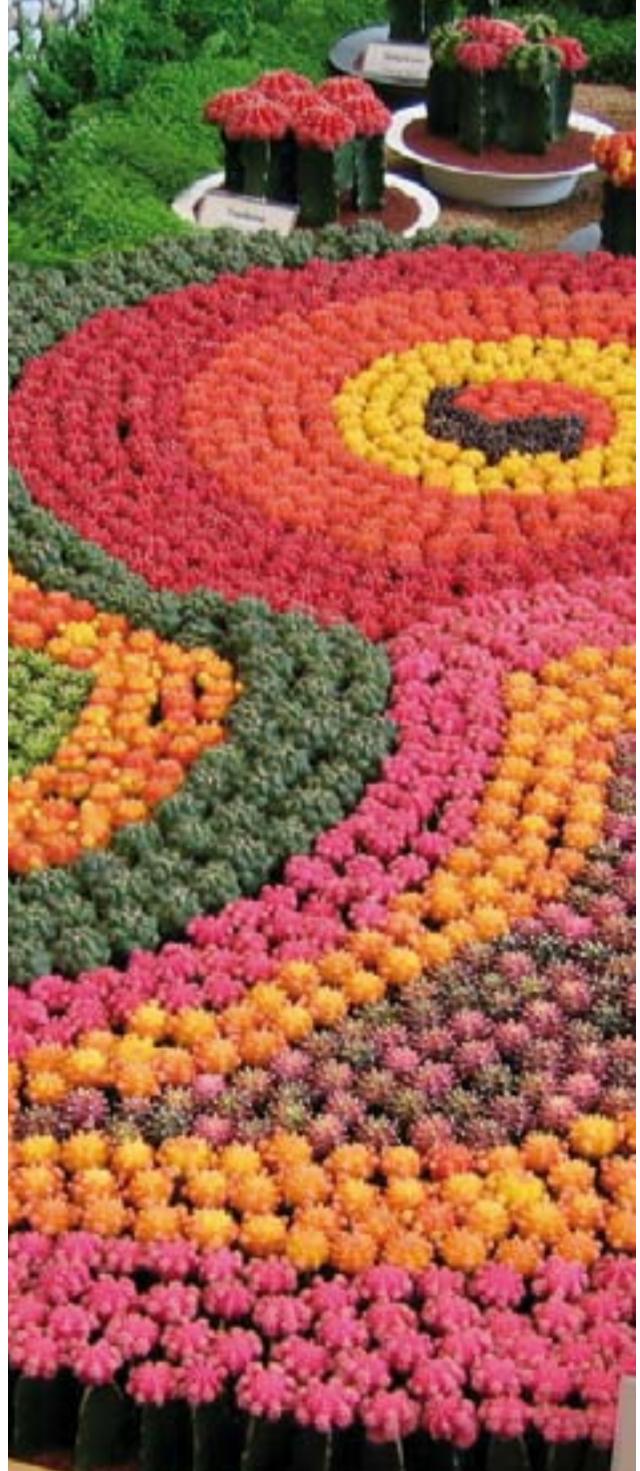
What is the most important topic for AIPH to work on to fulfil its role? This is answered by pointing out certain AIPH activities that already exist:

1. The realisation of the AIPH annual book on International Statistics of Flowers and Plants, edited by the 'Institut für Gartenbauökonomie der Leibniz Universität Hannover' (Germany) in close co-operation with Union Fleurs. It is said that this is one of AIPH's most important and complete publications, existing since 1952.
2. AIPH also plays an important role in the field of breeder's rights, assuring the correct balance between the interests of breeders and professional growers.

"... THE EXPOSITIONS OFTEN INVOLVE INFRASTRUCTURE AND LARGE LANDSCAPE PROJECTS"

3. AIPH's Standing Committee for Environment and Plant Health also aims to defend the interests of a large number of industry professionals as regards the Washington Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).
4. Under the auspices of AIPH, different horticultural exhibitions (Floralies, Garden Festivals, Gartenschauen, Floriades) are realized in different countries, promoting the ornamental sector to the public. And this is rather successful. In 1990 the International Garden and Greenery Expo in Osaka, Japan, attracted 23 millions visitors; in 1999 the International Garden Festival in Kunming, China, attracted 10 million visitors. At these shows the visitor is inspired and presented with practical tips on how to make their own environment more beautiful, along with information about safeguarding of our environment and nature. In the context of international expositions with a duration of six months, which are organized under the flagship name of AIPH and in joint co-operation with BIE, the events have a wider dimension than only the sector itself. On the occasion of these expositions, international competitions in the field of landscaping, floral art and floral breeding are held; having a natural character, these presentations often involve artistic architectonic and artisan elements. And let's not forget these events last for 180 days. In many cases, the expositions often involve infrastructure and large landscape projects, which continued to exist as a park once the expo has ended, mainly in the outskirts of the big cities.

Does the role of AIPH differ by continent or country? “The answer to this question is about continuing the already mentioned actions. I am persuaded that the handful of pioneers of the 1960s would be proud of the work already realised. And, they would also be happy to learn that their initial plans continue to be carried out in the same spirit of friendship and freedom; not forgetting the efficiency of an international organization, which represents industry professionals in five continents.”





2010 Taipei International Gardening and Horticulture Exposition



Date: **November 6th 2010 to April 25th 2011**

Organizers:  **Tapei City Government**

 **TFDA www.tfda.org.tw**

Plants for people, an entrepreneurial win/win situation

■ By Arnoud Kwint and Niek van Rest, former secretary of the marketing committee

In 1989 NASA published the findings of 18 years of laboratory research that clearly showed the ability of ordinary houseplants to remove harmful chemical compounds from sealed indoor environments. Their research was aimed at finding a lasting solution to indoor-air pollution problems in future missions in deep space and for bases on the moon or on Mars.

The Flower Council of Holland, recognising NASA's information as an obvious important future marketing tool, invited the principal investigator of the project Dr. B.C. Wolverton to present his findings to an audience of international journalists and scientists preceding the official opening of the International Aalsmeer Flowertrade Exhibition. Attracting more attention to such beneficial effects of plants could contribute to increasing sales and appreciation for the products of the ornamentals sector.

This resulted in wide spread Press and RTV coverage which aroused worldwide interest to start more research into the benefits of plants in environments such as office buildings, hospitals, schools etc. The potential contribution of plants to better and more comfortable indoor working and living conditions and the need to gather more information were clearly recognized. Subsequently funds were raised to finance these activities.

Twenty years after that press conference it is now well documented that plants in the indoor environment can:

- “Remove volatile organic compounds (VOC's) from the air” as was shown by Dr. Ronald Wood;
- “Support recovery after surgery” according to findings in hospital studies from Prof. Roger S. Ulrich;
- “Stimulate feeling well” as was demonstrated by Prof. Tove Fjelt;
- and “Boost productivity” by diminishing the sick building syndrome and increase the well being at work, as was reported by Dr. Virginia Lohr.

The original research papers of these studies are available at: www.healthygreenatwork.org, together with more extensive information on the beneficial effects of plants in indoor environments.

Based on today's knowledge we can safely state that introducing living plants in the workspace is a small investment for a very high return. In short: a win/win situation for employer and employee alike!

Motivated by this new approach AIPH issued a booklet in September 2005 with the inspiring title: “Flowers and Plants – more than just beautiful...”, written by Mrs. Helga Panten and Mr. Peter Ruhnke (former Secretary General of AIPH).

“... INTRODUCING LIVING
PLANTS IN THE WORKSPACE
IS A SMALL INVESTMENT FOR
A VERY HIGH RETURN”





The Green City

■ By Peter Menke, spokesman of the German Green Forum

During the past five years there have been more and more discussions concerning green cities in Europe. But in most cases people merely discussed the cost-effects of public green. The efficiency and contribution to quality of live seemed, if discussed at all, of minor importance.

Therefore, already in 2002, Plant Publicity Holland (PPH) raised a national Green Forum called “Groenforum Nederland” and exported the philosophy to several other European countries. Since then the national ‘green stakeholders’ have set up green forums not only in The Netherlands but also in Germany and in Spain and soon there will be a “Cité verte” in France as well. In The United Kingdom there is also active support for this initiative within the industry and beyond, and a Green Forum is in the process of being established. All these forums are involved in informing politicians and citizens about the advantages of green cities and the benefits of various green aspects in their living areas. The centre-point is always the fact that plants and green spaces are major keys to a healthier, happier and more productive society.

The forum “Die grüne Stadt” in Germany incorporates most of the stakeholders operating in the horticultural sectors and landscaping. Links with media partners ensure that up to date information is available to the industry and beyond. Due to our co-operation with media-partner Haymarket (TASPO) we have the opportunity to provide the sector with all relevant information about plants and landscape green benefits. This and other press activities then take it to the wider world.

