



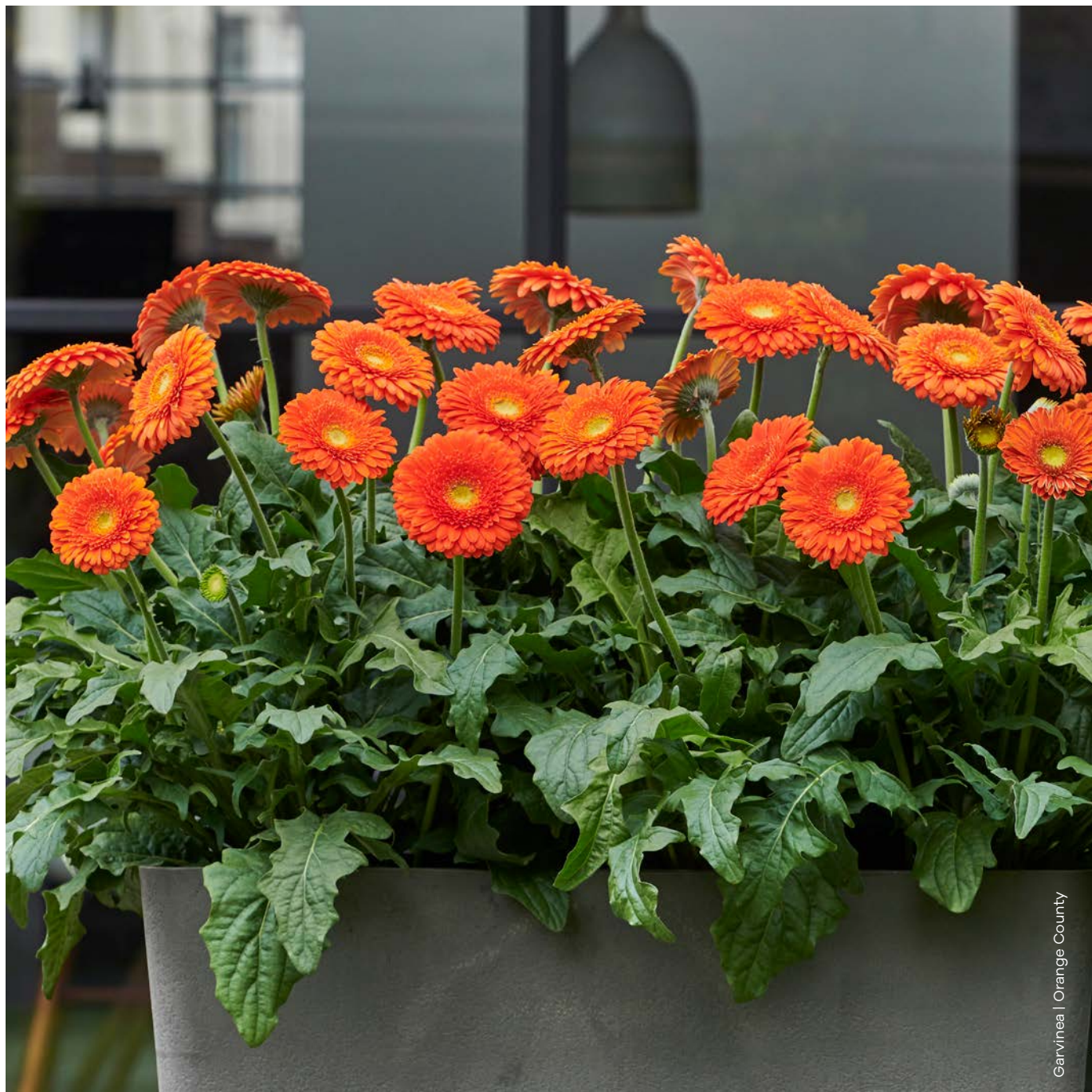
Garvinea®

Patio Gerbera



florist
breeding & propagation

Tissue Culture Young Plants
2019 - 2020



Florist Holland

Florist Holland has been the Gerbera specialist in breeding and propagation in Potted Plants and Cut Flowers for over 40 years. We export seeds and tissue culture young plants to more than 100 countries worldwide. Every year we strive to create new varieties and improve our current varieties. We always continue to surprise with Gerberas.

