



AIPH INTERNATIONAL GROWER  
OF THE YEAR AWARDS 2020

The Winners



**AIPH INTERNATIONAL  
GROWER OF THE YEAR**

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## Celebrating the World's Best Ornamentals Growers

Welcome to the International Association of Horticultural Producers (AIPH) International Grower of the Year (IGOTY) Awards 2020.

Once again, we are proud to host the awards at IPM Essen, Germany, now an AIPH approved international trade fair. This year marks the 11th edition of this very special awards event.

As an international organisation, with members around the globe, AIPH plays a pivotal role in leading best practice in ornamentals production. This purpose sits at the heart of the AIPH International Grower of the Year Awards. These awards invite and encourage growers everywhere to gain recognition and reward for their excellence thereby fostering best practice in our industry to create a greener future.

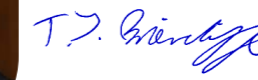
The theme of this year's IGOTY Awards is 'Sparkle and Shine'. As we cast the limelight on the IGOTY 2020 winners, we also thank them for their dedication, commitment and energy to advancing the production of ornamentals. We also thank all our guests and sponsors for their shining role in supporting this celebration of outstanding achievement in our industry.



**Bernard Oosterom**  
AIPH President



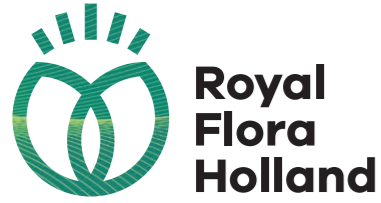
**Tim Briercliffe**  
AIPH Secretary General



The AIPH International Grower of the Year Awards were established in 2009 to recognise best practice in horticultural production by the top ornamentals nurseries around the world and celebrate the energy and expertise they give to horticulture. These awards are brought to you by the International Association of Horticultural Producers (AIPH) supported by Founding Partner FloraCulture International (FCI) and Headline Sponsor Royal FloraHolland.



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# The International Jury



**Chair – Mr Tim Edwards**  
Vice President,  
AIPH, UK



**Mr Mike Rimland**  
Director of R&D, Indoor Plant Division,  
Costa Farms, USA



**Mr Andre van Kruijssen**  
General Director, Veiling Holambra  
Cooperative, Brazil



**Prof. Shiwei Zhao**  
Vice President, World Federation  
of Rose Societies, China



**Mr Jan-Dieter Bruns**  
Chairman, European Nurserystock  
Association, Germany



**Mr Poul Graff**  
CEO, Graff Breeding A/S,  
Denmark

*“The International Grower of the Year Awards 2020 received a high number of entries all of which scored impressively against the assessment criteria. The judging process was therefore more challenging but ultimately this testifies to the achievement of winning an IGOTY Award. The IGOTY 2020 winners are worthy of this highly prestigious accolade.”*

**Tim Edwards, IGOTY Jury Chair**



# AIPH International Grower of the Year 2020

GOLD ROSE Winner  
 YOUNG PLANTS Gold Winner  
 SUSTAINABILITY Gold Winner

## Anthura, the Netherlands

### THE JURY SAYS:

*“Anthura’s extensive knowledge of genetics and use of plant technology in breeding anthurium and orchid plants is impressive. So too is its understanding of consumer needs, and this is what drives its influence in international markets.”*

**Anthura is a worldwide specialist in anthuriums and orchids.** As a breeder and propagator, Anthura is constantly working to develop new techniques, stimulate entrepreneurship and make the chain more sustainable.

Anthura reached a unique milestone for horticulture when its research and development department sequenced and mapped the DNA of orchids and Anthuriums. The company has since invested in infrastructure, technology and people to translate this breakthrough into more sustainable production.

[www.anthura.nl](http://www.anthura.nl)



Anthura is committed to reducing its environmental impact through the development of varieties that can be produced with less energy, less water and less plant protection products due to built-in resistance and improved product properties. Anthura actively participates in the **Floriculture Sustainability Initiative (FSI)**.

Years of innovation and sustainable product development have resulted in a huge assortment of colourful varieties. Due to Anthura’s knowledge of genetics and its expert selection process, it offers customers strong plants in amazing colours with long flowering periods. Anthura stands for innovation, expertise, pragmatism and entrepreneurship which are encompassed in its motto: *“Unlimited in Varieties, offering unlimited possibilities”*.



# YOUNG PLANTS

## Silver Winner

### Kernock Park Plants Ltd, UK



Kernock Park Plants is an independent wholesale producer of high-quality, young ornamental plants, based in the South West of England. Trading for almost 40 years, Kernock Park Plants operate on a site with 4 hectares of protected growing area, predominantly in glasshouses, where over 12 million plants are produced in numerous formats and specifications to cater for a variety of customer requirements and situations.