A united group proved to be more effective in political lobbying than individual organizations. In Germany “Die Grüne Stadt” has briefed Federal President Horst Köhler personally on the initiative and has worked together with the “Deutsche Bank” in a national tree planting activity, which formed part of the Land of Ideas Campaign of 2006/2007. It is also closely co-operating with numerous city councils to promote best practice of green space and plants by local enterprises and companies.

More information is available on

- www.thegreencity.eu
- www.die-gruene-stadt.de
- www.degroenestad.nl
- www.thegreencity.co.uk

Since comparable activities are going on in other countries and continents, i.e. Canada, the United States of America and Asia, AIPH (as horticultural producers’ organization) has decided to form a new Standing Committee on Green Cities.

This committee will be a useful platform to exchange knowledge and information and can contribute to a worldwide co-ordination of the lobby, promotion and research for the Green City concept.

“... PLANTS AND GREEN SPACES ARE MAJOR KEYS TO A HEALTHIER, HAPPIER AND MORE PRODUCTIVE SOCIETY”

**innovation
and
research**





Norman Looney

■ President of the ISHS

The International Society for Horticultural Science (ISHS), dating from 1864 and formally constituted in 1959, has more than 7,000 members representing some 150 countries.

It is the world's leading independent organization of horticultural scientists and publishes *Acta Horticulturae*, *Chronica Horticulturae* and *Scripta Horticulturae*.

Active or passive membership?

Dr. Norman Looney, Principal Research Scientist Emeritus at the Pacific Agri-Food Research Center in Summerland, British Columbia, Canada, is President of ISHS. He first points out that “My involvements within a scientific community that aims to further research and development in all aspects of horticultural science will explain that my outlook and expectations of the AIPH will be different from those directly involved in the ornamentals business.” The relationship between the ISHS and AIPH dates back to 1959 when the ISHS was reconstituted. Looney says, “At that time the AIPH was represented by an observer at ISHS Board meetings. The observer status dwindled fairly quickly; perhaps the major reason was due to the fact that the AIPH concentrates on ornamental horticulture, while our major focus in those early years was on edible horticultural products.”

Nevertheless, Looney is convinced that every sector within horticultural science and industry must have an international advocate, one which champions their interests. He adds, however, “It is important for advocating organizations like AIPH and ISHS to be truly representative of their constituency. Furthermore, any association must be visibly recognized as a source of effective services. Given these conditions, an association will continue to grow and have the authority to speak on major topics; particularly those that influence international trade and cannot, therefore, be restricted to national levels.” He presents the example of intellectual property rights where countries have their own laws and yet, it is an issue that is impeding trade internationally.

Looney is in his second term as president of the ISHS; an accolade that reflects his determination to transform a Europe-centric organization into one that engages the world, especially developing countries. He explains, “The ISHS congress in 2002 was a seminal event facilitating this transformation. I had worked on its organization over a 10 year period. We gathered 2,500 scientists in Toronto; it was the first time that this quadrennial congress had been held

“I BELIEVE THAT AN EVEN STRONGER RELATIONSHIP WOULD BENEFIT BOTH PARTIES, ESPECIALLY WITH REGARD TO SCIENCE AND EDUCATION”

in North America since 1982. The occasion was marked by the truly international list of attendees.” Looney’s prowess in enlisting scientists from both the developed and developing world was rewarded by being the first President to be re-elected for a second term. He says, “International associations must strive to have all the major industries and all countries represented.”

Looney is further intrigued by the role played by individual members, whether we speak of ISHS or AIPH. “It is not enough to be registered as a member,” he says. “It is especially important that individual Country representatives be active in their role. This is perhaps the most challenging task for associations; to keep encouraging national representatives to divulge the intricacies of their country’s position while they simultaneously remain aware of the international perspective.” On different continents, even countries, Looney says, the issues will vary tremendously. In developing countries, for example, Looney is convinced that the accent should be directed more strongly towards outreach services than furthering international trade. For Europe and North America, on the other hand, where the national economies and consumer affluence have created a strong basis for mature markets, the issues that allow free trade, such as novelty protection and phyto-sanitary regulations, will have a high priority.

Looney adds, “AIPH has a very important role in its advocacy of the ornamentals sector. The encouraging and sanctioning of international exhibitions, as an example, helps build the market for flowers and plants. These events can also inspire the world’s poorer people. I would like to see AIPH members work to develop the market in countries still largely unaware of the impact that ornamentals can have on their lives.”

“I am less enamoured by the efforts to develop the ornamentals sector in developing countries purely with the aim of export. Stimulating the local grower to produce for their own market is just as important. Within the ISHS, for example, we are currently involved in a long-term project at a national university in Tanzania to raise academic standards. Preferably, the AIPH will also become more proactive in projects to stimulate the ornamentals business in the developing world. We cannot forget that India has a population of 1 billion and China more than 1 billion; together they represent a third of the world population. We need to engage our colleagues in these countries to be able to call ourselves a truly international association.”

Looney is emphatic when he says, “I have enjoyed my contact with the AIPH in recent years and have met with AIPH President Doeke Faber on several occasions. I believe that an even stronger relationship would benefit both parties, especially with regard to science and education. Education of professionals with a BSc, MSc or PhD in horticultural science, as opposed to short-course trainings, is critical to both our associations.”

“Finally, I must congratulate the AIPH on its 60th anniversary. It is an association that has identified an important role and has already contributed greatly to the promotion of ornamentals.”





Vic Krahn

■ CNLA Government Liaison and COHA Chair/SNLA Rep and chairman of the AIPH Novelty Protection Committee

The Canadian Nursery Landscape Association (CNLA) is a national federation of nine provincial green industry associations representing over 3,500 members in the landscape horticulture, retail garden centre, and nursery (primary production) sectors.

Enhancement of today's collaboration

Vic Krahn of Lakeshore Tree Farms joined the CNLA board of directors in 1988. In 2000, when they joined the AIPH, he was elected to be Canada's representative on the AIPH executive committee and is chairman of the committee for Novelty Protection. Krahn says, "The AIPH has huge potential. The current committee meetings and annual general meeting are a proven, excellent opportunity for international members to sit together. Issues pertaining to one or more countries can be debated; it may be that participants finally agree to disagree, but the atmosphere around the table is always one that seeks advancement rather than antagonism."

Looking to the future, Krahn is adamant that the AIPH requires a stronger financial base to turn country specific questions into definitive answers, which can also be observed and considered by a wider audience of international growers. "Our members are the source of a world agenda to give credence to the very complex issues that are set in front of the ornamental horticultural industry," he says. "However, funds are required to hire staff and specialists to take action. A strategic policy, built and governed by the executive board, is required to allocate these funds. We also have the opportunity to pursue opportunities for research sponsored by any one of our members through Government grants." Krahn recalls, "The people who originally organized AIPH believed for all of the ornamental horticulture industry, that science and science alone with regard to phyto-sanitary requirements, should be the criteria to allow or disallow plant material to cross borders. They understood that for the industry to truly succeed, they needed unfettered access to markets. This was visionary and I am sure that the founders of AIPH could hardly comprehend the global economy that we live in today. These principles still hold."

"ON A POSITIVE NOTE, THE PUBLIC - OUR CONSUMERS - DO HAVE AN INSATIABLE APPETITE FOR NEW PRODUCTS, OR REFRESHED PACKAGING CONCEPTS"

Importantly, therefore, the aforementioned funds are not seen as a means to elaborate on international gatherings, but foremostly must be used to drive research for our industry. Krahn surmises, “This would transform today’s platform of exchange into an authoritative centre of knowledge.” In this respect, Krahn fully supports the “1% gate fee” rule for AIPH (A1 and A2/B1) exhibitions, already approved by the Council.

What are the most important topics? From a Canadian perspective Krahn lists labour, environment, novelty protection and risk management as high priorities. He explains: “The labour crunch experienced in Europe long ago is today inherent to our Canadian industry, in particular the access and management of our seasonal workforce from Central America. As alarming are the statistics that 49% of the workforce is over the age of 45. We will need to focus even greater on mechanisation in the next 10 years. Furthermore, environment is the buzz word in this, our 60th anniversary year. The media talks about greenhouse gasses as if they are toxic, while our impact on water resources is also sensitive to negative publicity. Media misinterpretation of our nursery management skills is, in some instances, the culprit. At the same time, as an industry we are not forthcoming in selling ourselves as the green industry. On a positive note, the public - our consumers - do have an insatiable appetite for new products, or refreshed packaging concepts. AIPH has a responsibility here to continue stimulating novelty protection, ensuring that investments in innovative concepts are rewarded. Finally, it is only by sharing knowledge and experiences that best practices, creating the least exposure to risk, can become more widespread.”