Florist Holland and HilverdaKooij will flourish

In September 2019 Florist Holland and HilverdaKooij will merge and continue under the name HilverdaFlorist. This creates many opportunities:

- Year-round strong and varied assortment in Potted Plants and Cut Flowers
- A worldwide team player that helps you create more revenue
- More focus on sustainable cultivation and promotion
- Investing power in new breeding technologies





Exceptional is in our DNA

All our Gerbera varieties are made out of exceptional DNA. Created, tested, produced and grown by our exceptional team.

We always strive for more

Exceeding expectations is always our goal. Our desire for improving and excelling in our activities, products and services is what makes us unique.

For developing our seed and Tissue Culture young plants we combine the newest techniques for the perfect results. Partnerships are made to secure optimal quality and more opportunities for innovation.









Tissue Culture products

In our Tissue Culture product lines we offer the Garden Gerbera Garvinea® and the voluminous Patio Gerbera. In this catalogue you will find our full assortment, cultivation manual and order information for both product lines.

Key features of Garvinea®

-  The only Garden Gerbera
-  Flowers from Spring till frost
-  Attracts bees and butterflies

Key features of Patio Gerbera

-  Huge and stylish flowers up to 16cm (6")
-  Rich flowering from Spring to Autumn
-  Bonus: pick flowers for an indoor bouquet

Garvinea®



Garvinea®

Garvinea® is the only Garden Gerbera. With great weather tolerance, Garvinea® provides lots of happy colours from early Spring until the first frost. This robust garden plant offers countless long-lasting large flowers. Garvinea® attracts friendly pollinators such as bees and butterflies. At the same time it is highly resistant to pests and diseases.

Retail merchandising and display suggestions

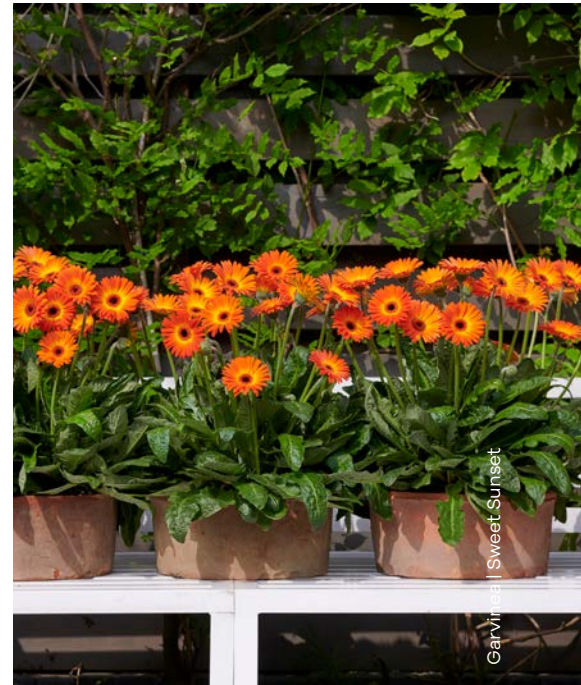
Garvinea® is an excellent choice for garden borders and great for planting in outdoor containers. Combine Garvinea® with other flowering plants and ornamental grasses. Use it as the centerpiece to give colourful height to your bold combinations.

Retail Ready

Timetable after transplanting, depending on environmental conditions and pot size:

In summer 8 to 12 weeks

In winter 12 to 14 weeks



Garvinea® Sweet



9 - 21 cm
3,5 - 8 inch



6 - 8 cm
2,5 - 3 inch

Garvinea® Sweet

Our complete Garvinea® Sweet Garden Gerbera assortment consists of:



