



FloraPodium

'Goes Green'

Nine different entrepreneurs, each with their own story

www.florapodium.com



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'Goes Green'



Dear reader,

This week we have organised the 'FloraPodium Goes Green' week especially for you. During this week, we put nine entrepreneurs and their companies into the spotlight. These nine enthusiastic entrepreneurs all have their own reason to work as sustainably as possible. They shared their story with FloraPodium!

FloraPodium is there to connect, inspire and surprise professionals by showcasing exclusive and special floricultural products. By making a selection of exclusive and special products we hope to prompt professionals to meet each other on the FloraPodium both digitally and personally. This podium serves as a showcase for the many specialties of the ornamental horticulture.

The demand for sustainable products is ever-increasing, both with consumers and on the business market, but also within ornamental horticulture. We therefore gladly put a number of sustainable and organic companies into the spotlight, to inspire you and inform you on this great and important subject.

We consciously make a distinction between sustainable and organic, as this tends to cause confusion. These two notions are often erroneously used as each other's synonyms. In sustainable business the balance between People, Planet and Profit is important. In the conduct of the business, the effects on employees, the environment and society are taken into account, but making a profit is just as important for the company's survival. This does not mean that the company is organic. An organic nursery, for instance, must meet a number of strict environmental requirements. For instance, no chemical pesticides or fertiliser may be used to enhance growth.

Within the EU, organic products are characterised by the organic label which is checked by Skal. Organic is a protected name; products not carrying this label may not be sold as organic. In this brochure you will find all information on the various labels connected to the stories that the entrepreneurs share with us.

Wishing you a pleasant reading!

Team Florapodium

Certificate labels

A sustainable or organic product is often characterised by a label or certificate. New labels are launched regularly. Each label has its own standards that must be met by a company before this label may be used. In this brochure various labels are described. We therefore give a brief explanation of the labels connected with these entrepreneurs.

Organic

'Organic' is a protected name. Each Dutch firm that wants to produce, trade or store organic products, must possess the EU organic label. This certificate is not given to an enterprise just like that. The company must meet very high environmental standards to qualify for it. These standards are determined by the Dutch government, and are checked by the independent body Skal. Organic growth is, in brief: 'cultivate as naturally as possible'. In horticulture, for instance, no use at all may be made of chemical fertilisers and pesticides.



Benefits of nature

Benefits of Nature calculates and improves the footprint of companies and their products in international agriculture and horticulture. A footprint is a way to determine what the impact of something is on the environment. Benefits of Nature calculates the environmental impact in no less than thirty-three different ways.

MPS A +


There are no absolute requirements within this label. The label indicates how the growers score compared to others, in the aspects of fertiliser, pesticides, energy and waste. MPS A+ is of the MPS ABC series, the highest possible score.

MPS-ProductProof

MPS-ProductProof shows that certain active substances are absent in ornamental horticulture products. This is done through registration of crop protection and independent sample collection. Within 24 hours it can be shown that certain active substances have not been used for cultivation.

MPS GAP

For MPS GAP requirements have been formulated for the production as to traceability, the environment, safety and hygiene. When you are MPS



GAP certified, you must keep a daily record of your use of pesticides, including the way employees work with pesticides and fertilisers.

MPS Quality

MPS Quality provides clear and reliable product information. As a result, customers and consumers know that the products meet strict quality standards.

MPS Socially Qualified

This label stands for good labour conditions. This certificate is based on universal human rights and the codes of conduct of representative local organisations. But the agreements of the International Labour Organisation (ILO) have also been included.

Op Beemster Klei

Op Beemster Klei was founded in 2016 by Julian Langelaan, an enthusiastic young grower who has found his passion for growing organic flowers. After his study in Horticulture & Agribusiness in Delft, Julian got the chance to lease a plot of land from Jan Knook, who owned a nursery that had been growing organically for almost 15 years. In addition to Peonies, Sunflowers, Alchemilla, Anethum and Saponaria, 30 other summer flowers were also grown there.