With a strong focus on innovation and quality, Kernock prides itself on its pursuit to be the best in its field. Since the 1980s, Kernock has been a leading introducer of new, novel varieties and ideas. Kernock is the licensee for Proven Winners® in the UK and is the base of the PW European headquarters. Kernock also offers the multi-award winning product InstaPlant® for local authorities, companies and organisations and led production of the Wollemi Pine® – one of the UK's most well-known plant introductions in recent years.

The company's strengths also lie in a number of strategies which include: having a range of varieties suited to production throughout the year; offering many products outside the typical season and holding in-house mother-stock which provides almost 40% of all Kernock's production.

Kernock Park Plants adopts a customer-centric stance which is supported by motivated and multi-skilled employees. The company's vision is epitomised in its mission statement: "Growing Great Plants with Service You Can Trust!"

[www.kernock.co.uk](http://www.kernock.co.uk)



#### THE JURY SAYS:

*"Kernock Park Plants is a unique and exceptional company. As a long-time family-owned liner and plug grower, they are focused on all aspects of the business. They are responsible for more than 1200 different varieties, including the development of Wollemi Pine®, and a long list of successful Proven Winners in the EU."*

# YOUNG PLANTS

## Bronze Winner

### Danziger Guatemala, Israel

Founded in 1953, Danziger is one of the world's most innovative floriculture companies. Danziger is engaged in the research, breeding, development, propagation, production and sale and marketing of varieties of cut flowers, annuals and perennials. The company works to create and grow extraordinary flower varieties that help customers throughout the value chain achieve extraordinary success.

Danziger has five propagation facilities located in four countries, Israel, Guatemala, Kenya and Colombia. The company's Guatemalan production site, Beauty Line Guatemala S.A., is one of the top production sites of the Danziger Group and produces unrooted cuttings (URC) and young annual and perennial plants for customers and partners around the world. More than 500 million cuttings of Danziger varieties are planted around the globe each year.

Danziger's technology-driven growing facility in Guatemala opened in 2013. The farm started with 3.6 hectares of state-of-the-art greenhouses and has continued to grow. The site was built to meet the growing demand of Danziger products and provide a steady supply of high-quality annuals and perennials to the North American market. The site, located in Central America, provides closer proximity to Danziger's customers, increasing the quality of plants and allowing for better customer service.



[www.danzigeronline.com](http://www.danzigeronline.com)



#### THE JURY SAYS:

*"Danziger Guatemala is an innovative floriculture company, built on best principles and customer-driven production. It's a large producer of cuttings in different climates zones and plays a leading role in annuals and perennials."*



# CUT FLOWERS & BULBS

## Gold Winner

### Hasfarm Holdings, Hong Kong, China

In 1994 Hasfarm Holdings established Dalat Hasfarm in Lam Dong, Vietnam. The company wanted to grow high-quality flowers for the Japanese market and in Dalat they found the ideal conditions of climate, land, water and skilled labour.

Twenty-five years of continued investment and entrepreneurship has led to eight large scale modern farms in Vietnam, China and Indonesia and Hasfarm's own sales and distribution in Vietnam, China and Japan. Today, Hasfarm has over 4,000 employees across five countries.

The company grows a wide assortment of flowers and foliage including chrysanthemums, carnations, roses, lilies, tulips, alstroemeria, lisianthus and hydrangea and cut leaves such as leather fern, ruscus and aspidistra.

Involved in propagation, production, wholesaling and retailing (including online), the company engages with the entire value chain to get closer to the customer and provide fresher, high quality flowers. Dalat Hasfarm and Kunming Hasfarm are well-known farm brands and Hasfarm's Greenwings is the third largest importer in Japan. Hasfarm has also developed partnerships with breeders to produce strong product brands such as Calimero and Rossi.

Focused on sustainability, Hasfarm established its 'BioPro' division in 2014 to produce beneficial insects, fungi and bacteria for use in place of chemicals and, as an early mover to sea container shipments, the company has greatly reduced its carbon footprint of exports to its major markets such as Japan, China and Australia.



#### THE JURY SAYS:

*"Within 25 years, Hasfarm has become a leading cut-flower operation, in production, wholesale, retail and distribution, in Asia and globally. It has also become a role model of sustainability, investing in 'BioPro' which supplies beneficial insects, fungi and bacteria into production."*

# CUT FLOWERS & BULBS

## Silver Winner

### BellaRosa, Ecuador

BellaRosa has specialised in producing premium quality fresh cut roses to customers worldwide since 1996. The company has 60 hectares of greenhouses producing 113 varieties. Today, BellaRosa is an expert in two new production lines of value-added products, offering creativity and beauty with 'tinted roses', from single to multicolour, and 'preserved roses' of 33 different colours to which fragrance, glitter, glow, multicolours and flags can be added.