Sweet Frosting®



Sweet Honey®



Sweet Smile®

Garvinea® Sweet



Sweet Caroline®



Sweet Sunset®



Sweet Glow®



Sweet Love®



Sweet Heart®



Sweet Memories®

Garvinea® Sweet



Sweet Sixteen®



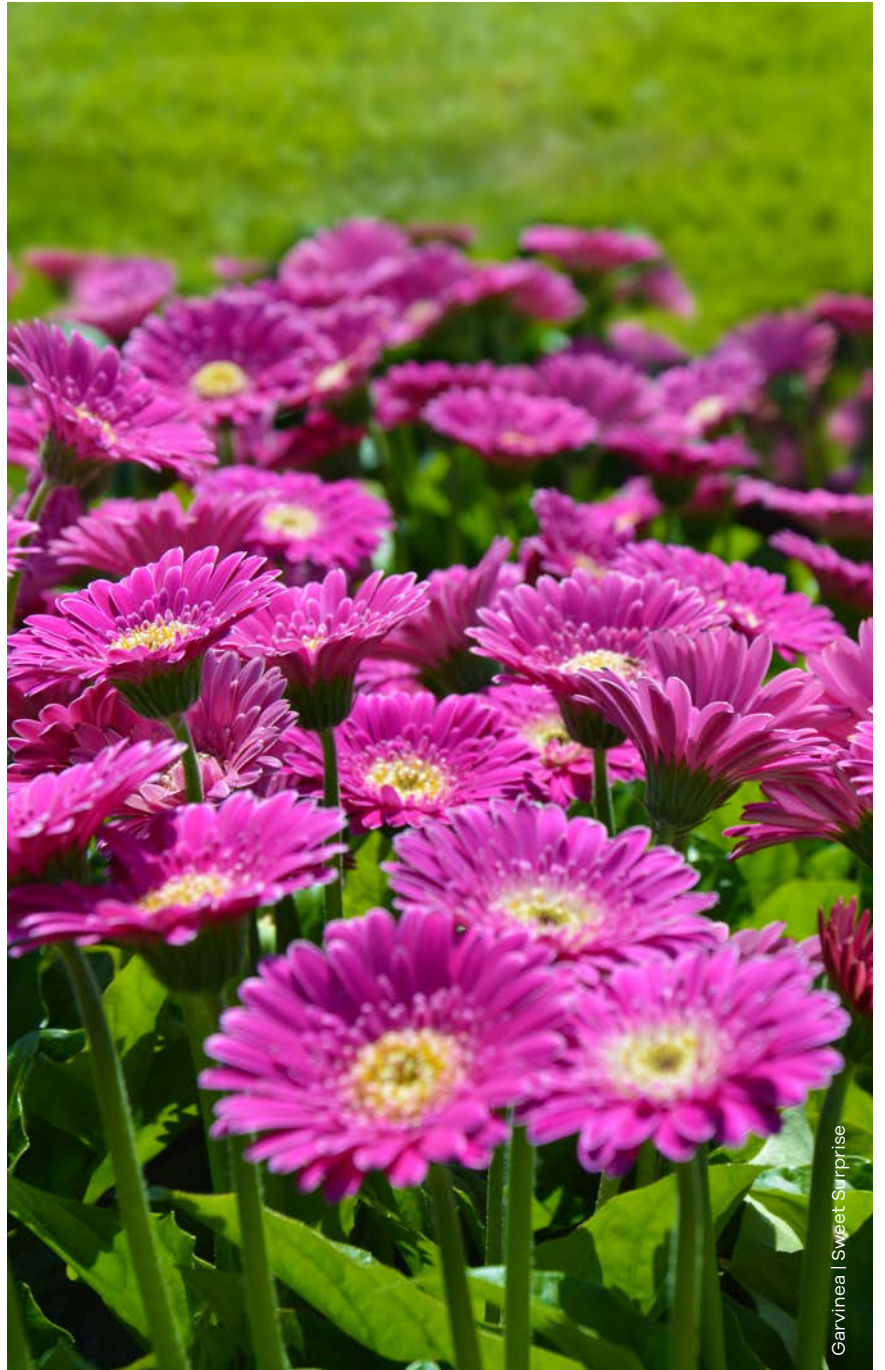
Sweet Spice®



Sweet Fiesta®



Sweet Surprise®



Garvinea | Sweet Surprise

Garvinea® Classic



9 - 21 cm
3,5 - 8 inch



5 - 6 cm
2 - 2,5 inch

Garvinea® Classic

Our complete Garvinea® Classic Garden Gerbera assortment consists of:



