

# fc*i*

## FloraCulture International

WWW.FLORACULTUREINTERNATIONAL.COM

SEPTEMBER - OCTOBER 2019

PROPAGATION

**Pelargonium  
perfection  
at P vd Haak**

FLOWERTRIALS

**Stepping into  
summer at annual  
bedding plant  
extravaganza**

GREENTECH

**20% growth at  
AIPH approved  
trade show**



# ENGINES FOR GROWTH

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Cargo carriers engineer their KPI's  
to assure flower freshness

NETHERLANDS

## Dutch flower and plant exports up 3% in the first six months of 2019

Dutch flower and plant exports surpassed the €3.5 billion mark in the first six months of 2019, according to latest data from Dutch market analyst Floridata.

This equated to a 3% rise in the total value of Dutch flower and plant exports with potted plants (+4%) outperforming fresh cut flowers (+2%). Meanwhile, the German and Italian export markets have continued to lag behind. Commenting on the Dutch performance, Matthijs Mesken, director of trade body VGB said, "Dutch floral wholesalers successfully spread risk across a wider range of markets."

However, foreign trade of Dutch ornamentals is highly dependent on the weather in Northwest Europe, especially as this region accounts for 80% of the export turnover to the top 10 countries. An early summer heatwave caused a 5% decrease in total value of flower exports. "Orders for potted plants suffered less amid the hot weather, enabling exporters to realise a meager

1% growth," said Floridata's Wesley van den Berg. He added that Central Europe and Scandinavia have continued to grow, rising 7% to €236 million. Midsummer is a time to party with flowers (especially field-type flowers) being a traditional gift. "For example, at this time of year, Swedish consumers ask for mixed bouquets in red white and blue," explained account manager Daan Jongsmas of Bloom BV. "Midsummer spurs the demand for flowering perennials and bedding plants to decorate patios and balconies," director Hendrico de Brabander of Noviflora Holland BV added. "Locally

grown plants are also riding the wave of popularity in Sweden. June was a perfect month for sales as it followed a relatively cold May," he said. Dutch flower and plant exporters' market position in Denmark and Sweden is particularly strong with 95% of cut flower imports originating from the Netherlands. Meanwhile, the economic outlook for Germany – the largest export market for Dutch cut flowers and potted plants – continues to darken with the lowest economic growth since 2013. In the first six months of 2019, total value of Dutch flower

and potted plant exports to Germany decreased by 3% with little change seen in terms of market channels. "In cut flowers there is little to no change, but in potted plants, garden centre chains and DIY stores continue to gain market share," said Van den Berg. The Italian economy is also set for the doldrums, causing the export value of Dutch ornamentals to decrease by 1% in the first six months of 2019. In conclusion, the 3% increase in Dutch flower and plant export value can predominantly be attributed to growing demand in Central and Eastern Europe.



MEXICO

## Gregor Lersch to attend inaugural Ornamental Plants & Flowers MÉXICO

German trade show organiser Messe Essen is delighted to be welcoming coveted international master florist Gregor Lersch to hold a demonstration at the inaugural Ornamental Plants & Flowers MÉXICO, which will be held at the Centro Citibanamex convention centre, Mexico City, September 18-20, 2019.

Lersch will join the stage with six world class floral designers who will pass their knowledge on to the trade and public with high-quality workshops. Furthermore, the "Mexican Floral Art Cup" will be staged for the first time. The florists competition is being supported, amongst others, by the Latin American School of Floral Art.

Not only the numerous innovations of the exhibitors but also a supporting programme on the highest level will await the visitors to Ornamental Plants & Flowers MÉXICO powered by IPM ESSEN (OPF). The German florist Gregor Lersch from Bad Neuenahr-Ahrweiler, who has won several international honours, and six other top international florists will provide proof of their ability in live presentations. These will include Daniela Pighetti

from Italy, Robert Milkowki from Poland, Kike León from Spain as well as Oscar Villela, Marco Sandoval and Macarion Amador from Mexico. Under the title "Creación Master", they will show how genuine floral masterpieces result from technique, colour and structure. Additional creative ideas will be presented by the up-and-coming generation: 21 pupils in the master classes at the Latin American School of Floral Art (EIAF) from Costa Rica, Colombia, Argentina, El Salvador, Guatemala and Mexico will exhibit their work.

