

The logo for ceniflôres features the word in a white, lowercase, sans-serif font. The letter 'o' is replaced by a stylized flower icon with three petals. The background is a vibrant orange with large, semi-transparent, stylized leaf and petal shapes in various shades of orange and yellow.

# ceniflôres

Colombian Innovation Center in Floriculture



Andres Saenz

Biologist and Microbiologist with an MSc in plant pathology

Driving the research for plant health, growing systems, post-harvest, logistics, and marketing for the Colombian fresh cut flower industry



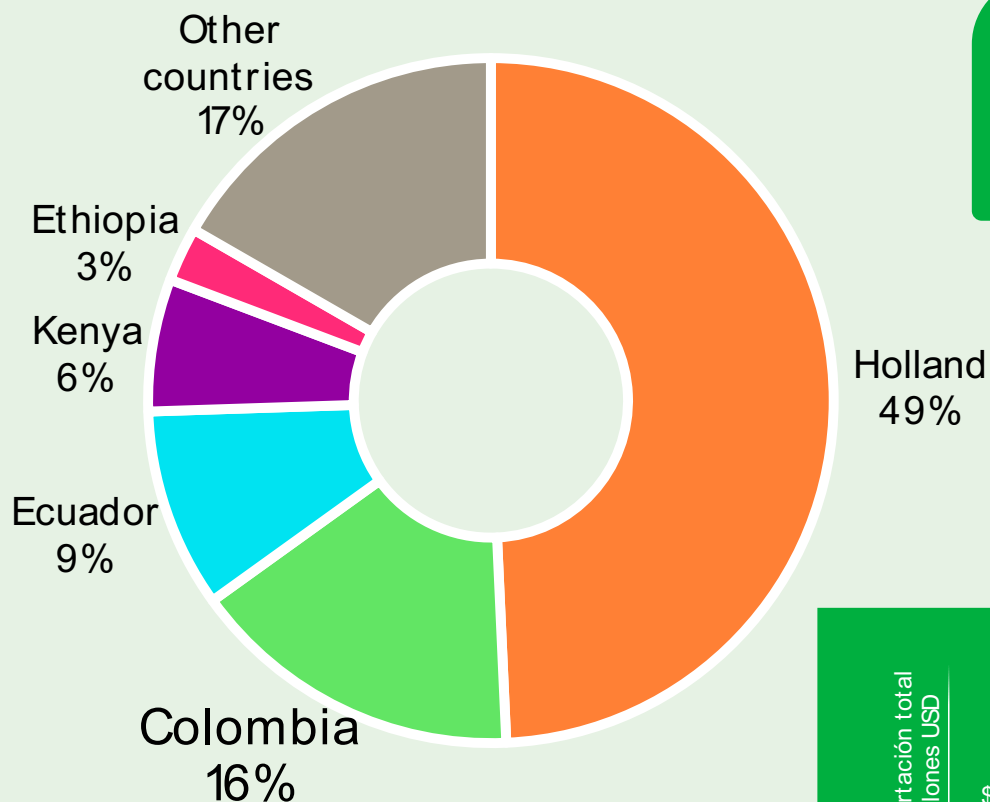