Classic Femmy®



Classic Kendall®

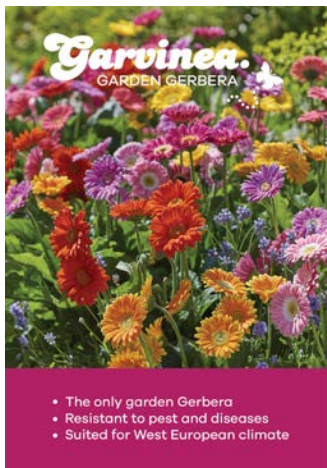


Classic Sylvana®

Promotional materials

Together we want to make your business successful. We've created promotional materials and retail inspiration to help you promote Garvinea®. Our *point of sale (POS)* materials include, among other items: flyers & brochures, product tags, banners for CC trolleys and pull-up banners. In need of a more tailor-made solution? No problem! If you are a grower, exporter or retailer please feel free to contact us to discuss the promotional possibilities.

Flyers & brochures



Product tags



Banners



Garvinea®

Complete assortment

- Sweet Caroline®
- Sweet Dreams®
- Sweet Fiesta®
- Sweet Frosting®
- Sweet Glow®
- Sweet Heart®
- Sweet Honey®
- Sweet Love®
- Sweet Memories®
- Sweet Sixteen®
- Sweet Smile®
- Sweet Spice®
- Sweet Sunset®
- Sweet Surprise®
- Classic Kendall®
- Classic Sylvana®
- Classic Femmy® **NEW**



Garvinea | Sweet Fiesta

What to order

Ordering information

- Ex agar tissue culture plants
- Glue plug 200 plants per tray
- Jiffy 4 112 plants per tray
- Jiffy 6 45 plants per tray
- 7 cm pot 24 plants per tray
- 9 cm pot 18 plants per tray

Choose the type of starting material that suits your business.



Ex agar



Glue plug



Jiffy 4



Jiffy 6



7 cm pot



9 cm pot



Cultivation Manual

Garvinea®



Substrate for transplanting

- Use a well draining, coarse substrate for succesful rooting
- pH between 5,5 - 5,8
- EC around 1,0 - 1,5

Watch the pH, a high pH can cause chlorotic leaves



Pots

The young plant can be transplanted in 9 - 21 cm / 3,8 - 8" pots. Transplant the plant in the center of the pot, with the top of the plug leveling the surface of substrate. Use pots with at least 4 drainage holes and a lip. After transplanting, place the pots pot-tight for an optimal micro-climate.



Spacing

As soon as the leaves touch, the plants can be spaced.
This is approximately 5 weeks after transplanting.

Average pot size: 13 - 19 cm / 5 - 7

Transplanted: 50 plants per m² / 5 per ft²

spaced: 10 plants per m² / 1 per ft²

Irrigation

Start with overhead irrigation for strong root development. When the flower buds appear, ebb/flow or drip tubes are preferred.

Irrigation timing:

In the morning

Watering:

Gerbera prefers a moderate to dry soil condition.

Finishing

Around 6 - 7 weeks after transplanting the first flowers will appear.

Recommended fertilizer

pH	NH ₄	K	Ca	Mg	NO ₃	Cl	SO ₄	P	Fe	Mn	Zn	B	Cu	Mo
5,7	ppm 9 ↑	ppm 196	ppm 188	ppm 44	ppm 682	ppm 60	ppm 192	ppm 56	ppm 2,24	ppm 0,27	ppm 0,33	ppm 0,38	ppm 0,06	ppm 0,10

depending on pH and water quality

EC

Start phase 1 - 6 weeks: 1,5 - 2,0

Flowering phase: 2,0 - 2,8

Or use a basic NPK fertilizer, such as: 18 - 9 - 18 or 17 - 5 - 17 with added micro elements.

General remarks

Irrigation management is key. Overwatering is a common cause of low and high crop losses.

Garvinea can be produced at relatively low temperatures and little to no intervention of pesticides.

There is no need for Plant Growth Regulators.