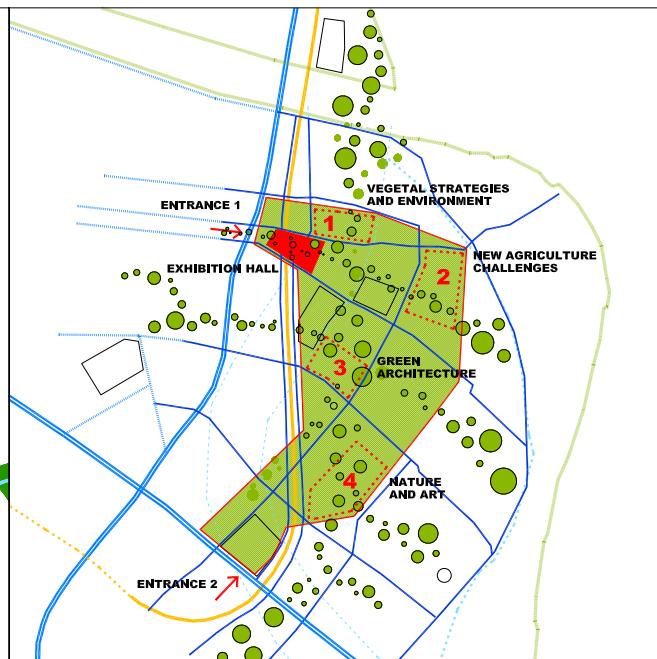
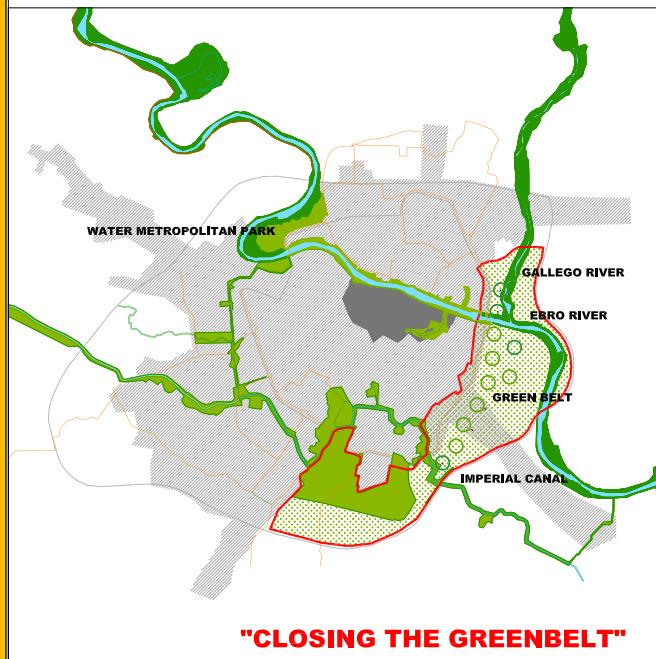
Whether this situation differs around the world, Krahn notes that one of the most enjoyable aspects of the AIPH are the organized meetings in different countries. He remembers a roundtable discussion that occurred four years ago in Belgium; it culminated in the participants summarising their three main concerns. “After the first number of contributions, it was evident that the remaining members could only repeat the points already raised,” comments Krahn. “On a global scale, growers are largely united in their perception of

the main challenges to make a nursery venture successful.” Krahn ends: “Over the years, the dominant European production centres have been very supportive of the association. The globalisation has had a tendency, however, to trigger a stronger defence of regional empires whereas in reality, it becomes even more important to pool our resources. Here, the essence is the equal participation and support of all members – large and small. It could be referred to as the United Nations of Ornamental Horticulture. Inventive contributions can arise from the most unexpected sources. In Canada, as an example, we have 10 provinces; the level of diversity is similar to that of Europe. I have experienced that a significant issue can start in the smallest province, spreading within two to three years to the rest. This illustrates the beauty of having access to a world model; a multitude of positive and negative experiences can be collated to either enforce successful strategies or pre-empt supply chain problems, respectively. Once one region, no matter how small, is forced into a position of failure, we should be aware that there is a high risk that the situation can spread and even effect those with a high standing. Production worldwide relies on balancing the survival of all developed and developing sectors.”



EBRO RIVERBANKS LANDSCAPES

INTERNATIONAL EXHIBITION OF GARDENING AND HORTICULTURE 2014



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WATER TREATMENT

2. NEW AGRICULTURE CHALLENGES

NEW PRODUCTS
NEW PRODUCTIVE TECHNIQUES
WATER MANAGEMENT
BIOLOGICAL DIVERSITY

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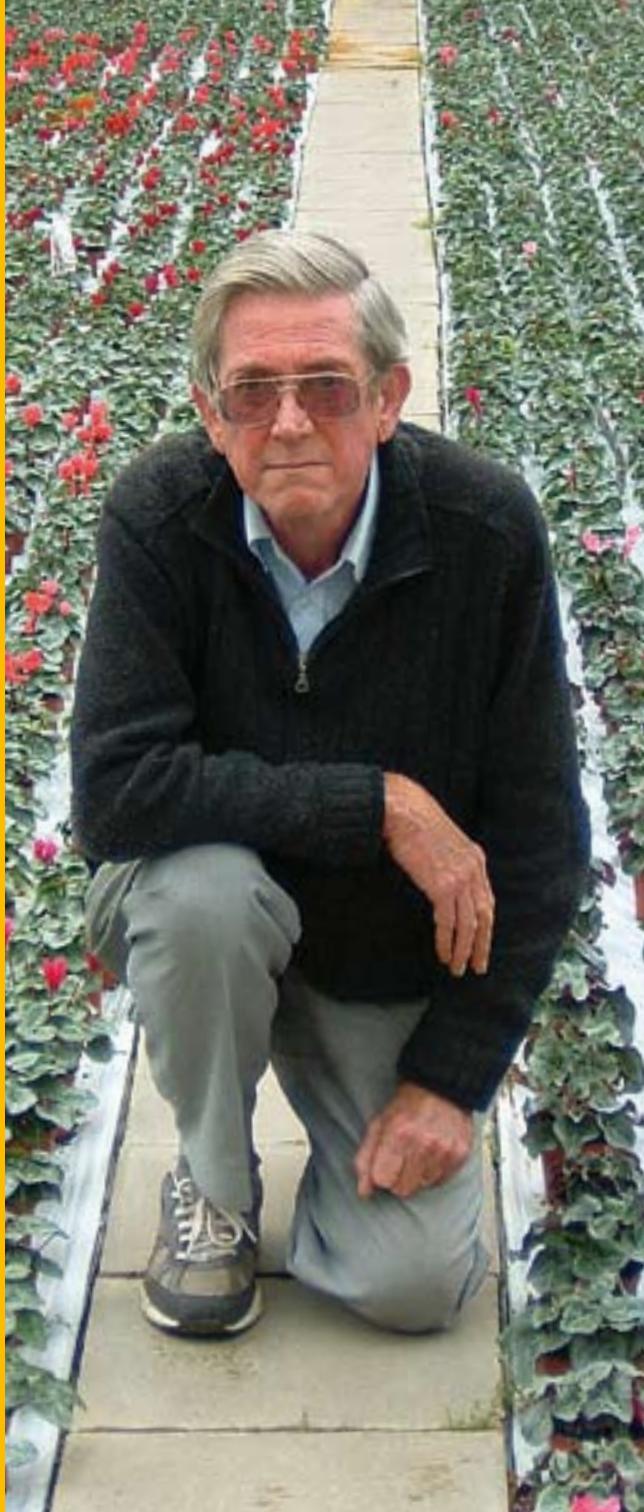
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Certis congratulates AIPH on its 60th anniversary and wishes the organisation healthy growth in the future.



CERTIS



Lionel Mills

■ NFU representative on the AIPH executive board for Northern Europe

The National Farmers' Union (NFU) represents the farmers and growers of England and Wales. Its central objective is to promote successful and socially responsible agriculture and horticulture, while ensuring the long term viability of rural communities.

Pragmatic deliberation

Lionel Mills, a pot and bedding plant grower based to the south-east of London in the county of Kent, has been involved in the AIPH for 15 years. In his position at the NFU he also represents the UK on COPA¹ and COGECA² as vice chairman of the working party for flowers and plants. In 2007 Mills ably hosted the AIPH annual congress in Brighton (in England) with 85 participants representing 15 countries. For Mills this event typifies the strength of the AIPH, whereby growers can share experience, knowledge and problems. Conference delegates visited ornamentals nurseries in the south-east, including Roundstone Nurseries Ltd, Hill Brothers (Chichester) Ltd, Donaldsons Flowers Ltd and Brinkmans. He says, "It was clear that the international delegates left the UK much better informed and impressed, having seen the world class British ornamental industry in action." He adds that an important aspect of these meetings is the personal interaction they promote between growers; this helps to instil a greater level of confidence in trying to introduce some of the observed working protocols back in their own country – "seeing is believing". In this respect, Mills would like to see a stronger emphasis on increasing the number of countries associated with the AIPH, in particular those countries that are seen as relative newcomers to ornamentals production, such as Kenya and Ethiopia.