During his studies Julian did internships with various flower growers, including an Amaryllis nursery in Bleiswijk. This nursery offered him a vacant plot to 'practice' floriculture. When a big lice infestation appeared in his crop, he had to make a choice between "fighting or letting it go". He chose the latter, and he was pleasantly surprised that besides the lice, a lot of ladybugs appeared on his crop as well as other "good" insects that would eat up the "bad" insects. For Julian, this was proof that fighting is not always necessary as nature has its own special way to a balance its creations. When he realized that, his passion for organic farming was born.

In the third year of his education, Julian started his internship at Jan Knook in the organic garden. For half a year he practiced growing organic flowers, after which he decided to take over the garden from Jan Knook. Julian has now been cultivating the garden for two years and he continues to try new things. Now there is a nice, fresh assortment in his garden which complements the organic assortment of the current market.



What is the next challenge? Julian is aiming for a garden with a resilient soil that maintains its natural balance in which plants can grow into healthy, strong plants. This challenge is of course supported by his organic cultivation. The lice no longer get the chance to develop into a plague. Julian's goal is to support the organic cut flower industry thereby making the floriculture sector greener.



GreenBalanZ

Since 2014, GreenBalanZ has been growing organic Phalaenopsis. This makes this Phalaenopsis grower from Kudelstaart unique. To arrive at the right organic cultivation method, it took almost 5 years. In the end, the cultivation was certified with the European organic quality mark. The entire range of GreenBalanZ is divided into two lines; Pure bio. & Pure green and they are grown in two different locations. Owner Lennard



van der Weijden is constantly looking for sustainability and was looking for the challenge in organic cultivation. *"Together we are responsible for our future and it may be clear that organic crop protection benefits this."* In the autumn of 2017, GreenBalanZ was awarded the Greenovation Award from Royal FloraHolland. This is for the innovative role that the company fulfills in making the sector more sustainable.

Only organic fertilizers and biological crop protection products are used in organic cultivation. Employees wear special protective clothing to prevent illness. The total concept conveys the biological origin. For example, the plastic pegs have been replaced by a recyclable paper version and untreated white poles are used. The next challenge is to replace the plastic pot with a biodegradable pot. *"Because of the duration of the cultivation, which is 2 years, this is not an easy task,"* says Lennard van der Weijden.



The Pure green range has the MPS A + status and is Product Proof certified. Here too, only biological crop protection products are used. The

only difference with organic cultivation is that here non-organic fertilizers are used which, incidentally, are completely reused by the closed water system. For the heating of the greenhouse, use is largely made of the 'greenhouse without gas' method. In short, this means that excess summer heat is stored to be able to heat the greenhouse in the winter.



In short; the GreenBalanZ orchids are 100% green in our opinion!

Bisselingskaat

The organic cut flower nursery Bisselingskaat is in Wehl, a small village in the Achterhoek, a region in the province of Gelderland. Bisselingskaat, run by Liesbeth Schellekens, is a Skal certified organic flower nursery. Liesbeth tells with appropriate pride of her organic flower cultivation. All flowers grown on her nursery are cultivated without use of pesticides or herbicides and only using organic fertilizers and with homemade compost.



Liesbeth is a big proponent of growing and using organic cut flowers, she is progressive and cares deeply about nature, a clean environment and the flowers she grows. Organic cultivation is a large challenge because in addition to optimal care for the plants, the battle to contain the weeds takes constant care and energy. On Bisselingskaat she maintains the entire nursery of 11.000 m², [2.7 acres) by weeding and cutting. Because herbicides are not used in organic cultivation, most plants at Bisselingskaat are grown in anti-root fabric. During the summer months this allows Liesbeth to focus on the harvesting and processing of the cut flowers for the auction.

After a warm welcome and a cup of coffee we were given a tour of this special business. Liesbeth is the sole worker on her nursery, where she grows among others, a selection of ornamental grasses, Verbena (Purple top Vervain), Sanguisorba (Burnet), Cobaea (Cup-and-Saucer vine) and Gillenia (Indian Physic). The blooming season of the white flowering beautiful Gillenia is already over. Liesbeth now harvests the branches of Gillenia after flowering, when they have small seed buds at the end of



thin stems called Gillenia DECOR. With dominant trifoliolate leaves these are an attractive and strong filler in a bouquet. During our visit the Gillenia was still flowering.