For custom growing recommendations based on your specific environment please contact your representative at Florist Holland.



Optimal climate

The drop in night temperature allows the plant to set several buds and finish with a full canopy of colour.

During the dark winter times artificial lighting is recommended to maintain the product quality. Add approx. 5.500 lux (510 f.c.) to ensure optimal light levels.

1 - 3	day & night 15 - 20°C / 59 - 68°F	< 80%	300 Watt/m ² 30.000 Lux / 2.750 f.c
4 - 6	day & night 12 - 18°C / 54 - 64°F	< 80%	300 Watt/m ² 30.000 Lux / 2.750 f.c
7 - 12	day 8 - 18°C / 46 - 64°F night 8 - 12°C / 46 - 54°F	< 80%	300 Watt/m ² 30.000 Lux / 2.750 f.c

The guidelines in this manual are based on Norht European climate conditions and can be used as a starting point. Crop times may vary depending on the climate, location, time of the year and greenhouse environmental conditions.

Patio Gerbera



Patio Gerbera

Patio Gerberas are voluminous plants with stunning large flowers up to 16 cm (6 inches). The Patio Gerbera creates an instant WOW! effect at the front door, patio, terrace or veranda. Patio Gerberas are available in a wide range of varieties, from solid colours to beautiful bicolours. With its show-stopping flowers Patio Gerberas are a true retail favourite.

Retail merchandising and display suggestions

Clustered in large containers Patio Gerberas offer a great burst of beauty. The long-lasting, successive flowers will hold their colour for months. Create a stunning patio, veranda or balcony with these eyecatching Patio Gerberas. There's nothing like it.

Retail Ready

Timetable after transplanting, depending on environmental conditions and pot size:

In summer 12 to 16 weeks

In winter 16 to 20 weeks



Patio Gerbera | Great Smoky Mountains



Patio Gerbera | Orange County

Patio Gerbera



19 - 30 cm
7 - 12 inch



9 - 16 cm
3,5 - 6 inch

Patio Gerbera

Our complete Patio Gerbera assortment consists of:



Pinnacles®



Olympic®



Sedona®

Patio Gerbera



Orange County®



Great Smoky Mountains®



Redwood®



Volcanoes®



Painted Desert®



Serengeti®

Patio Gerbera



Kruger®



Glacier®



Karoo®



Fundy®



Capitol Reef®

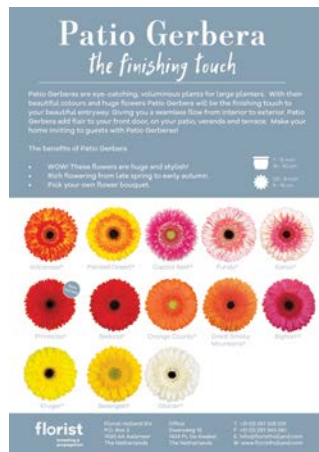
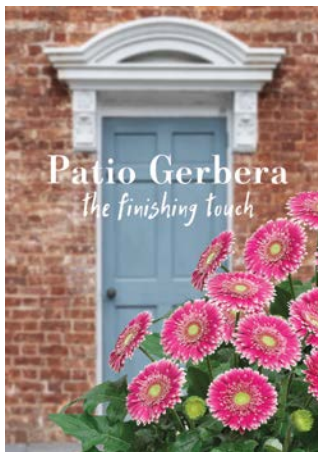


Bighorn®

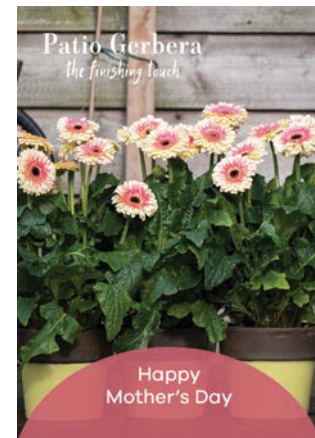
Promotional materials

Together we want to make your business successful. We've created promotional materials and retail inspiration to help you promote Patio Gerbera. Our *point of sale (POS)* materials include, among other items: flyers, product tags, banners for CC trolleys and pull-up banners. In need of a more tailor-made solution? No problem! If you are a grower, exporter or retailer please feel free to contact us to discuss the promotional possibilities.