Entering into the spirit of this 60th anniversary celebration Mills generously offers his vision of the AIPH in 2023. Mills is an enthusiast of the AIPH's role in promoting strategies

for greening the environment. Here, he not only considers the role the AIPH plays in public exhibitions, but also activities to encourage the structural planting of barren suburban locations, “Plants have a highly beneficial effect on indoor and outdoor environments in terms of peoples’ emotions and the air quality.” Air quality, climate change and sustainable practices are also subjects that Mills strongly believes that the AIPH must actively participate in supporting horticulture solutions. He warns, however, that the subjects must be approached in a pragmatic manner: “Climate change is one of the very topical issues debated within the AIPH. Is climate change a truth or not? Some say yes, others no.

I only know that in Roman times Kent was part of a wine producing region in England; it must have been warmer!” He adds, “The price of energy in Europe is also prone to force impulsive reactions, which are often inappropriate in the longer term.” In this respect Mills remembers the energy crisis of the 1970s when many coal fired boilers were installed, only to become redundant when the oil prices fell.

On the subject of the technical aspects for growers and plant breeders, Mills says, “In the last 10 years the increase in the number of new varieties has been quite astronomical. This trend will continue. We should make sure, however, that the royalties associated with plant breeder’s rights are kept at a reasonable level. This will nullify any incentive among growers to consider illegal propagation.” He adds a point about essentially derived varieties: “A better definition of these products is needed”.

With reference to Europe’s increasingly strict control of chemicals within the industry, Mills’ questions give momentum to what he sees as an essential role of the AIPH platform: “What is happening in Australia or the USA? Why are the regulations in these countries not acceptable in Europe? The AIPH functions to allow growers to discuss these subjects in detail and take back arguments or ideas to their own

countries. They can then approach their respective, relevant government ministries from a strong standpoint with references to the conditions in other countries. The UK, for example, is moving more and more towards biological control. Are we being penalised for this approach? At the same time, the European Parliament and European Commission are also debating whether pesticides are a hazard or a perceived risk? From Europe’s viewpoint the approach taken by the rest of the world on this subject is unsustainable. Collaboration at an international level gives our voice more leverage and enables us to put forward an argument for global change.”

“... INTRODUCE SOME OF THE OBSERVED WORKING PROTOCOLS BACK IN THEIR OWN COUNTRY...”

Finally, an ongoing point of contention for the AIPH involves industry statistics. The Netherlands is one of the few countries with accurate statistics, mainly sourced through their auctions. Without accurate statistics it is not possible to communicate the status of the industry at government levels.

Much work is needed to improve the current statistics, particularly since small business trade has disappeared from the Eurostat data, a sector that accounts for an estimated 30% of intra-European trade.

¹ Committee of Professional Agricultural Organisations

² General Committee for Agricultural Cooperation in the European Union





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Rolf Jördens

■ Vice secretary-general of UPOV

The International Union for the Protection of New Varieties of Plants (UPOV) operates worldwide with 65 member countries.

Harmony in novelty protection

Rolf Jördens, Vice Secretary-General of the International Union for the Protection of New Varieties of Plants (UPOV), has high regard for the AIPH due to the partnership that has evolved between these two worldwide active organizations. UPOV's mission is to provide and promote an effective system of plant variety protection (PVP), with the aim of encouraging the development of new varieties of plants for the benefit of society. Headquartered in Geneva, Switzerland, the intergovernmental organization was established by the International Convention for the Protection of New Varieties of Plants adopted in Paris in 1961 and revised in 1972, 1978 and 1991.

Jördens says, "The breeders of ornamentals are the most active users of UPOV, which provides the only internationally harmonized plant variety rights system with 64 States and the European Community as members." The AIPH simultaneously represents grower member organizations, all of whom also see PVP as a condition to expand their business ventures. "AIPH is a very important partner of UPOV and represents a key group of stakeholders in the UPOV system," says Jördens. The AIPH obtained an observer status regarding the sessions of the UPOV Administrative and Legal Committee (CAJ) in 2005 and is officially represented as an observer in the UPOV Council. He adds, "In recent years, both the formal and informal meetings of AIPH representa-

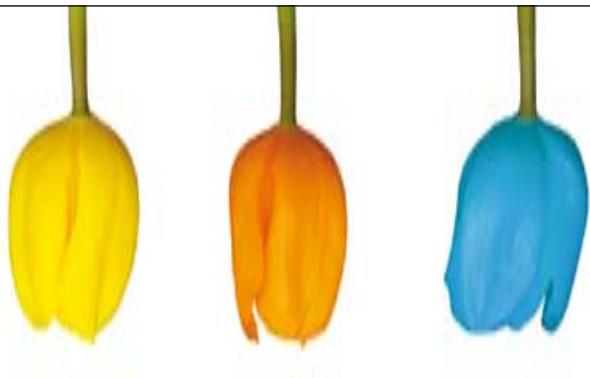
tives with UPOV have been very constructive in elucidating the working character of the ornamentals industry. Their direct impressions essentially bring the latest information from the production sector inside our offices. And at an invitation to comment on draft information materials concerning the extension of breeder's rights from propagated to harvested material in the UPOV 1991 Act, the AIPH shared an important message and evidence concerning situations where the breeder's rights covers also harvested material."

This exemplifies the role of the UPOV system to clarify the obligations of breeders and growers; and importantly, it has the same meaning for all users. Jördens says, "The UPOV system is not an obstacle – on the contrary – it is a key to successful business."

In this respect Jördens sees AIPH's future role is to continue using the members' knowledge and experience to raise awareness at government decision-making levels as to why the sector needs PVP. Ornamentals are concentrated into relatively small surface areas, but are high value products. "PVP is key to the economic development of horticulture in developing countries. And yet the considerable potential of the ornamentals industry is not always realized at government level," says Jördens. He ends, "The global scale of the ornamentals industry, in this respect, does require the AIPH platform to represent growers."



"AIPH IS A VERY IMPORTANT PARTNER OF UPOV AND REPRESENTS A KEY GROUP OF STEAKHOLDERS IN THE UPOV SYSTEM"



The same in green?

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Lars Henriksen

■ President of CIOPORA

CIOPORA is an international, non-governmental organization representing the interests of breeders of asexually reproduced ornamental and fruit varieties worldwide. CIOPORA works in particular on the development, improvement and unification of national and international regulations for the protection of breeder's rights, whether by patents, plant patents or plant breeder's rights certificates, within the framework of the UPOV-Convention and the laws and treaties concerning the protection of intellectual property in general.

Breeder solutions

The invitation to Lars Henriksen, president of CIOPORA, to participate in the AIPH 60th anniversary booklet was met with initial hesitation: "In our representation of breeders, we can be seen as the opponent," says Henriksen. He is quick, however, to refer to the positive co-operation that has already taken place between the organizations, "CIOPORA and AIPH regularly comment on each other's position in papers," Henriksen adds, "I actually believe that it would be in both our interests to develop an even closer relationship." He surmises that the guarded contact between the two associations is more the result of a basic lack of understanding of each other's goals and objectives, rather than a real disagreement.

"THE BREEDERS CAN SUPPLY GROWERS WITH SOLUTIONS, BUT THERE IS A NECESSITY TO HAVE GOOD CONTACTS BETWEEN THEM"

In this fast changing world, Henriksen is reminded of the increasing importance of international platforms to exchange experiences and knowledge. He says, "The horticulture supply chain as a whole is bearing the consequences of fast changing fashions in the consumer retail sector. We need a maximum amount of information to drive all parties in the supply chain forward. The breeders, for example, can supply growers with solutions, but there is a necessity to have good contacts between them. This will only occur once there is



a better understanding of each other's position." He adds in brief, "Our main task is to ensure strong breeder's rights worldwide, to ensure fair competition among countries rather than a competitive advantage for those who do not play by the rules. In this respect, CIOPORA also has an observer status within the UPOV Council."

As a final note, Henriksen mentions that he has a great deal of respect for the responsibility the AIPH takes to co-ordinate exhibitions. "These exhibitions are an essential form of promotion, showing a large public audience how flowers and plants can enhance their lifestyle. The consumer does need to be inspired continually."

