



AIPH INTERNATIONAL GROWER
OF THE YEAR AWARDS 2016

The Winners



AIPH

Royal FloraHolland is proud to be Headline Sponsor of the AIPH International Grower of the Year Awards Event 2016.

We promote innovation and entrepreneurship throughout the horticultural sector.



Flowering the world.

THE INTERNATIONAL ASSOCIATION OF HORTICULTURAL PRODUCERS (AIPH)

'The world's champion for the power of plants'

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. Much has changed in that time. Technologies advanced, cities rose from the ground, and we have become more connected than ever. As a result, our essential bond with nature has been weakened. AIPH strives to reignite and uphold an appreciation of plants that we believe is a basic human instinct. We support the work of grower associations globally and together we champion a prosperous industry, growing plants that enhance lives, advance societies and sustain our planet, for this generation and the next.

The AIPH International Grower of the Year Awards recognise best practice in horticultural production by the top ornamental production nurseries from around the globe, celebrating the expertise and energy they give to horticulture.

This is an exciting time to be involved in the Awards with new categories and a brand new venue at IPM Essen, Messe Essen, in Germany. Three new categories have been introduced so the Awards can better represent the wide range of growers operating around the world. The categories are - Finished Plants & Trees - Growers of plants and trees that are ready for final sale, Young Plants - Growers of cuttings, plugs, liners, seedlings etc., which are sold for growing on, and Cut Flowers - Growers of flowers and foliage which are cut for indoor decorative use.

For 2016 we have finalists from Canada, China, Germany, Netherlands, Turkey, UK and USA:

- Arcadia Chrysanten – Netherlands
- Costa Farms – USA
- Dashun International Flower Co. Ltd – China
- Dutchmaster Nurseries – Canada
- Flash Tarım Ürünleri Ltd. Şti (Flash Flowers) – Turkey
- Florensis – Germany/Netherlands
- Kunming Hongzhijia Gardening Co. Ltd – China
- Majestic Trees – UK
- Shanghai Yuanyi Seedling Co. Ltd – China

Bronze, Silver and Gold has been awarded, where applicable, to each category with one category winner receiving the final and most prestigious award – the coveted Gold Rose, awarding them the global status of AIPH International Grower of the Year 2016.


Bernard Oosterom
AIPH President


Tim Briercliffe
AIPH Secretary General



Celebrating the world's best ornamentals growers, the AIPH International Grower of the Year Awards are brought to you by the International Association of Horticultural Producers (AIPH) in partnership with Founding Partner, FloraCulture International (FCI), and Headline Sponsor, Royal FloraHolland.



www.aiph.org/groweroftheyear

THE INTERNATIONAL JURY



Andras Treer
Hungarian Ornamental
Horticulturists Association



Tetsu Nomura
Japanese Landscape Contractors
Association, Japan



Bill Stensson
Sheridan Nurseries, Canada



Chair – **Vic Krahn**
AIPH Past President



Jaap Kras
Lawyer, Netherlands



Tim Edwards
Boningale Nurseries, UK



Peter van de Pol
Schoneveld Breeding,
Netherlands



FINISHED PLANTS & TREES

CUT FLOWERS

YOUNG PLANTS



AIPH INTERNATIONAL GROWER OF THE YEAR 2016 – WINNER FINISHED PLANTS AND TREES – GOLD

THE JURY SAYS:

“A very impressive, competitive company which has expanded rapidly and organically, and has extensive market penetration. It is leading the field in terms of plant variety development, plant production, R&D and marketing initiatives. A very innovative, perfectly organised, highly efficient company. An example for others.”



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www.costafarms.com

Costa Farms, USA

Costa Farms is one of North America’s largest growers of ornamental plants regularly bringing new products to retailers on an international scale. It is one of the largest indoor plant growers in the world and one of the largest growers of annual bedding plants and perennial plants in the United States. Overall it grows a wide range of plants, including houseplants, orchids, indoor and outdoor cacti and succulents, tropical shrubs, annual bedding plants, and perennial bedding plants, and is the United States’ largest grower of hibiscus, mandevilla, Norfolk Island pine, Boston fern, majesty palms, and several other crops. Costa Farms plants are sold throughout the United States, Canada, Mexico, Puerto Rico, Dominican Republic, Central America, and Europe. The company has outstanding relationships with breeders and plant producers around the world and is unparalleled in the North American market for quality, product range and quantity.