Flyers



Benchcard



Product tags



Banners

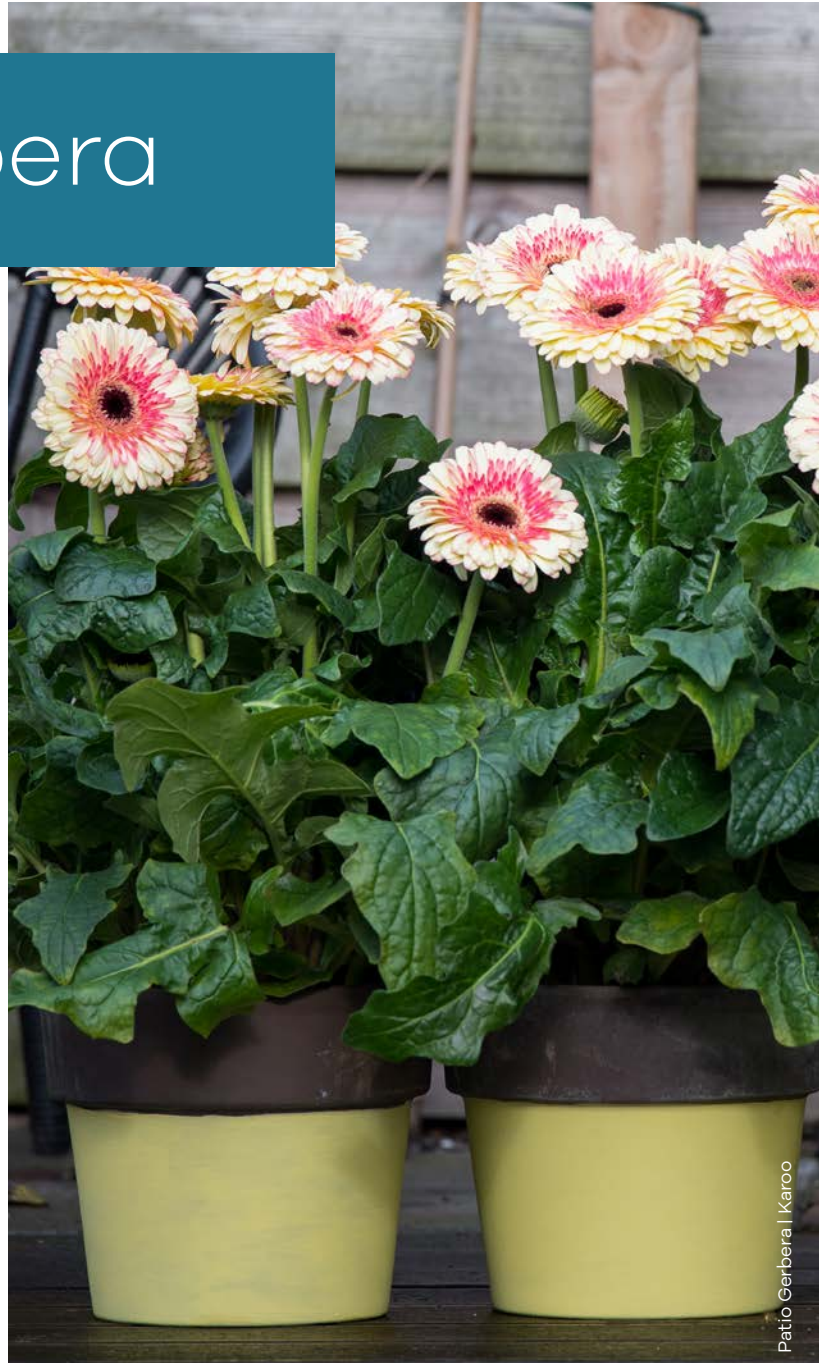


- WOW! These flowers are huge and stylish!
- Rich flowering from late spring to early autumn
- Bonus: Pick your own flowers

Patio Gerbera

Complete assortment

- Bighorn®
- ◐ Capitol Reef®
- ◐ Fundy®
- Glacier®
- Great Smoky Mountains®
- ◐ Karoo®
- Kruger®
- Olympic®
- Orange County®
- Painted Desert®
- Pinnacles® **NEW**
- Redwood®
- Sedona®
- Serengeti®
- Volcanoes®



Patio Gerbera | Karoo

What to order

Ordering information

- Ex agar
tissue culture plants
- Jiffy 4
112 plants per tray
- Jiffy 6
45 plants per tray
- 9 cm pot
18 plants per tray

Choose the type of starting material that suits your business.