The importance of scientific research for horticulture

■ By Robert J. Bogers, member of the ISHS Board of Directors

To ask a scientist whose career has been in horticultural research why scientific research is important for horticulture may sound like asking a butcher why we should eat more meat. There is one big difference, however. While there are good reasons to argue that many people (and the environment) would benefit from lower meat consumption, there is no doubt as to the beneficial effects scientific research and education have had and will continue to have on the horticultural industry, the environment and human health.

If we compare the range of products and services now provided by the horticultural sector with those available a few decades ago it is clear that we have made tremendous progress. Not only is there an ever increasing variety of fruits and vegetables, flowers, bulbs, pot plants, bedding plants, shrubs and trees of ever greater quality, the societal and environmental implications of growing these plants differ greatly from those in the past. All these developments are to a large extent the result of scientific research, put into practice by innovative and well-educated breeders, growers and other entrepreneurs.



A century ago, research was limited to enthusiastic and attentive amateurs, using their private gardens for experiments from which results were carefully recorded, evaluated and passed on to their descendants. Examples of such research are the series of experiments conducted by Gregor Mendel (although he probably had no direct descendants in the usual sense!) and by Thomas Andrew Knight, the 'father of horticultural science'. Later on, (groups of) growers founded experimental gardens where new culture methods were explored. Eventually, extension services were established to distribute the acquired knowledge. Many of our present research stations originated this way after governments acknowledged that they were an excellent way of improving both the yield and quality of the products and the income of the producers.

"HORTICULTURAL SCIENCE HAS THE TASK OF DEVELOPING AND IMPLEMENTING NEW TECHNOLOGIES BY COMBINING THE VARIOUS SCIENCES..."

Modern horticulture is of great importance from an economic and social point of view, as evidenced by the large value of the sector and the many employment opportunities it offers. However, like any industry it faces important challenges and opportunities arising from societal developments, globalisation of the market, increasing production in developing countries, a growing influence of the retail sector, and technological advancements in the production chain. Scientific research has become an industry in itself in which governments, sector organisations and private companies invest a lot of money to deal with these challenges and opportunities.

There is a broad range of expectations from producers, suppliers, distributors and consumers. Consumers expect a wide choice of plants that have been produced with consideration given to ethical values like fairness in the supply chain and

care for the environment. Not surprisingly, governments set ever stricter rules for producing these plants. The expectations of the industry range from the development of new cultivars, growing methods and harvesting and post-harvest practices to advances in logistics (packaging, transport, cold storage, longer shelf life) and marketing (consumer research, promotion and communication). As a result of climate change producers are seeing changes in plant phenology (e.g., time of pollination and harvest) and in the life cycle and epidemiology of pests. There is growing demand for plants resistant to new diseases and various environmental stresses.

Horticultural science has the task of developing and implementing new technologies by combining the various sciences needed to address a wide range of expectations and challenges. To be able to do that, now and in the future, universities and research centres world-wide need both sufficient funding and the necessary human capital through an assured supply of qualified researchers. Equally, the horticultural industry needs people capable of bringing the results of research into practice. In the 'western' world these resources are in increasingly short supply as governments allocate too little money to agricultural research and too few students are being trained to serve horticultural science and industry.

It will be a challenge for us all to promote the interest of governments and young scientists in horticulture, and to stimulate their involvement in horticultural research. By joining forces at exhibitions and symposia AIPH and ISHS can make it clear that the horticulture industry and research form a strong and indissoluble unity with a bright future ahead. The memorandum of understanding that was signed in spring 2007 by AIPH and ISHS will prove to be a solid base for this future.

aspects of trade



Mariann Fischer Boel

■ Member of the European Commission (EC) responsible for agriculture and rural development

View of the European Commission

EC Statement: A new Common Market Organization (CMO) for fruit and vegetables, together with a fresh set of implementing rules, is in place as from January 1st, 2008.

Question: What are the priorities for the European Commission in terms of reforms for 'Live plants and floricultural products'?

"We put a lot of effort into negotiating the reform of the CMO for fruit and vegetables and we are very happy with the results. Our aim is to improve the competitiveness and market orientation of the sector, reduce income fluctuations caused by crises, promote consumption and therefore hopefully contribute to better public health, and enhance environmental safeguards. We also introduced new measures to encourage growers to join Producer Organizations, which now have a wider range of tools for crisis management and will play a significant role in the future health of the sector."

"We also have now completed the cycle of reforms which began in 2003. There will be no further major reforms until the new EU budget period which begins in 2013. In the meantime, we are building on the reforms in our so-called Common Agriculture Policy (CAP) Health Check, which aims to further simplify, streamline and modernise the policy and prepare farmers for new challenges such as climate change."

Mrs. Fischer Boel continues: "But it's clear that for floriculture, the main priorities are to simplify the rules and reduce administrative burdens. EU legislation must be clearer, more effective and more efficient for all concerned. The elimination of EU marketing standards for live plants is another important initiative which we believe will boost trade and reduce red tape for both farmers and administrations."

EC Statement: The failure of the Doha Round Talks is a huge wasted opportunity to cut barriers to trade, to open up markets and to give a much-needed boost to the global economy. Our process of reform will continue – starting with the CAP Health Check.

Question: How will these two developments impact the international trade in 'Live plants and floriculture products'?

“Around about 95 percent of EU imports of flowers and live plants are at zero duty already. We were very disappointed that the negotiations in Geneva in July 2008 failed. But whatever the final outcome of the Doha Round Talks is, it should not have a significant effect on our import trade since the market is already highly liberalised. As for EU exports, the Commission is continuing its efforts to reduce import tariffs and other trade barriers for European exporters of flowers and live plants through bilateral negotiations with a number of trading partners. We want more trade and easier trade. We will strive to open up trade in flowers and plants just as we strive to do so for other products.”

AIPH Statement: The AIPH aims at defending – at international level – the interests of the member producers with a particular focus on free-trade, breeder's rights and the environment.

Question: In the opinion of the European Commission, what are the most important topics for the AIPH to work on to fulfil its role and stimulate the further development of the floriculture sector of the economy in different continents (e.g. Economic Partnership Agreement in the East African countries) and/or countries?

“Associations such as the AIPH play a vital role in representing their members and bringing important issues to the attention of policy makers like the European Commission. I sincerely hope the AIPH will continue to feed its expert views into the political debate in Europe and across the world. We certainly support the key aims as described

in your question – removing barriers to trade, respecting the rights of breeders and protecting the environment. The AIPH expertise and the continuing exchange of best practice can do much to stimulate the floriculture sector in the developing world and build co-operation between growers in developing countries and those in the EU.”

Mrs. Fischer Boel concludes: “Growers in many developing countries could benefit very much from comparative local advantages such as good climatic conditions. Exploiting these possibilities would in turn improve living conditions in these countries by creating new jobs.

The experience AIPH has built up over the years means it has a crucial role to play in encouraging environmentally friendly technologies for plant protection, and sponsoring good labour standards across the world.”

“I SINCERELY HOPE THE AIPH WILL CONTINUE TO FEED ITS EXPERT VIEWS INTO THE POLITICAL DEBATE IN EUROPE AND ACROSS THE WORLD”



Rolf Persson

■ Secretary general of Union Fleurs

Union Fleurs is an organization working in the interest of worldwide trade in floricultural products with members in 23 countries.

One and the same goal

Rolf Persson is the secretary general of Union Fleurs, the International Floricultural Trade Association which was established in Brussels in 1959. Persson has represented Union Fleurs in his position as secretary general for 10 years and says, "During this time-period, we have established an important relationship with AIPH. The livelihood of producers and traders depend on the same goal – sales of flowers and plants. In this business pursuit, many issues arise that cross-over into each of our own domains." Regular contact between the two organizations was first initiated by invitations to the respective president and secretary general of Union Fleurs and AIPH to attend each others general meetings. Regular participation in each others meeting continues today.

Why is AIPH of importance? Rolf Persson stresses that since the industry is operating on a global level, it is important to have a central platform where the interests and concerns of individual parties working in different regions of the world can be discussed. It could be said that the parties creating the international industry are peers, but of course they also qualify as competitors. The fact still remains that issues arising in the pursuit of an effective supply chain are of common interest. Persson underlines, "If the globalization of the floriculture industry continues its development of the last decade, AIPH and Union Fleurs will become even more important in the future."

Persson is not naïve and adds, "There are individuals who do not always understand the importance of these organizations." Independence is a strong characteristic of human nature, but an isolated existence often becomes less comfor-

table when sales and marketing strategies are interrupted by a downturn in demand. “Coincidentally, one of our members at the Union Fleurs Spring Meeting made the point that a crisis is needed to bring members together to speak with one voice. The level of recognition imparted to international associations, in this respect, swings up and down depending on the market mood.” Nevertheless, the challenges do not become any easier.

