



17 June 2016

## **Are you a leading grower of ornamental young plants?**

Growers of ornamental young plants with business excellence are encouraged to enter the International Association of Horticultural Producers (AIPH) International Grower of the Year Awards (IGOTY) 2017.

In partnership with Founding Partner, FloraCulture International (FCI), the awards recognise best practice in horticultural production. There is a specific category for growers of cuttings, plugs, liners, seedlings etc., which are sold for growing on. Other categories include cut flowers and finished plants and trees.

Winning the gold award in 2016 was Florensis, Germany/Netherlands. Silver went to Kunming Hongzhihua Gardening Co. Ltd, China, and bronze to Shanghai Yuanyi Seedling Co. Ltd, China.

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.

The jury commented that Florensis is “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.”

Mr. Leo Hoogendoorn, CEO Florensis, IGOTY Young Plants Gold winner 2016, said about the win, “It’s feeling a bit like winning the gold medal in the Olympics. It’s a great way for a company and its staff to be rewarded. I recommend everybody who thinks they are outstanding in our industry to apply for this award.”

Once again the awards will take place during IPM Essen, Germany. The event commences with a drinks reception followed by a gala dinner and ceremony hosted by Chris Beytes, Editor of US based GrowerTalks. After the awards there will be an evening of celebration with live entertainment and international networking.

The deadline for entries is **31 July 2016**. Last year ornamentals growers from Canada,

China, Germany, Netherlands, Turkey, UK and USA reached the finals.

**For more information, including a video from the IGOTY 2016 awards, visit:**  
[www.aiph.org/groweroftheyear](http://www.aiph.org/groweroftheyear)

## Photos

Florensis awards photo – low res

[https://aiph-my.sharepoint.com/personal/amanda\\_wallace\\_aiph\\_org/\\_layouts/15/questaccess.aspx?questaccesstoken=f%2fgLBPwHWd8WjHb0Klqc%2b9LoHhaGvvpJHK7lAsf0Lhl%3d&docid=064c8fc7b95fe486bbd5c442391ee17b9](https://aiph-my.sharepoint.com/personal/amanda_wallace_aiph_org/_layouts/15/questaccess.aspx?questaccesstoken=f%2fgLBPwHWd8WjHb0Klqc%2b9LoHhaGvvpJHK7lAsf0Lhl%3d&docid=064c8fc7b95fe486bbd5c442391ee17b9)

Florensis awards photo – high res

[https://aiph-my.sharepoint.com/personal/amanda\\_wallace\\_aiph\\_org/\\_layouts/15/questaccess.aspx?questaccesstoken=Yxytg%2biXtqsWDeq%2blvshVzyrJmY2LICf8aXlic2Kpj0%3d&docid=0d7bb4d572d78471d9453dc16a5a04f2b](https://aiph-my.sharepoint.com/personal/amanda_wallace_aiph_org/_layouts/15/questaccess.aspx?questaccesstoken=Yxytg%2biXtqsWDeq%2blvshVzyrJmY2LICf8aXlic2Kpj0%3d&docid=0d7bb4d572d78471d9453dc16a5a04f2b)

Florensis location photo

[https://aiph-my.sharepoint.com/personal/amanda\\_wallace\\_aiph\\_org/\\_layouts/15/questaccess.aspx?questaccesstoken=lc0NmU%2f6boSUXRhGBC9zVnUpp929ZJzcmwAPW6pto%3d&docid=05b98338ec5e24dbeb52bf11d37b8f339](https://aiph-my.sharepoint.com/personal/amanda_wallace_aiph_org/_layouts/15/questaccess.aspx?questaccesstoken=lc0NmU%2f6boSUXRhGBC9zVnUpp929ZJzcmwAPW6pto%3d&docid=05b98338ec5e24dbeb52bf11d37b8f339)

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## Notes for Editors:

International Association of Horticultural Producers (AIPH)

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.

For further details visit [www.aiph.org](http://www.aiph.org)

