

PlantPrimeur at FloraHolland

What can the Product and Concept Development Department do for you?

- We can communicate with buyers and remote buyers on your behalf.
- We can offer promotional opportunities such as product introductions at the auction and at trade fairs and events.
- We can place an article about your product in our digital newsletter for buyers and customers.
- We can conduct two shelf life tests for you *free*

PlantPrimeur regulations

- A PlantPrimeur is a new product for a particular location (a product can be introduced as a Primeur at each location at different times).
- A PlantPrimeur has a VBN product code.
- A PlantPrimeur must be at least A1quality.
- The period for a PlantPrimeur lasts a minimum of two weeks and a maximum of six weeks.
- The text "Primeur" appears on the front of the auction clock.
- The PlantPrimeur must be continuously available for auction for at least two weeks.
- The PlantPrimeur must be supplied at least three times a week.
- A grower must supply the PlantPrimeur for shelf life testing at the Product Quality Knowledge Center in Aalsmeer, preferably about 20 days before supply of the Primeur commences and, at the latest, at the same time of the supply of the Primeur. The results of the test must be positive. If the results are negative, the supplier should deliver additional products on the very next auction day for a re-test. If the results of the re-test are also negative, the product will fail to become a Primeur.

Primeur for FloraHolland Connect

If you have a Primeur for FloraHolland Connect, you can register the lot on the Friday before the week of introduction using the Internet application PlantConnect. Enter 'Primeur' in the comments column.

Primeur for the Aalsmeer Auction

If you have a Primeur for the Aalsmeer Auction, you should enter 'Primeur' in the comments box on the delivery note.

Primeur for the Naaldwijk or Bleiswijk Auction

If you have a Primeur for the Naaldwijk and/or Bleiswijk Auction, you must indicate this on the auction document. Enter the code number of the Primeur in the 'Pos 3' box. The code number is 3.

Primeur for the Rijnsburg Auction

If you have a Primeur for the Rijnsburg Auction, you must enter code 020 (PlantPrimeur) by testing code 1 on the delivery note.