“AIPH IS UNIQUE IN THE RESPONSIBILITY IT TAKES TO COLLATE STATISTICS ON PRODUCTION AND TRADE FROM DIFFERENT COUNTRIES”

What is the role of the AIPH? Persson says, “The AIPH has taken on board a range of different issues. In my opinion, there are four key areas where the association must continue to develop its positive role; all of which are fundamental to an industry shared by businesses on a growing global scale, but striving for the same goal. First and of utmost importance to all supply chains is novelty protection. Second, AIPH is unique in the responsibility it takes to collate statistics on production and trade from different countries. Third, AIPH is proactive in the promotion of ornamentals, especially via exhibitions. Here, we see that Asian shows are extremely successful in attracting public interest whereas the mature European and North American markets are faced with a more difficult task to infiltrate the consumer economy. Are exhibitions effective? It is difficult to say, but one thing is for sure, ornamentals in comparison to their competitor consumer products lack financing for promotion. And from a producer perspective, in Europe and the USA it is difficult to measure promotional effects. Fourth and extremely topical is the issue of the environment. This is a sensitive subject at an international level with a high risk of conflicts arising among member countries, but this should not dissuade us from making it a high priority. Our most valuable asset is the good feeling image of ornamentals. This should be protected at all cost. This requires continuous dialogue about sustaina-

ble supply chain developments and relentless monitoring of retailing activities with a particular awareness of any changes in consumer moods towards our products.”

“Finally, AIPH will always be challenged by the different situations on each continent. Every continent and even every country, however, has the potential to contribute positively in the further development of the ornamentals industry, both in terms of production and consumption. We should not underestimate what has already been achieved. There is a real win-win situation existing and this momentum must be maintained by continuing to equally support all members. Nothing will ever be perfect, but AIPH’s role as a unique platform for producers and its collaboration with Union Fleurs and other internationally oriented associations and organizations is critical to keep the industry on the right road.”





International Horti Fair: world's annual horticultural platform

For four days each year the International Horti Fair is the world's leading horticultural platform for professionals in Amsterdam, the Netherlands. This annual trade exhibition, which is held in October and has some 900 exhibitors from 50 countries, attracts almost 50,000 visitors from over 100 countries. With hundreds of new flowers, plants and horticultural products it provides a real boost for horticulture and helps to strengthen international contacts.

Exhibitions are alive and kicking

Trade exhibitions have something unique about them: they combine the strength of personal, face-to-face communication with the physical presence of the product and the functions of market place and meeting place. Predictions of the end of exhibitions are nothing new; often they have accompanied the introduction of new means of communication such as the printed word, the telephone and the mobile phone, or technological innovations such as the motor car and the aircraft. Certainly the advent of the Internet saw a spate of such predictions. But exhibitions are still alive and kicking. Exhibitions clearly meet a need, particularly in a time of individualisation.

The increasing importance of communication also applies to horticulture generally and the floriculture sector in particular. This is true not only in relation to the commercial market but also in respect of the sector's international profile towards government bodies and civil society organisations. Trade exhibitions therefore remain a vigorous medium because thinking from the perspective of the consumer is becoming ever more important.

Yet however strong and interesting they may be, trade exhibitions are a remarkable phenomenon. As exhibition organisers we invite firms that are in competition with one another to present their products and at the same time give their customers and prospects the chance to visit their competitors. This creates tremendous scope for tension, but above all provides an incentive to be distinctive and hence the impetus for intensifying contacts.

Horti Fair: organised for and by the horticultural sector

The Horti Fair, which now has an international reputation, has its roots in Dutch horticulture. Since 2000 it has combined under one roof its two predecessors, namely the NTV International Horticultural Trade Fair in Bleiswijk (established in 1972) and the Aalsmeer International Flower Trade Show (established in 1962). The Horti Fair is organised for and by the horticultural sector, because our roots lie with individual entrepreneurs.

As an annual international platform for the horticultural sector, the Horti Fair also serves as a powerful magnet for many activities that are held in the same week in and around Dutch horticulture.

This is because Amsterdam is situated close to the centres of production, trading and expertise in the Netherlands, which have international branches throughout the world. These related activities include open days held by companies and organisations and annual meetings of all kinds of horticultural organisations. And it is the ideal moment for many international contacts and customers to visit the Netherlands. So in the week of Horti Fair the entire horticultural world is welcome in the Netherlands. The Horti Fair promotes this effect, above all for the benefit of horticulture. As world horticultural showcase: www.hortifair.nl

Response and cooperation

The Horti Fair organisers respond to market developments and thus work intensively with sectoral and market participants. Quality, innovation and sustainability are key concepts in this connection. Each year the Horti Fair House of Quality features the world's largest judging of flowers and plants, with some 1,300 entries from individual growers. The external and visual quality of their products is assessed by expert judges. These competitions help to raise the quality of the products to a higher level, and winning an award (the best entry receives the Interpolis Quality Cup) is excellent promotion for product and entrant alike.

The Horti Fair Innovation Award (which is organised in cooperation with Reed Business) is conferred annually during the trade exhibition in Amsterdam. All the hundreds of new products are assessed by an international trade jury. Some twenty new products are shortlisted in a preliminary round and the winner is announced on the first day of the Horti Fair.

Sustainability in various guises, for example 'Growing Sustainably' in 2008, will be the theme of the upcoming Horti Fair-shows. This will be featured by participants at the exhibition, and sustainability will be on the agenda of the Breakfast Briefings and walk-in seminars. It is also the common theme of the special interest pavilions at the Horti Fair such as the House of Genetics, House of Technology, House of Software and the Good & Green Pavilion. These pavilions feature developments specific to the sector, with the emphasis on sustainability.



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Augusto Solano

■ President Asocolflores and AIPH representative South and Central America

Asocolflores is the Colombian Association of Flower Exporters representing growers that handle more than 80% of the total flower exports from Colombia. Among its members are 200 flowers farmers located in the savanna region near Bogotá, Rionegro (Antioquia), Caldas and Valle del Cauca. As a national non profit organization, which was set up in 1973 to promote the Colombian flower industry in the different export markets, Asocolflores also encourages education and research and aims to enhance the skills and working conditions of all flower industry professionals, develop and exchange industry knowledge.

Promotion and the younger generation

Way back in 1998 Asocolflores joined AIPH.

Augusto Solano is the president of Asocolflores since 2000 and he sees the

AIPH as the most important platform to analyze and discuss the challenges of horticulture worldwide. “This is important not only to solve the many problems the industry faces; I think one of the biggest challenges is to promote the positive image of horticulture, stressing that the industry meets all kinds of sustainability standards. Sustainability in the broadest sense of the word is of foremost importance. The three pillars of sustainability, environmental, social and economic should be strong and well balanced. This would result in increased demand for ornamentals.”

One good example for sustainability would be Asocolflores’ own social and environmental program Florverde. This label has been introduced in 1996 and focuses on sustainable and socially acceptable production. Florverde, verified by the international renowned audit company SGS from Switzerland,

includes a code of conduct and is supported by more than 171 farms, over more than the half of the total Colombian area used for floriculture.

According to Solano the values of ornamental products should be highlighted more: “Here, I mean the great beauty of a natural product and the positive, emotional impact ornamentals have on someone who receives or buys flowers. Promotion activities should also be targeting the younger generation. A product like ornamentals faces fierce competition from many new and sophisticated goods. It is crucial to understand better the spending habits of the young consumers to be able to better market horticultural products.”

“IT IS CRUCIAL TO UNDERSTAND BETTER THE SPENDING HABITS OF THE YOUNG CONSUMERS...”

Commenting briefly on the most important topics for AIPH, Solano first explains, “The main issues for Colombia are environment, promotion and novelty protection.” From an international perspective, he adds, “Dif-

ferent countries can mean different interests. Some countries are interested in flower exhibitions that last several weeks or months. Other countries, because of the characteristics of their products are keen to organize trade shows that will last a few days. For some countries the novelty protection issues are more important than to others. Fair competition and fair contracts are two sides of the coin.”





B I O L O G I C A L S Y S T E M S

Koppert is the international market leader in the field of biological crop protection and natural pollination. Koppert has a reputation internationally for reliability, innovation and quality. The ongoing research and continuous production of beneficials and pollinators contributes to the development of sustainable agriculture and horticulture world-wide.

Fight less welcome aspects in nature with the good things in nature. It's a simple principle. Common insects pests such as spider mites and thrips can be fought and controlled with their natural enemies such as predator insects, parasitic wasps and even beneficial fungi. Koppert has been developing this knowledge for over 40 years now and helps growers all over the world to find sustainable solutions that meet the highest standards, with regards to the environment. The ornamental market provides Koppert with great opportunity as chemical corrections have less and less effect because pests are becoming more resistant to chemical products every day. New product development plus improved quality and yield are the prime objectives of Koppert. In addition, the 'green' character of this method is a good boost for the image of growers that work with it.