01



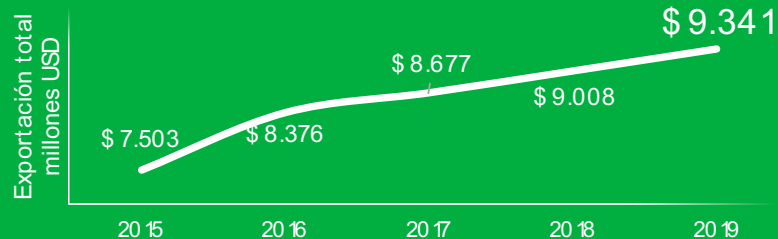
# **FRESH CUT FLOWER INDUSTRY**

# Fresh cut flower exporters around the world

2020

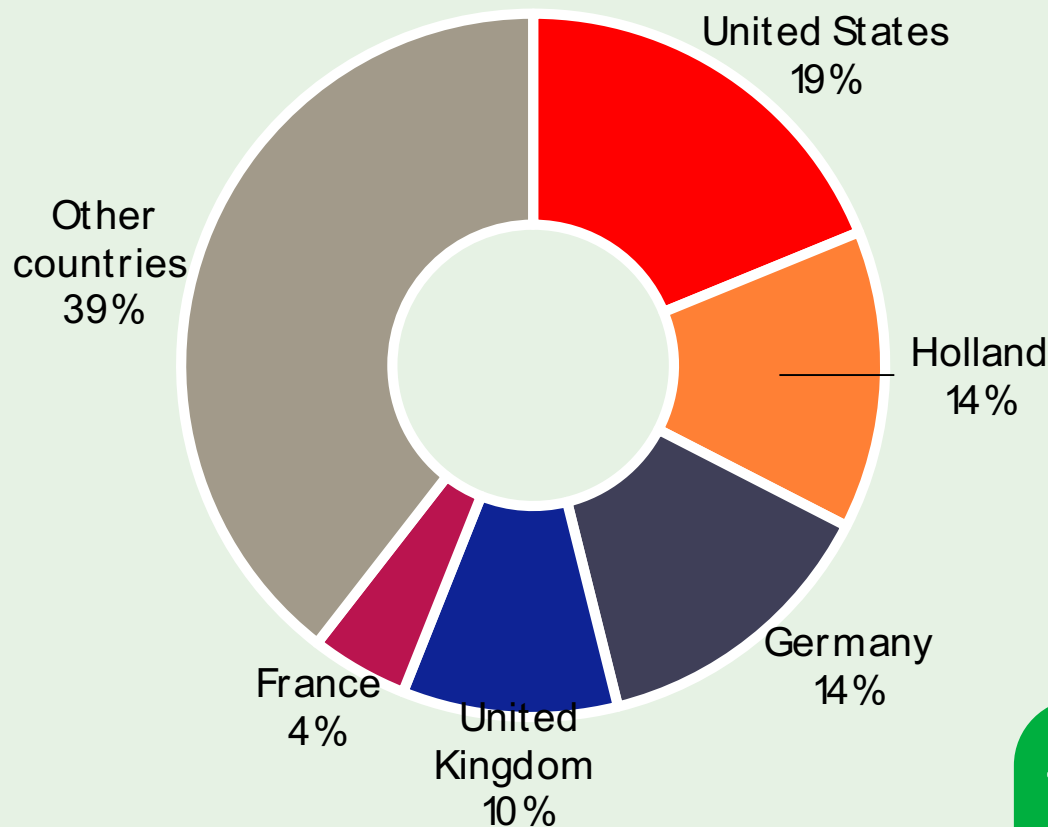


**Total Fresh Cut Flower Market**  
**US\$ 9.3 Billion Industry**



# Fresh cut flower importers around the world

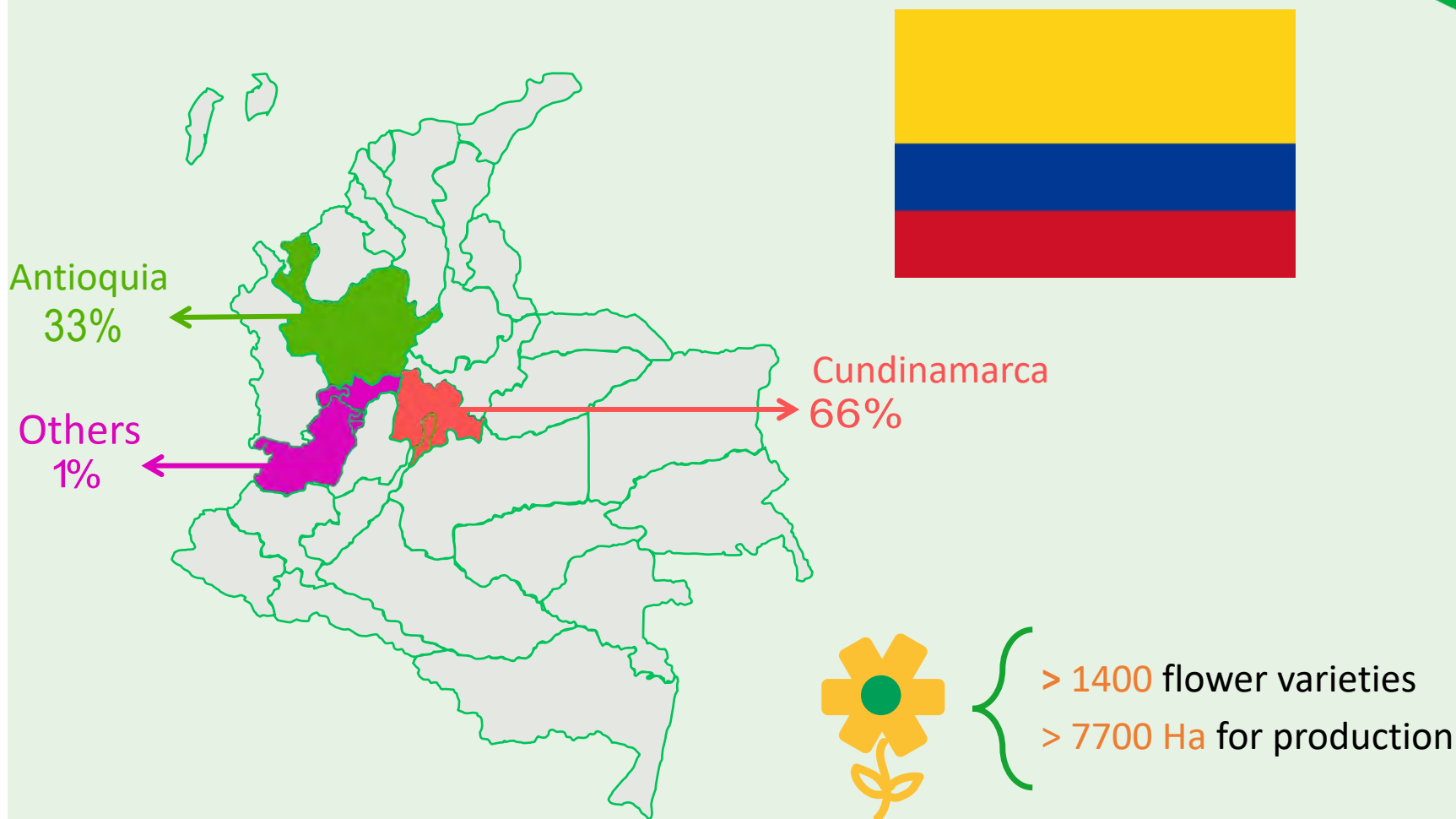
2020



**Total Fresh Cut Flower Market**  
**US\$ 9.3 Billion Industry**

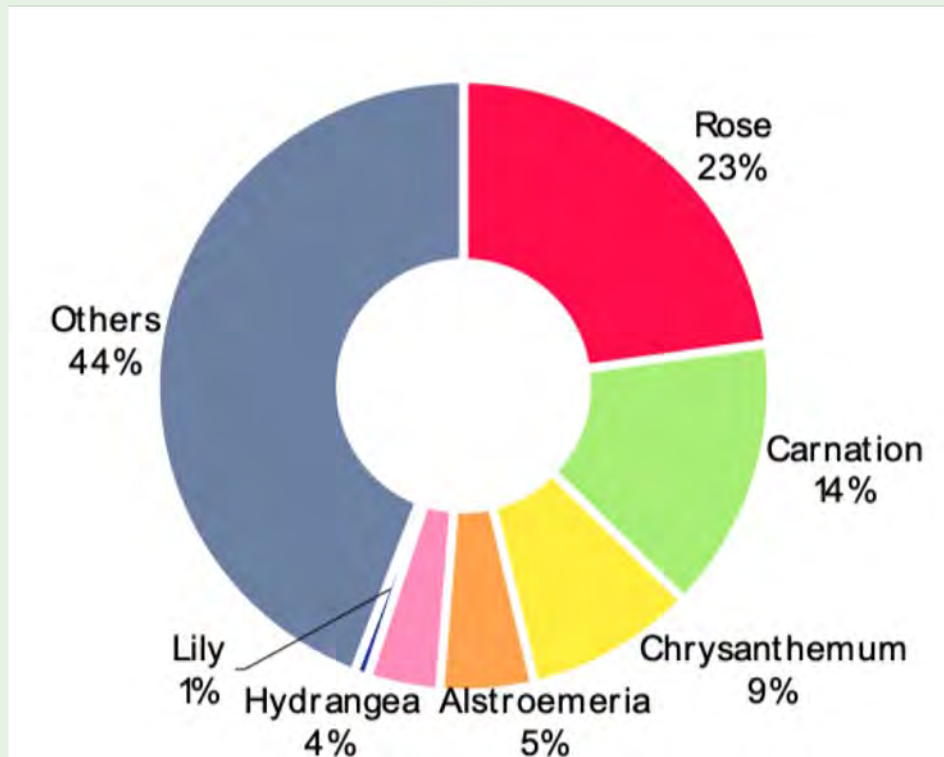
# Colombian Fresh cut flower industry

By production areas



# Colombian Fresh cut flower industry

By species