Excelling in its sector, Costa Farms has taken crops, such as Hibiscus and Mandevilla, and elevated them by working with breeders on premium, exclusive genetics as well as finding new ways to package them. By creating marketing programs for these premium varieties, Costa Farms has provided retailers with a destination spot within their centres for these varieties in order to generate excitement among end consumers. The company provides its retail customers with merchandise and selling support to help maximise the product lifespan and improve their sales. It also actively markets to end consumers with a monthly email newsletter filled with gardening tips and ideas; a full-service website; and a strong presence on multiple social media platforms. In addition, Costa Farms carries out consumer research regarding consumer trends so that it may go on to develop offerings that are on trend.

Costa Farms tests hundreds of new varieties in its Trial Gardens every year to find best-in-class products to offer to customers, overall it has four acres dedicated to research and development of annuals and perennials in two U.S. states. It invests heavily in research and development and is continually trialling new growing techniques to improve product quality, company efficiency, and give a better experience to end consumers. The company is always looking for new ways to reduce cost and improve efficiencies and has a dedicated team to improve processes and process flow using LEAN manufacturing techniques. The Costa Farms family also takes sustainability to heart, seeking to make the business more sustainable and reduce its climate change impact.

Founded in 1961 by Jose Costa, Costa Farms is a third-generation, family-owned business with more than 60 years of experience in growing quality finished plants. Today Costa Farms employs more than 3,400 people in the United States, Dominican Republic, and China, and has some 4,200 acres of production globally.



The owners of Costa Farms: (left to right) Jose Costa – Executive Vice President (Foliage Division), Maria Costa Smith – Executive Vice President (Color Division) and Jose Smith – President, Chief Executive Officer.



Expo 2016 Antalya, with its theme of 'Flowers and Children' will be held in Antalya from April to October 2016. National and international congresses, panels, meetings and seminars will be organised during the Expo period and visitors will have a chance to experience cultural and artistic events.



Theme

Starting with the philosophy of 'Cultivating a Green Life for Future Generations', Expo 2016 Antalya has adopted the theme of 'Flowers and Children' along with the motto 'A Green Life for Future Generations'. The Expo aims to start a new way of thinking - the intoxicating scent of flowers and the laughter of children throughout the city bringing with it hopes for a greener world.

The subthemes are history, bio-diversity, sustainability and green cities.

In Expo 2016 Antalya, flowers symbolise the green life that we wish to guarantee for future generations a green future depends on our capacity to sustain biodiversity and maintain a balance between natural and cultivated biodiversity. The Expo will focus on the extremely important relation between humankind and plant diversity, offering a perspective on the evolution of cultivated plants and their relation to biodiversity.

Expo 2016 Antalya Site

The Expo site, which will be a permanent site, will include exhibition areas for participant countries to introduce their gardening cultures. The exposition site will include:

- Expo Tower
- Agriculture and Bio-Diversity Museum
- Congress Centre
- Amphitheatres
- Children's Island
- The Science and Technology Centre for Children
- Countryside Activity Area
- Expo Lake
- Expo Hill, Expo Forest, Expo Square, Culture and Art Street and Rainforest Greenhouse.
- Restaurants to reflect our architectural culture.
- Indoor Gardens
- Turkish Biodiversity Theme Track

FINISHED PLANTS AND TREES SILVER WINNER

Majestic Trees, UK

Majestic Trees grows finished plants and trees and has had resounding success in unlocking the market potential for direct supply of mature trees. With trees from 12/14 up to 1.1 metre girth, 3 to 13 metres tall and 50 to 5,000 litres AirPots, the company grows, supplies and plants nationwide with its own fleet of heavy transport and custom equipment to ensure total customer satisfaction.

Majestic Trees strives to provide excellent quality, exceptional service and exemplary professionalism. From the painstaking efforts made to select only the finest tree stock to grow on; the pruning of the trees, potting and growing on in AirPot containers till they reach their full potential; and the marketing and thereafter devotion to customer service both at the nursery and at the point of delivery, overcoming any obstacles, however large the tree, Majestic Trees is renowned across Europe as a team of passionate and dedicated horticulturists.