Sustainability

Consumers become more demanding every day. This and environmental legislation require to grow sustainably. Growers have to find a balance between optimal production and requirements for pest control. Koppert contributes in finding solutions that help growers to find this balance, even pro-actively. In addition to crop protection and pollination Koppert even developed a method to prevent virulent fungi from affecting plants by using a beneficial fungus that wraps and protects the roots.

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A continuous search

■ By Sjaak Langeslag, president of the Royal General Bulbgrowers' Association (KAVB)

Water, energy, pesticides and fertilizers have proven to be very important for the worldwide development of horticulture in the last decades. High productivity and product quality were the leading factors for the growers, wholesalers, retailers and consumers. During these decades it became clear that harmful effects for the workers and the environment could also occur, especially from pesticides. The first clear statement about this was given by Mrs. Rachel L. Carson with her book *"Silent Spring"* in 1962. The New York Times then commented: *"It is high time for people to know about these rapid changes in their environment and to take an effective part in the battle that may shape the future of all life on earth"*. Since then the legislation and use of pesticides has become stricter and much more attention is given to the potentially detrimental effects on people, both employees and consumers, and the environment. In 1997 governments reached an agreement in Kyoto and set long term goals for reduction of energy use and CO2 emission. More recently, in 2006, Al Gore caught the world's attention for environmental issues and climate change with his film *"An Inconvenient Truth"* which contributed enormously to a broad awareness of the problems mankind had to deal with in future.

This increased knowledge and awareness of unwanted side effects also led to rapid changes in horticulture. Towards the end of the last century joint research programmes from governments and horticultural industry were developed in several countries. New growing techniques, crop resistance to pests and diseases, physical and biological control of pests and diseases, and new post harvest treatments were introduced which led to a substantial reduction in the use of pesticides and fertilizers. The phytopharmaceutical industries



developed new active ingredients which were much more specific in their activity to target organisms and showed fewer side effects to non target organisms. New companies specializing in supplying biological control agents developed. Growers started to use integrated pest management systems by combining both biological and chemical control agents. Antagonistic fungi and bacteria as well as insects or bacteria that predate or parasitize harmful insects and nematodes were successfully introduced in horticulture.

**"...INSECTS OR BACTERIA THAT PREDATE OR
PARASITIZE HARMFUL INSECTS AND NEMATODES
WERE SUCCESSFULLY INTRODUCED IN HORTICULTURE"**



New techniques for better regulation of the climate in greenhouses and cold stores were developed and introduced. Energy use dropped dramatically and greenhouses have in the meantime even developed into energy production sites. CO₂ from the heaters is directed into the greenhouse to increase growth of the plants and no longer emits into the air. It is this that is the growers' challenge to get a fair income, to maintain high product quality standards and meet the demands from wholesaler, retailer and consumer. To account for all this to society, authorities and the market place, certification schemes and labels like 'EurepGap', 'Florverde', 'MPS' and 'Fair Flowers and Plants' were introduced. These schemes focus primarily on product quality and social and environmental issues and independent certification bodies are involved in enforcement of the schemes. In the supply chain these schemes developed into a major selling point and surely will become a 'must do/must have' for the industry.

In the near future the issue of water usage for growing ornamentals might become even more important than the issues related to energy. Energy from wind, sun and geothermal sources will be further developed as alternatives for oil and gas. But the shortage of water, often in combination with the poor quality due to saltiness in many regions of the world will lead to restrictions in use as to save as much water as possible for human consumption. A joint effort of research and industry to develop plant varieties and cultivation techniques that require less water is needed to solve these matters.

It can be stated that the growers of flowers, plants, trees and flower bulbs are highly aware of their responsibility to safeguard their employees and the environment. New techniques for growing and storage, and new systems to control pests and diseases will help them to fulfill their quest for sustainability. The very dynamic balance between People, Planet and Profit is a continuous search and growers have to adjust their cultural and business policies continually. AIPH is substantially contributing to this process by addressing the issue of sustainability in the meetings of its Standing Committee for Environment and Plant Health and exchanging the newest information between its members.

Otto Koch

■ Former president AIPH (1991-1999)

Past topics not dissimilar to future priorities

Otto Koch was born into the world of ornamentals; his family's involvement in the professional production of flowers and plants goes back more than 200 years. While Koch himself was an orchid grower in Denmark, today his nephew, Andreas, continues the family tradition in the Santa Barbara area of California in the USA with 30,000 m² of cut roses. Koch says, "My term as president of the AIPH was complementary to the responsibilities I had as president of Denmark's central growers organization (D.E.G.); a position I held for 17 years."

"... THE INTERNATIONAL INDUSTRY MUST NOT UNDERESTIMATE HOW IMPORTANT FREE TRADE IS TO A LARGE NUMBER OF GROWERS"

Koch recalls that the AIPH was a very important platform for the discussion of those issues that were critically influencing the international industry at the time. He adds, "The topics that we debated in the past are not dissimilar to those we debate today and these topics will continue to be important in the future." He points out, for example, that environmental questions have been a topic of discussion ever since they were first raised in 1986. The 1990s, he says, were marked by the number of discussions centred on the Washington Convention on International Trade in Endangered Species of Wild Fauna and Flora, signed on March 3, 1973. In terms of what the AIPH can target in the future Koch stresses how the international industry must not underestimate how important free trade is to a large number of growers.

Koch's greatest admiration for the AIPH relates directly to the opportunity it presents for uniting the views of member countries, at least in terms of their point of view on the aforementioned issues. As he sees it though the role of the AIPH needs to extend beyond opinion forming and should endeavour to create a broader acceptance of established viewpoints. He says, "The implementation of strategic international policies varies by country," in this respect, Koch stresses, "the AIPH must remain very keen on monitoring policy changes in different countries, some of which can be unfavourable to international business."



A photograph of a middle-aged man with short, graying hair, wearing a white short-sleeved button-down shirt and a red patterned tie. He is standing in a garden filled with tulips. To his left and right are large, vibrant red tulips. In the background, there are yellow tulips and a green lawn. The scene is outdoors with trees in the distance.

“AT AIPH IT IS NOT
ABOUT NATIONAL
PROTECTION”

Bernd Werner

■ Former president AIPH (1999-2003)

More to discover

In 1999, at the occasion of China's first international horticultural exposition in Kunming Bernd Werner was elected president of the AIPH. His four-year term was marked by globalization. Werner saw AIPH evolve into an organization focusing on four main topics; Statistics, Novelty Protection, Environment and Marketing.

Looking back on the 60 year history of AIPH, Werner first reminds us that AIPH was not the first attempt to defend the common interests of growers. "The first grower associations were set up in the Napoleonic era, in different countries of Western Europe. In 1909 the first international growers association was founded, but the outbreak of the First World War disrupted the work of AIPH's predecessor. Its work continued after WW I, under a different name. The last meeting of this organization was held in Berlin in 1938. Shortly after, the outbreak of World War II stopped the international contacts. In 1948, the Swiss growers association celebrated its 50th anniversary and in the same year the *Association Internationale de Producteurs de l'Horticulture*, AIPH was established. In all those years the friendship between the growers of the member countries has been consolidated and developed and form the basis for trustful cooperation."

Werner says that initially the AIPH had a large number of tasks, which have been reduced in recent years. "In the beginning we had more committees, but due to globalization the problems and topics were changing. At AIPH it is not about national protection. Horticultural products like cut flowers, young plants or nursery stock are sold worldwide and that's why international novelty protection along with new regulations safeguarding the environment are more and more important."

According to the former AIPH president there is a huge demand for horticultural exhibitions. Werner stresses the

added value offered by AIPH and adds, "Representing a large number of growers, AIPH is very well experienced in the field of organizing these type of expositions. Approved by AIPH, the success of a horticultural exposition is better guaranteed. Horticultural exhibitions are not only a display of flowers and plants, they even offer an opportunity to compare different types of gardening worldwide. Landscapers are also part of the flower industry and this group of professionals has stimulated gardening internationally. Gardening has changed our lifestyle."

In the future, Werner believes that one of the big challenges of AIPH is to become an overall horticultural organization. "AIPH was founded as an organization of non edible horticulture products, like flower bulbs, cut flowers, potted plants and nursery stock. Therefore ornamental growers have a dominant position in AIPH. But, I think there is more to discover. Horticulture includes other types of products like fruits and vegetables. The sector also comprises horticultural suppliers, garden centres, gardeners and landscapers. We are all busy with green products. A worldwide organization including all the different professions in our industry is necessary and this organization could be AIPH. AIPH has to stand for environmental friendly, sustainable production. AIPH must be synonymous with gardens and landscapes, and the organization has to be a sparring partner for politics and society worldwide."