**Colombian Fresh Cut Flower Industry**

**US\$ 1.4 Billion Industry**

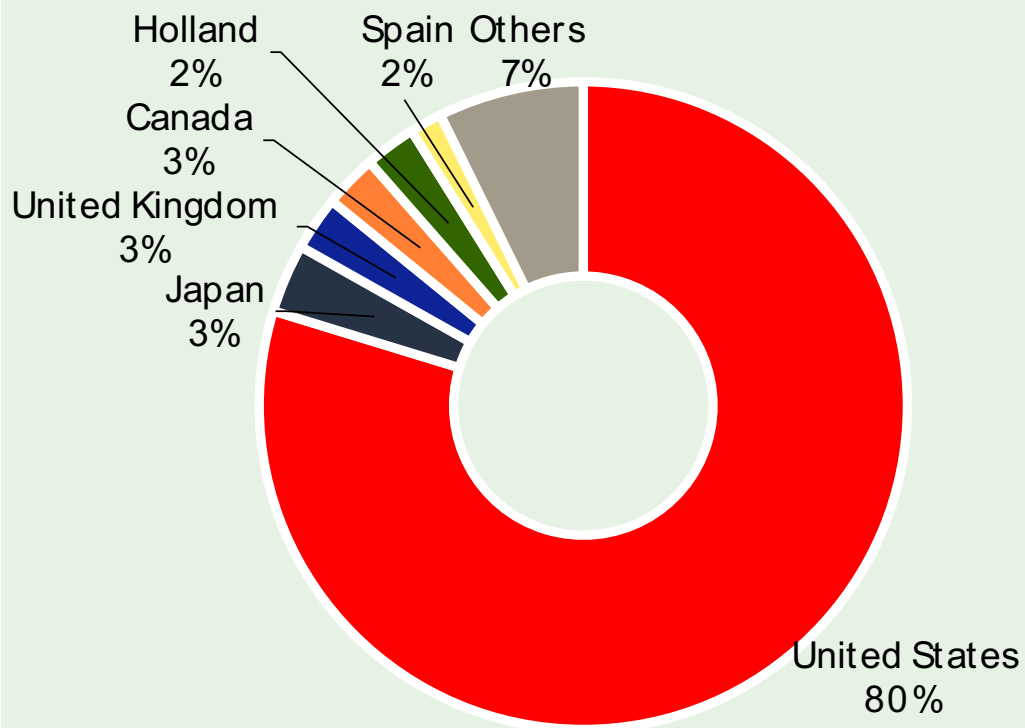


**95%** Air freight

**5%** Sea Freight

# Colombian Fresh cut flower industry

## By destination



**Colombian Fresh Cut Flower Industry**

**US\$ 1.4 Billion Industry**



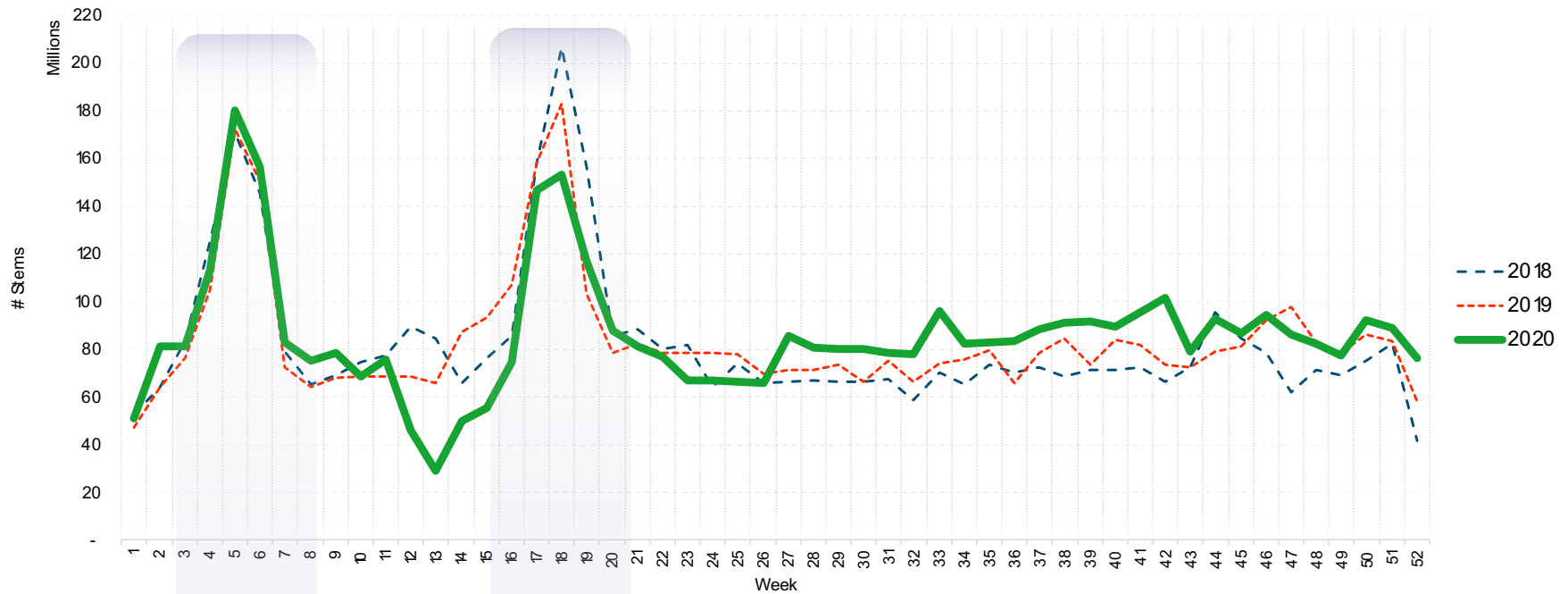
**100** countries

**80%** of national air cargo exports.



# Miami Airport Fresh Cut Flower imports

Week 1 – 52 between 2018 and 2020



Valentines  
Season

Mother's day  
Season



During 2020 > 5,6 Billion stems were  
exported around the world

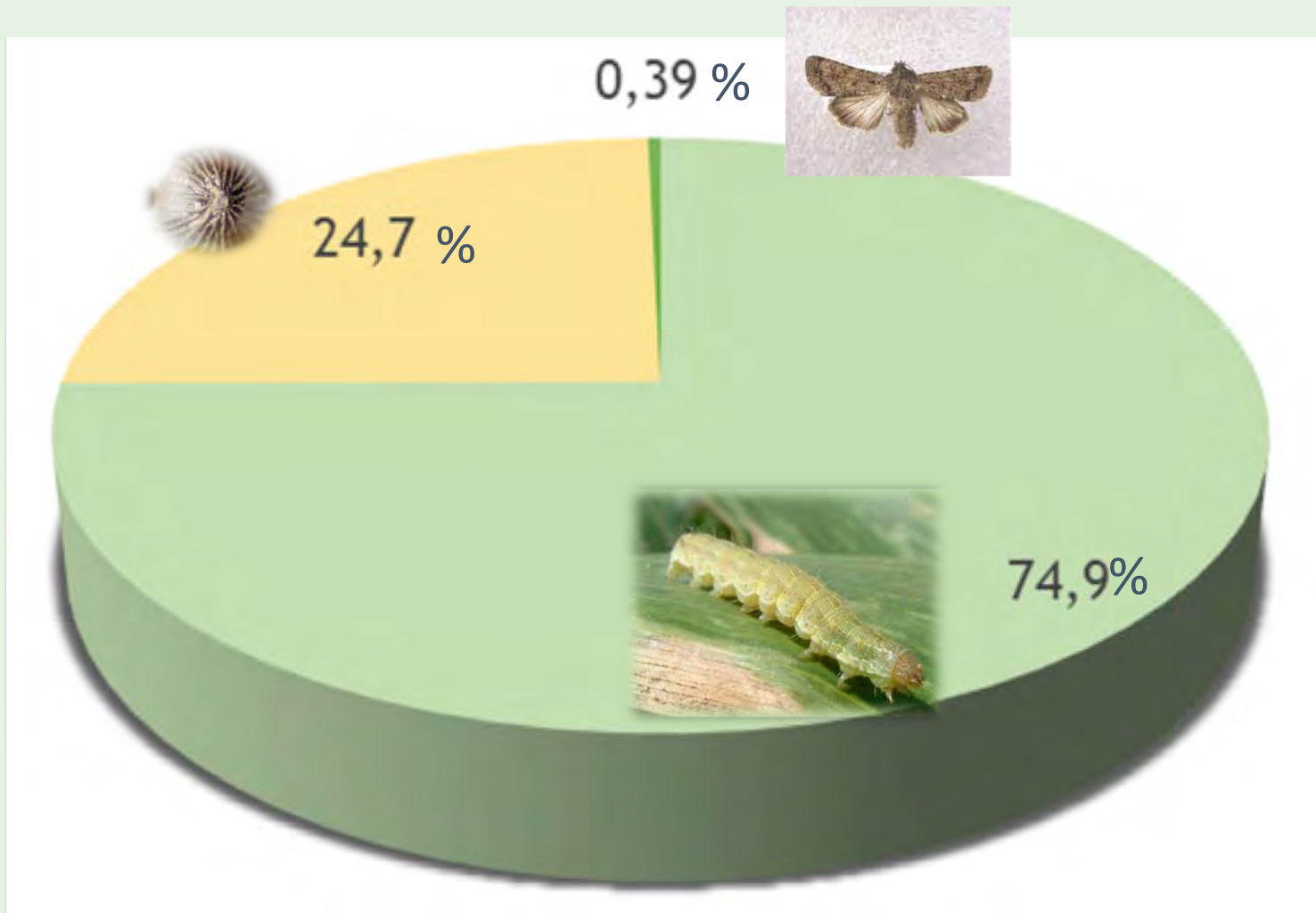