Ex agar



Jiffy 4



Jiffy 6



9 cm pot





Cultivation Manual

Patio Gerbera



Substrate for transplanting

- Use a well draining, coarse substrate for succesful rooting
- pH between 5,5 - 5,8
- EC around 1,0 - 1,5

Watch the pH, a high pH can cause chlorotic leaves



Pots

The young plant can be transplanted in 19 - 25 cm / 7 - 10" pots. Transplant the plant in the center of the pot, with the top of the plug leveling the surface of substrate. Use pots with at least 4 drainage holes and a lip. After transplanting place the pots pot-tight for an optimal micro climate.



Spacing

As soon as the leaves touch, the plants can be spaced.
This is approximately 5 weeks after transplanting.

Average pot size:	19 cm / 7"
Transplanted:	24 plants per m ² / 3 per ft ²
spaced:	8 plants per m ² / 1 per ft ²

Irrigation

Start with overhead irrigation (for strong root development). When the flower buds appear, ebb/flow or drip tubes are preferred.

Irrigation timing:

In the morning

Watering:

Gerbera prefers a moderate to dry soil condition

Finishing

Around 6 - 10 weeks after transplanting the first flowers will appear. Pick the first buds to stimulate the plant to create more buds for multiple open flowers at point of sale.

Recommended fertilizer

pH	NH ₄	K	Ca	Mg	NO ₃	Cl	SO ₄	P	Fe	Mn	Zn	B	Cu
5,7	ppm 9 ↑	ppm 196	ppm 188	ppm 44	ppm 682	ppm 60	ppm 192	ppm 56	ppm 2,24	ppm 0,27	ppm 0,33	ppm 0,38	ppm 0,06

depending on pH and water quality

EC

Start phase 1 - 6 weeks: 1,5 - 2,0

Flowering phase: 2,0 - 2,8

Or use a basic NPK fertilizer,
such as: 18 - 9 - 18 or 17 - 5 - 17 with added micro elements.

General remarks

Irrigation management is the key. Overwatering is a common cause of low and high crop losses.

Garvinea can be produced at relatively low temperatures and little to no intervention of pesticides.

There is no need for Plant Growth Regulators.



Optimal climate

A drop in night temperature allows the plant to set buds and finish with a full canopy of colour.

During winter times artificial lighting is recommended to maintain the product quality. Add approx. 5.500 lux (510 f.c.) to ensure optimal light levels.

1 - 3	day & night 18 - 20°C / 64 - 68°F	< 80%	300 Watt/m ² 30.000 Lux / 2.750 f.c
4 - 6	day & night 18 - 20°C / 64 - 68°F	< 80%	400 - 500 Watt/m ² 40.000 - 50.000 Lux / 3.500 - 4.500 f.c
7 - 12	day 18 - 19°C / 64 - 66°F night 15 - 16°C / 59 - 61°F	< 80%	500 - 600 Watt/m ² 50.000 - 60.000 Lux / 4.500 - 5.500 f.c

For custom growing recommendations based on your specifics environment please contact your representative at Florist Holland.

The guidelines in this manual are based on Norht European climate conditions and can be used as a starting point. Crop times may vary depending on the climate, location, time of the year and greenhouse environmental conditions.