When Werner is questioned about the different roles and topics for AIPH in different continents and countries, he says, "Generally we can say that the tasks for the national horticultural associations in all countries are the same. But, the political system is not everywhere the same and therefore the promotion for the ornamental sector is different from country to country. AIPH is not able to have contacts with every government in the world, but there are lots of questions which could be discussed on an international level. AIPH wants to offer excellent business opportunities to all growers and landscapers."



Richard McLauchlan

■ Founder of DHPG and AIPH representative Middle East

Founded in 2007, the Dubai Horticultural Producers Group (DHPG) is one of the newest members of AIPH. In 2008 Dubai hosts the annual AIPH congress.

“WE BELIEVE THAT SUCH MEMBERSHIP WILL GREATLY ASSIST AND ENHANCE DUBAI’S EFFORTS TO BECOME A REGIONAL PRODUCER AND IMPORT/EXPORT HUB...”

Regional recognition and Planet Earth plans

In daily life Richard McLauchlan is chief investment officer for Leisurecorp and his formal relationship with AIPH began in September 2007 when he founded DHPG, which achieved membership of the AIPH.

He says, “We believe that such membership will greatly assist and enhance Dubai’s efforts to become a regional producer and import/export hub as evidenced already through such initiatives as the creation of the special purpose facility at Dubai International Airport, the Dubai Flower Center. It will also provide recognition of this part of the world as a centre for innovation and global growth in the production, distribution and retailing of horticultural products.”

DHPG’s aim is to raise interest in horticulture and an international flower show at some time. There are some plans to realize an international exhibition under the name *Planet Earth*.

DHPG is not directly involved in the Dubai Flower Center although naturally take an interest in its endeavours.

McLauchlan adds, “As I have not seen any business plan I cannot comment on its performance against expectations. However, I do understand that there is considerable support for its intentions to become a continuingly vibrant and successful regional import/export hub.”



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Mrs. Jane Ngige

■ Chief executive officer Kenya Flower Council

The Kenya Flower council was established in 1996 with the sole purpose of bringing together independent growers and exporters of cut flowers and ornamentals in Kenya under one roof to ensure implementation of acceptable local and international standards, and as a platform to unite as one voice.

As of January 2008, the council had a total regular membership of 50 flower growing and exporting companies with 69 separate farms with a geographical spread within the country. The current KFC membership represents between 70-80% of the flowers exported out of Kenya. The associate membership stands at 14 members representing the major Cut Flower Auctions and Distributors in UK, Holland, Switzerland and Germany and Kenya. The associate members are involved in the flower sector through flower imports, provision of farm inputs and other affiliated services.



Africa's access to high value planting material

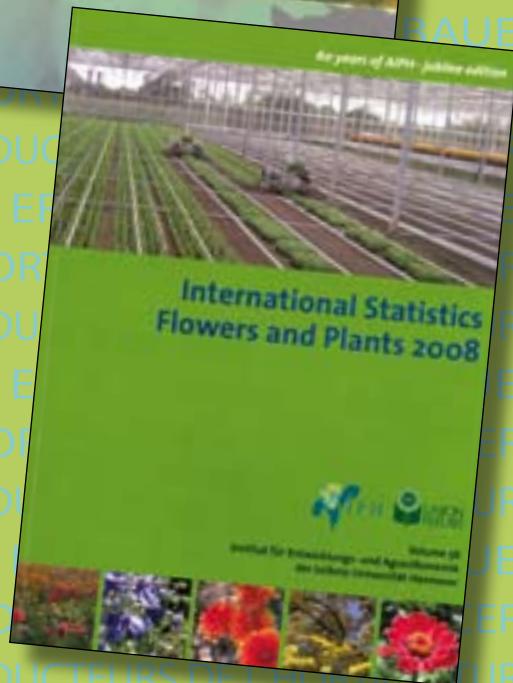
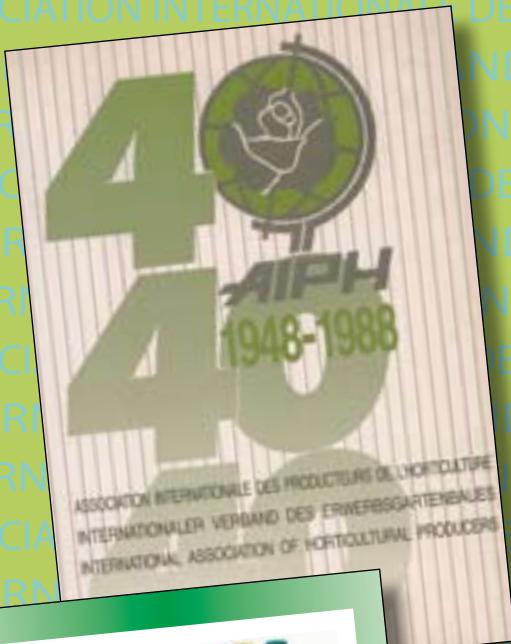
About the role of the AIPH, Jane Ngige says:

“A current important issue for the international ornamentals industry is breeder's rights and the intellectual property rights of genetic material. Many countries have lost their germplasm to commercial companies with no compensation. This is an area that AIPH could work with under its mandate to create the necessary awareness, particularly amongst countries where knowledge on the issue is relatively low. A future subject could be to identify origins of the various flower products coupled with knowledge of their use. I see this role of education and awareness creation as a most important topic for the AIPH.”

“I SEE THIS ROLE OF EDUCATION AND AWARENESS CREATION AS A MOST IMPORTANT TOPIC FOR THE AIPH”

And she continues:

“In different parts of the world, of course, education and awareness subjects will certainly differ depending on specific interests and priorities. Product development using modern technology will be more interesting for countries with the ability to employ the latest technology to produce high value products, while developing countries will be playing ‘catch up’ and hoping to have access to such material and technology. But, they would also want to pursue benefits arising from products developed using their germplasm. Very important is facilitation to access high value planting material by growers in Africa, particularly when flowers grown in Africa have often been perceived as cheaper products. What we see today is that, due to migration of very well experience growers to this part of the world, products of the highest quality are now being realized.”



AIPH Member Organizations

■ Region I

Denmark, Finland, Guernsey, Norway, Sweden, The United Kingdom

Dansk Gartneri	Denmark
Kaupapuutarhaliitto	Finland
Guernsey Growers Association	Guernsey
Norsk Gartnerforbund	Norway
GRO Gröna näringens riksorganisation	Sweden
National Farmers' Union	The United Kingdom
Horticultural Trades Association	The United Kingdom

■ Region II

Belgium, Germany, Luxembourg, The Netherlands

Algemeen Verbond van de Belgische Siertelers en Groenvoorzieners	Belgium
Zentralverband Gartenbau e.V.	Germany
Fédération Horticole Luxembourgeoise	Luxembourg
Nederlandse Tuinbouwraad	The Netherlands
Vereniging van Bloemenveilingen in Nederland	The Netherlands
Koninklijke Algemeene Vereeniging voor Bloembollencultuur	The Netherlands
Nederlandse Bond van Boomkwekers	The Netherlands

■ Region III

Austria, Czech Republic, Hungary, Italy, Spain, Switzerland

Bundesverband der österreichischen Gärtner	Austria
Union of Flower Growers and Florists	Czech Republic
Hungarian Ornamental Plant Association and Commodity Board	Hungary
Confederazione Generale dell' Agricoltura Italiana Confagricoltura	Italy
FEPEX	Spain
JardinSuisse, Unternehmerverband Gärtner Schweiz	Switzerland

■ Region IV

Canada, Colombia

Fédération Interdisciplinaire de l'Horticulture Ornementale du Québec Inc.	Canada
Canadian Nursery Landscape Association	Canada
Asocolflores	Colombia

AIPH Member Organizations

■ Region V

Israel, United Arab Emirates

Plants Board of Israel
Dubai Horticultural Producers Group

Israel
United Arab Emirates

■ Region VI

Australia, P.R. China, Chinese Taipei, Indonesia, Japan, D.P.R. of Korea, Rep. Korea, Malaysia, Thailand

Nursery & Garden Industry Australia
China Flower Association (CFA)
Yunnan Flower Association (YFA)
TFDA
Indonesian Flower Association
Japan Landscape Contractors Association Inc.
Commission of Korean Kimilsungia & Kimjongilia
Korea Flower Production Marketing Association
Horticultural Science Society of Thailand
The Orchid Society of Malaysia

Australia
P.R. China
P.R. China
Chinese Taipei
Indonesia
Japan
D.P.R. of Korea
Rep. Korea
Thailand
Malaysia

Spring meeting 2008, Budapest, Hungary