Key components of its innovative strategy have included: early adoption of the AirPot container growing production system, cultivation of a uniquely wide range of varieties and sizes, a nursery conceived and developed to be entirely visitor friendly, provision of a high level of customer advisory support, provision of a complete, in-house supply-and-plant package, and the promotion of a team-spirited working culture to encourage professional pride and high staff retention.

Majestic Trees, an independently owned company now in its fourteenth year, has grown rapidly and operates today solely from a 20-acre nursery site in Hertfordshire, England.



THE JURY SAYS:
"A leading company combining tradition and new technology with a most innovative way of reaching the market place. This company has added so much value to the simple job of supplying large trees and shrubs to the end user that it has left its competitors behind."



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www.majestictrees.co.uk

FINISHED PLANTS AND TREES

BRONZE WINNER

THE JURY SAYS:
“A growing family business that is set on the idea of providing its customers with what they want and being available for their clients throughout the year. An ambitious and dedicated team, actively innovating their product lines.”

Dutchmaster Nurseries, Canada

Dutchmaster Nurseries is one of the leading wholesale nurseries in Ontario producing trees, shrubs, and perennials for wholesale purposes and shipping throughout Eastern Canada and the Eastern United States. It prides itself in being the best it can be at growing and supplying its products, and knowing that there are many excellent growers in Canada and beyond, the company looks for ways to set itself apart.

Aside from providing quality plant material and good customer service, as most customers have come to expect, Dutchmaster Nurseries also focuses on other key competencies. One such competency is constant availability. Understanding that deadlines are important and that landscape construction projects do not always go as planned, Dutchmaster Nurseries aims to have on-hand availability of plant material. Another competency is very fast turnaround time even for last minute orders.

At Dutchmaster Nurseries, crop selection is very important and it is an avid purveyor of disease resistant cultivars. Innovation is also very important. Improvements in areas such as crop selection and production, automation techniques, waste minimisation, research and development as well as others are essential to the company. In addition, Dutchmaster Nurseries engages in a number of practices in order to be a leader in environmentally friendly initiatives.



FINISHED PLANTS AND TREES

BRONZE WINNER

Dashun International Flower Co. Ltd, China

Dashun International Flower Co. Ltd. is the largest pot plant grower in China supplying 10,000,000 finished plants to the market. Dashun focuses on the production of plants with colourful flowers, leaves and fruits for the home and office. Its award winning product range, recognised for its best new varieties and high quality, includes Anthurium, Medinilla magnifica, Bromeliaceae, Marantaceae, Rieger Begonia and Kalanchoe.

Dashun International Flower Co. boasts 300,000m² greenhouses which are built and equipped with modern technology, such as geothermal, sub-irrigation, automatic environment control and automatic spraying systems. The company established a quality control system for all aspects of its production, is certified to ISO9001 quality management system and uses an electronic grading system for its finished products.

Innovation is a key focus for Dashun International Flower Co. which has introduced new equipment and facilities from manufacturers including Priva and Stolze, new varieties from Anthura, Exotic Plants, Queen and Greenex, and production techniques more widely used in developed western countries. It has also adapted the new technology to its environmental and production conditions. The company has set itself high standards for sustainable production. It collects all rainwater and reuses all of its irrigation water; uses a comprehensive pest management system, and minimises chemical use.



THE JURY SAYS:

“In the fast expanding Chinese market this company is not only very large and successful with impressive growth in a short time frame, its focus is on quality, which ensures it will be around for a long time to come. An example in innovation research, crop selection and quality products.”





CUT FLOWERS GOLD WINNER

THE JURY SAYS:
“Using a uniquely strong market vision and dedicated goal-oriented philosophy, the company brings together a number of entrepreneurial businesses into one entity that is highly focused on its market and customer management. In an extremely competitive environment and difficult market, they succeed with their excellent quality products.”