Events 2019/2020

Come and visit us

June

11 - 14

Flower Trials, De Kwakel, NL

July

13 - 16

Cultivate, Ohio, USA

September

3 - 4

Four Oaks, UK

10 - 12

Salon du vegetal, Nantes, FR

10 - 11

Flower Expo, Moscow, RUS



October

9 - 10

Canadian Greenhouse
Conference, Niagara Falls, CAN

November

4 - 8

House Show, De Kwakel, NL

6 - 8

Tradefair, Royal FloraHolland, NL

January

28 - 31

IPM, Essen, DE

February

26 - 28

MyPlant&Garden, Milano, IT

March / April

28 - 1

California Spring Trials, Oxnard, USA



Flower Trials, NL



IMP, DE



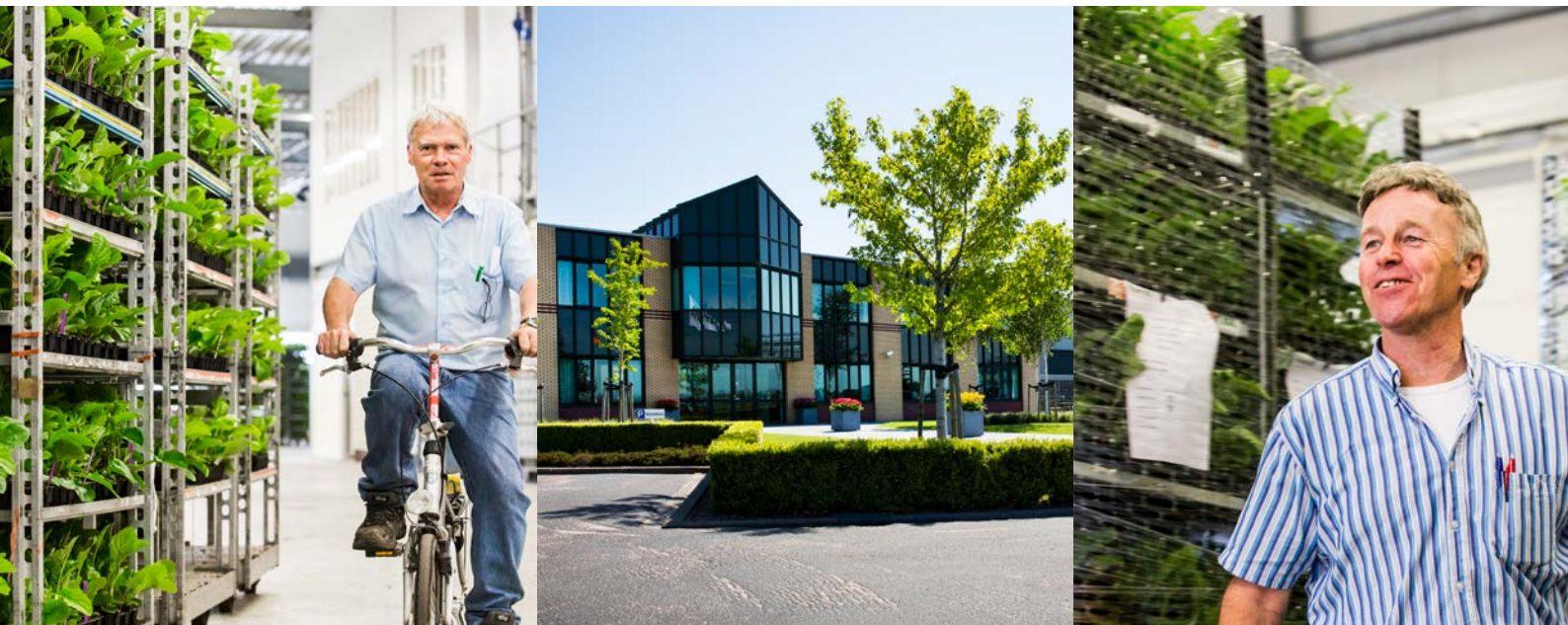
MyPlant&Garden, IT



Together we can achieve more

We believe that when you are successful, we are too. That's why we invest in strong partnerships. We don't focus on the short term and quick wins, but we strategize with you for long term sustainable success. As a breeder we create relevant varieties for your market, but also use our worldwide network and expertise to help you conquer yours.

All our solutions are tailor-made for your demands and market. That's why we have a wide range in young plant material, varieties suited for every climate and partners worldwide.



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