02

## **CAUSAL AGENTS FOR MAYOR PROBLEMS**

# Thrips: *Frankliniella occidentalis* Pergande, *Frankliniella panamensis* Hood and Thrips palmi Karny



# Noctuidae Moths: *Copitarsia* sp.



# Mites: *Tetranychus* sp.





# Leafminer fly: *Liriomyza* sp.



# Chrysanthemum White Rust:

*Puccinia horiana* Henn





02



## **PLANT HEALTH IN OUR INDUSTRY**



# The Crop





# The post harvest



# The packing





## NPPO inspection at border (Airport of Harbour)



# Transport



# We take plant health seriously

- Colombian fresh cut flower industry complies with the regulation of each destination. They might vary from country to country
- Some regulations are tougher than others. (Australia vs USA)
- We live in the tropics. No season to stop or block biological cycles. Paradise for us and for the pests.
- We need to fight against co evolution that has been there for millions of years
- Low biological control strategies. Not enough local production, impossible to import
- We do have some interceptions along the year long.
- We have a rather limited NPPO, CENIFLORES acts as the voluntary phytosanitary agency. Training, teaching and encouraging our growers to keep it up with the high standards
- FLORVERDE SUSTAINABLE FLOWERS

# The future

- To achieve an innovative sector we need access to plant material
- Phytosanitary requirements have to be met
- Colombia lacks agility in establishing the phytosanitary requirements
- Global plant trade is happening, let's be responsible but let's make it happen
- Clients are asking for more innovation, new things, rare things
- More flowers are being consumed during the pandemic. Joy and Hope
- Horticultural production will grow in the tropics, we need the tools
  - Biological strategies and New healthy plant material