Sanguisorba is a new growth at Bisselingskaat and Liesbeth has planted several varieties. It is a flower in which a rare butterfly, the scarce Large Blue, can lay its eggs. This year several varieties of the Sanguisorba were the victim of powdery mildew, a fungus which damages leaves and stems, and therefore the production this year will be low. Growers can choose to spray plants with sulphur but Liesbeth does not take this route, choosing to keep her plants untreated. If a plant is affected she lets nature take its course and after a few years of testing she only continues with the strongest varieties. By selecting resistant and healthy varieties, Bisselingskaat contains a selection of strong varieties.

In our mind this is good example of sustainable selection and growth.



Green Leaf

Consumers are becoming increasingly critical of the products they buy. There is increasing demand for sustainable and organically grown products. We also see that people grown products. We also see that people become more critical about the use of environmentally harmful packaging materials, especially plastic.

Broekhof is supplier of Green Leaf, which had introduced a completely sustainable packaging line. The high-quality packaging is made from natural organic material such as decaying and agricultural waste material and biomass (this consists of non-edible plant parts). Thanks to this combination, the packaging can be 100% compostable and can be deposited in the biodegradable refuse bin. We will explain three of these packages for you in this article.

Ornamental pot of elephant grass

Elephant grass is grass that grows in various places in the Netherlands and can grow up to four metres high. Elephant grass is also used as an animal-friendly solution for goose nuisance at Schiphol Airport. Goose do not like this high grass and therefore stay away. There are possibilities to make paper, cardboard, wood and plastic from this grass and recently also ornamental pots. The products are available in their natural colour, but the paper and cardboard are suitable for full-colour printing. The advantage of the use of elephant grass is that it is produced in the Netherlands and therefore does not involve transport. The grass cleans the air, collects fine dust, reduces noise and takes up as much CO₂ as a tree.

The possibilities with Broekhof and Green Leaf are great. The packaging is of high quality, so that your sustainable / organic flowers and plants can have the most beautiful packaging.



Bouquet of Paperwise

Paperwise is cardboard or paper made from agricultural waste. You should think of the stems and leaves of, for example grain and sugar cane, that are not used after processing. Paperwise is 100% compostable, is produced with green energy and reduces the environmental impact by 47% compared to other types of wood fiber paper. Paperwise is white in colour and can be used perfectly for full-colour printing.



Flowersleeve

This is made of PLA (Polylactic Acid or Polylactide). PLA is one of the best known and most sustainable bioplastics, made from raw materials that are renewable. These are raw materials from Agri-waste and Bio-mass, such as sugar cane and corn, not at the expense of food. PLA is very suitable for flower sleeves and plant covers, foil, tubes, covers etc. The printing of PLA film gives the same result as other foil types made from fossil fuels.



Annemieke's Picking Garden

Annemieke started her "pick your own" garden in 2009 with the main reason to introduce people to flowers of the season. In her garden, consumers pick their own bouquets, a concept that did not really exist in the Netherlands. "Everyone likes to pick a bouquet of flowers, fun out there for young and old" Annemieke says. Pluck bouquets are a real trend now and Annemieke is hooked up at the right moment.



Annemieke is a passionate woman, who stands on the ground with two legs and knows what she is talking about. Before she started her picking garden, she was ready for a career switch and she accepted this challenge. Before that, Annemieke worked in psychiatry as a nurse. The company is currently growing from a hobby to a professional picking garden, where she now grows dozens of different organic flowers on almost 4 hectares [10 acres] of land.

Annemieke and husband Pieter, who owns a Scabiosa nursery, have always been very committed to sustainability. For Annemieke this means being good for nature and for people. It is a matter that you must deal with seriously. When Annemieke decided to sell her flowers on the organic market, she joined SKAL 5 years ago, so that she now officially bears the name 'organic'. SKAL is the Dutch authority that issues and verifies the label 'organic'.

Many people saw no future in organic garden at the beginning. But the concept turned out to be the right decision and her picking garden started to grow. Besides being the only picking garden, the garden also serves as a testing ground for



organic plants, because there is still a lot of unknown in today's world.

For her feeling we now live in a kind of intermediate phase. More and more people now understand that we must go in a different direction with our world. There is more awareness and the demand for organic increases. So, there is also much more demand at this moment than she can handle from all sorts of parties around her. For example, she only sold her flowers directly from the garden and partly on the market. Nowadays wholesalers are also knocking on to be able to export the flowers abroad.