Arcadia Chrysanten, Netherlands

Arcadia Chrysanten, Netherlands, specialises in the cultivation and marketing of bunched and disbudded chrysanthemums, producing 50 million high quality branches a year for sale in both Eastern and Western Europe. Constantly looking for innovative shapes and colours, the company produces 20 varieties of chrysanthemum which are market and customer-oriented. It has expanded its range with disbudded chrysanthemums in particular, as well as through new species and by adapting to the season.

Arcadia is socially responsible, making sustainability a top priority. It regularly reviews its cultivation processes to identify ways to become more energy efficient and as a result, is a leader in The New Cultivation (Het Nieuwe Telen) in which it seeks to optimise both technique and cultivation. It is also closely involved in a number of new innovative developments, such as “Next Generation Cultivation” which includes a 25% reduction in energy use. For example, Arcadia’s new location utilises a new type of glass that allows 7% more light to pass through, improving light distribution and removing shadows. Another innovation improves the maintenance of plant quality during transportation by using vacuum cooling. For each of these innovations Arcadia is either a pioneer or working in partnership to implement them.

Arcadia boasts four cultivation sites with a total area of 20 hectares. In the Westland, it has two branches with one in De Lier and the other in Kwintsheul. The fourth branch is in De Kwakel, near Aalsmeer.



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www.arcadiachrysanten.nl



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CUT FLOWERS SILVER WINNER

Flash Tarım Ürünleri Ltd. Şti. (Flash Flowers), Turkey

Founded in 1992, Flash Tarım Ürünleri Ltd. Şti is one of Turkey's leading producers and exporters of cut flowers packing more than 1.5 million stems per week to export to more than 20 countries. It produces 16 different kinds of flowers with over 160 varieties, including greens, foliage and carnations.

Growing fast, the company's production area has increased from five hectares in 1992 to 70 hectares in 2015. Starting small, today Flash Tarım Ürünleri Ltd. Şti has eight different production sites in and around Antalya using high-tech growing standards along with the 23 years of staff experience.

By delivering high quality, competitive price and limitless service, Flash Tarım Ürünleri Ltd. Şti leads the Turkish flower sector with its experience, modern facilities, innovation and competitive structure. Its flowers are packed in boxes that were specially designed according to market demand with all packaging material being 100% recycled and environmentally friendly.

The company is proud to supply Turkish flowers all over the world with consignments transported via land, air and sea. Sharing the pleasure of growing and introducing flowers to the world, Flash Tarım harmonises the beauty of the flowers with people to 'Make a difference' for an enjoyable life.



THE JURY SAYS:

“A company that is growing at a very impressive rate, while finding the enthusiasm to look hard for innovation and ways of improving its environmental credentials. Its economic performance is outstanding, it fulfils its customers' needs, understands the importance of promotion, and is flexible in production and sales.”



www.flashflower.com



YOUNG PLANTS GOLD WINNER

THE JURY SAYS:
“A global company which dominates in its area of expertise, and is an outstanding and professional performer in the young plant industry. The business focuses on continuous improvement by following a well thought out strategic program, with a broad, state of the art and high quality product assortment.”

Florensis, Germany/Netherlands

Florensis is an innovative, second-generation family business that has proven its success over the years. Since 1941 it has provided professional growers with new varieties and plant propagation material. More than 2,000 devoted and skilled employees in Europe (with its head office in the Netherlands) and throughout the world produce more than 900 million young plants from seed and cuttings each year. The company specialises in annuals, perennials, pot plants, primroses, pansies and cut flowers. It supplies growers with an unrivalled assortment of more than 4,000 different varieties of plants and flowers of the very highest quality, grown using the most innovative and sustainable technologies. Florensis is also skilled in marketing these products successfully.

Florensis international locations in Kenya, Ethiopia and Portugal contribute through production of unrooted cuttings and seeds. Furthermore, large-scale contract production takes place in different countries. Florensis owns a separate production location in Rijsenhout for its Cut Flowers product group. Here, an independent sales organisation services the top European growers. At various breeding locations, the company develops new varieties and works closely together with the most renowned breeders in the industry to produce a unique product assortment. On sustainability, Florensis takes the lead and plays an active role in the continued development of its employees, the building of communities, as well as supporting the natural environment in and around all of its locations in Europe, Kenya and Ethiopia.