Situated in the Ecuadorian Andes, within a valley surrounded by volcanoes, 3,000m above sea level and 16km north of the equator, such a location combined with natural spring water, temperature, luminosity and production technology, allows BellaRosa to grow the biggest blooms in Ecuador. The company believes in offering outstanding customer service and strives to satisfy its customers' needs.

The company embraces nature and community, pioneering good environmental and social practices with a focus on integrated quality management, environment, health, occupational safety and social responsibility. BellaRosa believes and adopts the practice that 'happy people work better'.



#### THE JURY SAYS:

*"BellaRose is a unique global player in fresh-cut, high quality roses from Ecuador. It is an expert in speciality roses, using technologies to create tinted roses and preserved roses."*



## CUT FLOWERS & BULBS Bronze Winner

### Oserian Development Company Limited, Kenya

As a leading cut flower producer in Kenya, Oserian grows a wide range of cut flowers, including roses, statice and spray carnations. Oserian cultivates over 200 hectares of cut flowers and is one of the world's largest Fairtrade cut flower producers. Oserian embraces technology and innovation and encompasses eco-friendly processes to increase productivity and quality in a sustainable manner. Oserian has pioneered floriculture in Kenya and is an ethical leader in flower exports to Europe and other parts of the world.

Adding value through sales and marketing, Oserian engages with existing and potential clients on all elements of the marketing mix and works with stakeholders to meet and exceed customer expectations.

The company plays a pivotal role in market leadership and paves new ways in production and environmental protection. 80% of Oserian flowers are grown hydroponically and Oserian has been commended by the Water Resource Management Authority for its practice of recycling fertiliser and vast quantities of water. Oserian has the largest geothermal heating project in the world to warm its greenhouses, replace fossil fuels and help prevent disease and the need for fungicide sprays. Oserian's production practices provide an example to other farms for a sustainable industry.



#### THE JURY SAYS:

*"The Oserian Development Company plays a leading role in cut flower production around Lake Navasha. This business lives up to its founder Hans Zwager's motto; 'farming in harmony with wildlife, our community and our people'."*

## FINISHED PLANTS AND TREES Gold Winner

### Hangzhou Huazhiyun Agricultural Investment Co. Ltd, China

Hangzhou Huazhiyun is a leading independent company in the nursery and landscape industry and plays a role in the development of China's tourism industry. The nursery covers 156 hectares of growing area with 2 hectares of greenhouse production and 1 million container plants including seedlings and hedge products.

Huazhiyun has collected more than 600 varieties, including 100 native varieties. The company has introduced 500 varieties with 900,000 plants which include 20,000 big trees, 50,000 small trees and shrubs, 70,000 shaped plants, 220,000 pot plants, 160,000 hedges, 180,000 perennials and 200,000 young plants. The nursery's main product is its rose series grown for screening and hedges. Huazhiyun's finished products have strong consistency, uniformity, fast growth and high survival rates, winning the company a good reputation with its customers.

Huazhiyun adheres to the concept of "Horticulture makes life better, let gardening enter your life". The company vigorously advocates and adopts containerised cultivation, energy-saving innovations, extensive automation, water saving irrigation systems and mechanised operations. Huazhiyun promotes recycling waste organic matter in the field and using bio-organic fertilisers and physical insecticidal technology. The company also offers its employees competitive career channels and salary guarantees.



#### THE JURY SAYS:

*"For a young, Chinese landscape plant organisation, Hangzhou Huazhiyun Agriculture Investment Company Ltd's performance is outstanding. With a focus on quality and efficiency, it manages to produce high-quality products, nice presentation and high volume."*



## FINISHED PLANTS AND TREES Silver Winner

### Miao Fu Holdings Co. Ltd, China

Miao Fu Holdings is a leader in the Chinese nursery and landscape industry. The company operates more than 2,000 hectares of high standard flower and plant industrial parks across China.

Through the company's R&D platforms such as 'Academician Expert Workstation', Miao Fu Holdings has actively developed new varieties, technologies, products and models. The company has applied for more than 100 national invention patent technologies and reserved more than 5,000 new plant seed resources.

In 2018, the company's sales amounted to €500 million. The company's main products include modelling plants, trees, perennial flowers and ground cover plants. The company's marketing position is differentiation and specialisation with a focus on aftersales care. Miao Fu Holding's Chongqing Taoyuanju Project received the Gold award for International Garden Community by the UN Environment Agency.

Miao Fu Holdings is focused on sustainable development and extensively uses ground cloth cover, automatic root control and a rainwater recycling system. It has also reduced its use of chemical fertilisers and pesticides by more than 80%. In addition, the company has accumulated large areas of land for ecological protection, restoration and greening.