The debate always arises what is and is not organic. Where is the limit now and to what extent should you go? Annemieke sees this as a real challenge for the ornamental plant sector. Professional cultivation of organic flowers in a way that you can live on, but not necessarily more expensive than the regular products. This also makes it more attractive for consumers to buy organically. From the hobbyist to a truly professional way of growing is where the challenge and future lies for the sector.



Rozen en Radijs

The moment you step into this special nursery, you are immediately seized by the quiet and peaceful atmosphere that prevails. Martijn, owner of the company Rozen en Radijs, tells us enthusiastically and full of passion about his roses.

"We try to radiate the atmosphere and harmony within our company. Just working on the good and only putting energy into things we would like to have. It is about the pure feeling, to do what your heart tells you. Our philosophy is back to the origins and to produce like nature intended. We are chasing nature and that's not conducive to the quality and health of the products."



Martijn has invested in his cultivation over the past three years. Now it is finally paying off. Where other growers work very sterile and don't allow weeds to grow between the crops, Martijn lets the weeds grow and keeps the windows of the greenhouse open. In this way he allows his plants to become immune to diseases and the plants become stronger and stronger. In addition, there are chickens between the crops against the vermin and a cat against the mice.

"With a holistic view we try to look at cause and effect. For example, we work with natural nutrients from compost. Our greenhouses are protected against electrical radiation and negative energies, revitalized water is utilised and classical music is played in the greenhouses. Roses, like humans, pick up energies and radiations from the environment. A rose reacts differently to hard rock than classical



music. You can feel that, and you can see it during the growth process. The calmer and purer the energy, the better the crop feels and develops."

The roses are grown in the soil in the summer. A rose is a plant that grows and blooms when it has a lot of light and warmth. In the winter the rose is naturally at rest. Martijn ensures that the whole natural cycle is being respected. He derives his knowledge and inspiration from age-old books. "Just grow as it used to be, close to nature". For example, Martijn also looks at the position of the moon.



The moon has an influence at the water on earth, which is visible in the high and low tide you can witness at the sea front. In this way, sometimes the water level in a flower is higher than in other times. This also affects the crops, according to Martijn.

He only sells his roses in his own store, where he tells his customers enthusiastically about his passion and his biodynamic cultivation method and his view on nature.

Ammerlaan The Green Innovator

Ammerlaan The Green Innovator BV is a greenhouse company with over 6 hectares of greenhouses where more than 100 species of tropical green pot plants are grown. In 2010, Ammerlaan drilled a geothermal heat source. The source installation uses the heat of the groundwater at a depth of more than two kilometers. The water that is pumped up with a temperature around 70 degrees Celsius, also contains dissolved natural gas. By separating the gas, it can be used in a combined heat and power (CHP) to generate both heat and electricity. The electricity is used for the geothermal installation and the pumps.



Geothermal energy uses heat from the ground. A very deep hole is drilled in the ground, often more than a kilometer deep, from which water is pumped up at high temperatures. In addition to heating homes, geothermal energy is also often used in greenhouse horticulture to heat greenhouses. Geothermal energy is therefore a technique that is often used in rural areas.

However, the source capacity of this geometric installation proved to be many times greater than the own heat requirement. This meant that in the first instance other nurseries, a sports complex, a swimming pool and a school complex could be connected to the source of the heating networks. Afterwards, another 16 apartment buildings in Pijnacker were connected to it. This allows 470 apartments to be delivered, to make the methods of heating more sustainable.

It is the first project in the Netherlands where geothermal energy is being supplied to surrounding buildings.



This was not a simple project from a technical and organizational point of view. Thanks to the great efforts of all parties involved, the project was completed at the end of 2015 and in 2016 approximately 10,000 Gigajoules of fossil fuel in the apartments will be replaced by renewable geothermal energy. In total this is a reduction of CO2 emissions by more than 600 tons per year.



The Netherlands are very actively researching where there are more possibilities to install heat networks. In the Westland area, they are already way ahead, for example, there are opportunities to use residual heat from the harbor of Rotterdam. In addition, more and more growers can be connected to the geothermal sources with the aid of grants. This contributes to making Dutch horticulture increasingly sustainable.