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YOUNG PLANTS SILVER WINNER

THE JURY SAYS:
“This company demonstrates ambition and business acumen by both satisfying the rapidly increasing demand for plants and flowers in China and at the same time developing a very successful export trade with Japan. A very good propagator working according to the best world standards. It has significant potential for further growth as well.”

Kunming Hongzhihua Gardening Co. Ltd, China

Kunming Hongzhihua Gardening Co. Ltd. produces and sells cuttings and cut flowers of chrysanthemum. The company's chrysanthemum cuttings are mainly exported to Japan. In 2014, the export volume was 140 million pieces, which accounts for over 90% of China's total export volume of these products and 42% of the total import volume of Japan.

Kunming Hongzhihua Gardening Co. attaches great importance to scientific and technological innovations, respects and promotes plant breeders rights and carries out standardised production. It has the largest chrysanthemum germplasm resources center in China and even in Asia with more than 2,500 popular chrysanthemum varieties available. It has developed more than 50 new varieties, of which 15 have been authorised with plant breeder's rights. The company has also become the largest exporter of Chrysanthemum cuttings targeting the Asian market.

Kunming Hongzhihua Gardening Co. was established in 2005 with a registered capital of RMB five million, registered in Yunnan Flower Demonstration Park of Songming County, Yunnan Province. The company's production base in Songming covers an area of over 40 ha, of which 28 ha are modernised greenhouses.



YOUNG PLANTS BRONZE WINNER

Shanghai Yuanyi Seedling Co. Ltd, China

Shanghai Yuanyi Seedling Co. Ltd. is a leading horticultural enterprise which initially worked with plug seedling production in China. Bedding plant seedlings are the main products of the company, which include annual and perennial flowers, hanging plants, potted plants, ornamental vegetables and fruits and mosaiculture materials.

It has set up three wholly-owned subsidiaries, nine modernised production units and owns more than 60 hectares of production area and 30 hectares of modernised intelligent greenhouses. In 2014, the total production and sales volume of various seedlings was around 300 million and the company's average annual growth rate in the past three years has remained above 20%.

Yuanyi attaches great importance to technological innovation, its Seedling Research Institute has undertaken and participated in many state-level and municipal-level projects, and won the First Prize of the Shanghai Scientific and Technological Progress Award in 2008. It strives to continuously improve competitiveness by using the best facilities, system integration, high volume production, technological innovation and industry services, and branding. It has directed and completed many innovative projects; it owns advanced seedling cultivation facilities and consistently drives sustainable and ecological development.



THE JURY SAYS:

“This company has bold ambitions, achieving rapid growth by concentrating on quality and developing strong relationships with others around the world. It has proven to have a good reputation with fast growth based on a strong technology and research department.”



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“Royal FloraHolland has been a member of AIPH for years. The cooperative also supports the Horticultural Entrepreneur Award where the most innovative and enterprising company from the horticultural sector is awarded. Winners of this competition are also recommended for the International Grower of the Year Award. We feel strongly about promoting innovation and successful entrepreneurship in this sector and warmly support both awards”.

Floris Olthof, Manager Cooperation & Communication, Royal FloraHolland

Category sponsors



FINISHED PLANTS & TREES



CUT FLOWERS



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Growers of plants and trees that are ready for final sale.

CUT FLOWERS

Growers of flowers and foliage which are cut for indoor decorative use.

YOUNG PLANTS

Growers of cuttings, plugs, liners, seedlings, etc, which are sold for growing on.

WHY ENTER?

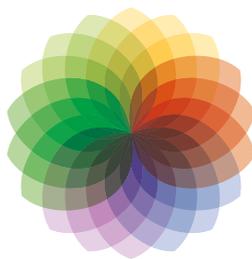
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- **Raise your profile**
- **Get the edge over your competition**
- **Increase customer satisfaction**
- **Attract new talent and customers**
- **Boost staff enthusiasm and commitment**
- **Benefit from a valuable commercial marketing tool**

ENTRY DEADLINE: JUNE 2016

Join us at the Awards Gala Dinner during IPM Essen in Germany in January 2017.

For details on how to enter the competition or sponsor the event visit: www.aiph.org/groweroftheyear





AIPH

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