

Rose, Lily and Gerbera FleurPrimeur Nominations for 2009 Announced

FLORAHOLLAND, 24 September 2009 (press release) - Every year buyers at FloraHolland flower auction choose the FleurPrimeur of the year in various product groups. This year the nominations for the product groups Roses, Lilies and Gerberas took place simultaneously in Aalsmeer, Naaldwijk and Rijnsburg. Buyers who cast their vote could choose from no less than sixteen FleurPrimeur roses, fifty FleurPrimeur gerberas and ten FleurPrimeur lilies.

Nominations for FleurPrimeur Rose 2009:

- Spray rose 'Bombastic' by breeder Interplant, supplied by Goudriaan-Almere;
- Large-flowered 'Djoena' by breeder De Ruiter Innovations BV, supplied by Dutch Spray Roses and Aad Fransen VOF;
- Large-flowered 'Embrace' by breeder Terra Nigra, supplied by Fa. H.C. Wesselius.

Nominations for FleurPrimeur Gerbera 2009:

- Small-flowered 'Lovin' by breeder Florist, supplied by Batist Westmade, W.P. van den Berg and Holstein Flowers;
- Large-flowered 'Pink Sensation' by breeder Holstein Select, supplied by Holstein Flowers;
- Large-flowered 'Twice' by breeder Florist, supplied by S.C. Zwarts EA.

Nominations for FleurPrimeur Lily 2009:

- Oriental 'Burlesca' by breeder Vletter en de Haan, supplied by A&L Duin;
- Oriental 'Fenice' by breeder Vletter en de Haan, supplied by A&L Duin and Fa. P.H.M. Groenewegen & Zn;
- Oriental 'Pico' by breeder Mak Breeding, supplied by A. van der Marel BV.

The products from these groups chosen to be FleurPrimeur 2009 for the next year will be announced on the afternoon of Wednesday 14 October at the FloraHolland stand at the Horti Fair in Amsterdam. The nominated products will also be displayed on the Novelty Plaza at the FloraHolland Trade Fair Aalsmeer, which will be held from 14 to 16 October.

On to the FloraHolland Award 2010

Besides the possibility of being chosen as FleurPrimeur of the year, the nominated products also qualify for the FloraHolland Award 2010, the so-called Glass Tulip award. FloraHolland devotes considerable attention to new cultivars and assists businesses with the introduction of novelties and new concepts. "New product developments help to keep the sector buoyant," said Timo Huges, General Manager of FloraHolland, during the announcement of the FloraHolland Award 2009 in June.

As part of its Primeur policy, the auction informs customers in good time about the arrival of a new product.

Photo caption: Voting for the FleurPrimeur Gerbera 2009 in the show area in Rijnsburg

Note for the editors: Photos of the nine nominated products can be found on

<http://www.floraholland.com/en/AboutFloraHolland/Press/Pages/FleurPrimeur2009.aspx>.