Stolk Flora

Stolk Flora grows on a total area of six hectares of orchids in the most sustainable way as possible. This means 'growing with an eye for people and the environment'. In their view, a sustainable mentality is cultivated in a way that is not at the expense of the world around us. That is why Stolk Flora is working on a more sustainable business management in many ways. Their company is MPS-Product-proof, MPS A +, MPS GAP, MPS Quality and MPS Socially Qualified certified. In addition, the company has a footprint by Benefits of Nature.



Jan Stolk, owner of Stolk Flora, however, is driven to a higher purpose. He would like to switch to a 100% organic crop as a company as quickly as possible. Every year they improve the business process again and hope to achieve the goal by 2020!

Stolk Flora sells its plants under the name 'Your Natural Orchid' to be able to radiate their mission and vision. Sustainability is thought of in many ways and the company is working on improving business operations. To prevent, among other things, bee mortality, no chemical plant protection products are used. At least four times a year, a sample is taken in the company on the Phalaenopsis leaf to show that no chemical pesticides have been used. In addition, the company uses essential oils to protect the crop.

These biological agents have been used to make the crop more resistant to bacteria and insects, so that they become stronger. In addition, the agents are also used to make the plant less



attractive. With garlic extract, for example, they ensure that the plants smell less pleasant, so that animals and bacteria are less likely to attract to the crop. Finally, heat is stored from the outside air to heat the greenhouse in the winter, fertilizers are collected and re-used, and the water is already 95% recycled. The orchids are also sent to the relevant location in sustainable packaging, the Ecotray. Not only are the plants grown in the most sustainable way possible, but Stolk Flora also pays attention to sustainable packaging.

What we remember most about our visit was our test with vital water. We got cress to taste, fed with just water and fed with vital water. The cress fed with the vital water clearly had a stronger and therefore better taste than the cress fed just water.



In a so-called 'Vitalizer' the water flows like a vortex and the water gets a different composition together with the nutrients. This allows the plants to absorb the water with the nutrients more easily and better. Here the plants become stronger and more vital!

Oasis

The demand for sustainable products is increasing in the floriculture sector. More and more growers are growing as sustainable as possible, companies are certified and florists want to work more sustainable.. Oasis responds to this development by introducing a new kind of floral foam on the market that is biodegradable, because the current floral foam is not.



For more than 60 years, Smithers-Oasis has been committed not only to the development of the flower industry, but also to the preservation of the environment. After years of development, Smithers-Oasis introduces the first floral foam that is biodegradable. Oasis NATUREBASE, Bio Floral Foam.

The NATUREBASE range is made from a biodegradable base (made from polymers) that looks, feels and performs like plastic, but is made entirely of sustainable materials. Tests show that this floral foam will be 51.5% biodegradable within a year and 85% within three years.

In the 'FloraPodium Goes Green' week, we will test for you this NATURE-BASE range from Oasis at the FloraPodium, and share our findings with you.

FloraPodium has been created to connect floral specialists, to inspire and surprise them by showcasing exclusive and extraordinary floral products.

By selecting these exclusive and special products, we hope FloraPodium will inspire floral specialists to connect both digitally and personally. The FloraPodium is meant to be a meeting place for all parties involved and will serve as a shopping window for as many special products as we can find.

The menu

When having dinner at a quality restaurant you may often be offered a specialty of the day apart from the regular menu. This dish has been carefully selected by the chef and is often accompanied by a wonderful story about the origins of that particular dish, thus adding value and making the experience even more gratifying.

FloraPodium is the addition of the general menu. On the stage you have 'day dishes' that can surprise you. Exclusive and special products with a story. There are products that you might not choose in the first instance but which can still be attractive. FloraPodium puts products in the spotlight that are different, innovative or special.

The colored sheep

The colored sheep on the stage symbolize the growers with a special product. These are not always visible in the crowd, but may be an interesting addition to the general menu. FloraPodium likes to give these growers a distinctive color by putting their product and company in the limelight

This is us

FloraPodium belongs to everyone. Every week other people work on the development of all videos, flower arrangements and information. Everyone is welcome to contribute to this platform so that we can inspire each other!

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