Miao Fu Holdings has a highly qualified work force of 500 full-time and 5,000 part-time employees. The company advocates a culture of positivity and cooperation and successfully achieves consensus, co-creation, collaboration and sharing between enterprise and employees.

[www.miaofuchina.com/pc/](http://www.miaofuchina.com/pc/)



#### THE JURY SAYS:

*"Known as 'big tree growers', Miao Fu Holdings Company Ltd is a leader in Chinese forestry. Its success is due to a combination of big-scale production, investing in staff training and committing to developing a greener China for future generations."*



## FINISHED PLANTS AND TREES Bronze Winner

### SUSTAINABILITY Bronze Winner

### LVG Plants (Pty) Ltd, South Africa

LVG was established by Mr Lourens van Geest in 1995. Today, the South African based company is run by his three sons and encompasses 50 hectares of production including 11 hectares of fully automated greenhouses. LVG offers an integrated value chain, from growing indoor plants through to marketing and sales.

LVG is a dynamic company which values innovation and closely follows international developments and trends in the horticultural sector. The company is environmentally conscious with a focus on sustainability. Using a solar thermal plant to produce hot water via solar technology in greenhouses, LVG has reduced its use of fossil fuels and CO2 emissions. Plants are grown in state-of-the-art greenhouses, making use of diffused plastic with sunscreens and pad-fan cooling systems.

LVG strives to be a reliable and innovative world-class grower and distributor of horticultural products in Southern Africa. The company aims to bring quality products to the market in a cost effective and sustainable way in order to get maximum shelf life and value for both the retailer and end user. LVG promotes pot plants as gifts and decorative products and advocates their health benefits in the home and office.

[www.lvgplant.co.za](http://www.lvgplant.co.za)



#### THE JURY SAYS:

*"LVG Plants is an innovative world-class grower of indoor plants and is the leading nursery in Johannesburg. Its success is attributable to its focus on quality, technique, staff, sustainability, strategy and close cooperation with retailers."*





# SUSTAINABILITY

## Silver Winner

### Citrina, the Netherlands



Citrina is one of the biggest Citrus wholesale growers in Europe, producing 1.5 million plants a year in four main pot sizes with distribution to 32 European countries. The company supplies the largest retailers in Europe.

Passionate about citrus plants, Citrina was inspired to create the Citrina family of miniature ornamental citrus plants. The company's goal is to achieve improvements, year on year, in the production and quality of their products as well as the way their products are perceived by the market.

The company's innovation begins with the product. Producing small citrus plants with strong roots and plenty of fruit remains a continuous focus. The company's ability to present to the end customer an appealing product with edible fruit led the company to rebrand as Citrina. This new concept began with a new approach: giving each plant its own female name (e.g. Oriana, Lara, Lyvia, Ophelia etc.); creating a new ceramic pot especially for the brand and providing recipes which use the visually appealing fruits as vibrant ingredients.

Highly committed to marketing, the company promoted the brand through social networking and online sales. A new website established the strong online sales of plants with 'how-to-care' brochures, citrus perfume, special labels etc. Citrina staff are a valued and loyal asset of this growing company and over half of Citrina's staff have worked with the company for more than ten years.



CITRINA  
www.citrina-plants.com

#### THE JURY SAYS:

*"Citrina is one of the best Citrus Calamondin growers in Europe with high internal requirements on 'green production (BIO)'. Through great market understanding, they create a unique, premium and high-value product."*

# AIPH IGOTY Gold Rose Winners



2009  
Sylva van Hulle, Belgium



2010  
Hillier Nurseries, UK



2011  
Bylands, Canada



2012  
Sheridan Nurseries, Canada



2013  
Sheridan Nurseries, Canada



2014  
Schoneveld Nurseries, The Netherlands



2016  
Costa Farms, USA



2017  
Flores El Caprio SA, Colombia



2018  
Ter Laak, The Netherlands



2019  
Gediflora, Belgium

*"The AIPH International Grower of the Year 2019 was definitely a great award to win. Internally, for Gediflora, it created a very good vibe and gave an extra dynamic to our team. As a team, we all felt immensely proud of winning this award. Outside of our business the effect of winning was truly underestimated. We have been very surprised by how many people received the news and have congratulated us on our achievement. Although our business was already well known, this award gained a true and higher respect for our company."*

**Elien Pieters, Gediflora,  
2019 Gold Rose Winner**

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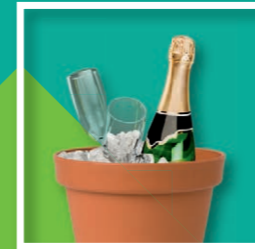
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