Furthermore, application for the first "Mexican Floral Art Cup" is going into the hot phase. In total, 15 places are to be awarded. The prerequisite is a final qualification at a floral design college. The competition is being

supported by EIAF, OPF and the international florists organisation FLORINT.ORG. With OPF in Mexico, the green sector is being provided with a strategic meeting place. The new event is intended, above all, for plant breeders, landscape architects as well as gardeners and florists. The available range will encompass Plants and Flowers, Technology and Innovations, Floristry as well as Horticulture and Landscaping and will thus offer an impressive overview of the latest developments and trends on the floral market in Latin America. After China, Russia and the United Arab Emirates, Mexico is the fourth country in which IPM ESSEN is creating new stimuli with its own fair. Further information at: [www.ipm-essen.de](http://www.ipm-essen.de)

UKRAINE



## Xylella fastidiosa: the worst current threat to European nurseries

The European Nurserystock Association (ENA) summer meeting was held in the Ukrainian capital Kiev during the first week of July 2019.

The delegates from 16 countries (Belgium, Bulgaria, Czech Republic, Finland, Germany, Hungary, Ireland, Italy, the Netherlands, Poland, Portugal, Serbia, Sweden, Turkey, Ukraine and the United Kingdom) attended and discussed the main issues in the nursery sector. ENA President, Mr Jan-Dieter Bruns, thanked the Ukrainian nurseries for hosting the event, mentioned the numerous trade contacts between Ukrainian and EU nurseries, and stressed the importance of talking about problems and sharing information on the nursery sector regardless of political boundaries.

The General Assembly discussed the implementation of the forthcoming EU Plant Health Regulation. This will enforce the requirement for a new EU plant passport from 14 December 2019. Delegates complained that their nurseries are receiving little or no information from their national plant health authorities on the implementation of the new plant passport and the traceability obligations they will have to comply with.

The situation of *Xylella fastidiosa*, described by Mr Henk Raaijmakers, Vice President of ENA as "the worst current

threat to European nurseries" was also reviewed. Delegates from affected countries explained the current status and control measures for latest outbreaks. The General Assembly discussed the option of insuring nurseries against losses, which is already available in a few countries. Raaijmakers encouraged European nurseries to thoroughly assess their plant health risks and minimise the threat of introducing *Xylella* into production nurseries or trade. Bruns expressed his satisfaction for the evolution of the European market and closed the meeting with an invitation to all delegates to the ENA summer meeting to be held in Bavaria, Germany in 2020. The General Assembly was rounded off by an educational tour of wholesale plant production nurseries Natalis, Komelits and EVA, organised by the Ukraine Plants Industry Association. The Ukraine is a 603 000km<sup>2</sup> country with a population of over 40 million. Kiev, the capital city, is the largest in the country with almost four million inhabitants. The main sectors of the economy are agriculture, metallurgy and IT. In the last decade, plant consumption has steadily increased.



VOICES

### WHAT'S IN A NAME?

Mr Hidde J. Koenraad is Partner in Intellectual Property at Boekx Advocaten (Amsterdam).

It is quite common for breeders to choose a person's first name as a variety denomination or trademark for their new varieties. However, this practice can lead to conflict as it is often the case that a name has been registered already.

In a recent matter, that reached the European General Court of Justice (decision of 18 June 2019, Case T-569/18), the question was whether a conflict with an older variety denomination could be overcome by including the company name as part of the trademark application.

On 26 September 2016, the company Kordes sought to register the EU-mark 'KORDES' ROSE MONIQUE' for roses. However, the examiner at the EUIPO refused the application on the basis that the name would correspond to the already existing 'Monique' rose variety, which enjoyed plant variety protection in the Netherlands between 2001 and 2005.

Based on EU law, the registration of a trademark is to be refused in respect of signs that consist of, or reproduce in their essential elements, a registered earlier plant variety denomination for the same or closely related varieties.

Kordes appealed by arguing that the essential component of its trademark was not 'Monique' but 'Kordes'. Besides, Kordes argued that the 'Monique' component is the variety denomination and therefore a component that is unimportant for the qualification of the overall designation as an indication of origin.

The Board of Appeal (BoA) did not agree and ruled that the general public will perceive the 'Monique' element as an essential element of the trademark as a whole and that only specialist consumers (such as breeders, growers and retailers) may recognise 'Monique' as a variety denomination.

Kordes appealed again with success. The General Court agreed with Kordes that the element 'Kordes' is the only distinctive element of the mark applied for, as it makes it possible to determine its commercial origin. Furthermore, the apostrophe after 'Kordes' indicates that the rose with the denomination Monique is a variety marketed by various undertakings but, in the present case, originating from the Kordes company. According to the court the word element 'rose' added to the element 'Kordes' is merely descriptive of the goods in question and the variety denomination Monique, in turn, is a generic denomination, which may be freely used by other breeders.

By adding its company name, in the end, Kordes thus succeeded in claiming its own 'Monique' as part of its trademark. However, the EUIPO may still appeal against this latest decision.