

LEAF



HORTICOOP



**Spectraplant nursery
building for the future**

Let your plants shine!

**Marthaplant buys more
than just the substrate**

e-LEAF!

A healthy spirit in a healthy body is a well-known cliché, and one which Horticoop seems to have taken quite literally. This is evident from the 25 enthusiastic Horticoop colleagues who have all been training for months to cycle on 4 September in the Ride for the Roses event, a joint sponsored bike ride of 100 kilometres to raise money for the KWF cancer fund. But this expression also applies to Horticoop as an organisation. We have been working very hard during the past year to take our organisation to a higher level. We are sure that this will not have gone entirely unnoticed. Horticoop is now in full swing – literally and figuratively. Being in full swing means that we are calling upon – to use another cliché – deeds not words. Horticoop is continuously innovating and provides solutions and products to increase the performance of our customers.

In this edition of e-LEAF you can find out how Horticoop can help you market your ornamental product. Giel Tuns, trend watcher at Alflora Business, talks about how trends are started and how they can help you. You can read about the specialists at Lentse Potgrond and Slingerland Potgrond and how they help customers to map their personal substrate processing methods and, in this way, provide guidelines for more efficient use of their substrates. But you can also read about how Cleanlight and Aquaox can help to reduce disease pressure on your crops. Once again this year, we have received an overwhelming number of entries from lovely and enthusiastic young girls, in total 62, for the Horticoop's Fair of Face Calendar 2012. The entries were submitted during the months of May and June, and in July everyone was given the opportunity to vote via www.horticoop.nl for his or her favourite Fair of Face girl. The results have been announced and work is now vigorously taking place on what has meanwhile become a household word within the horticultural sector! The calendar, an icon for horticulture, is already the fourth issue. You can read more about this in e-LEAF, of course.

Happy reading!

Igo Janssen
Managing Director

P.S. If you feel there is something missing in our magazine, we will be pleased to hear from you: e-leaf@horticoop.nl

Cover photo: Emiel van den Oever of Spectraplant in Westerbeek

Vegetable and ornamental plant cultivation

BENOMIC ELECTRO PIPE RAIL TROLLEYS

The new Benomic electro pipe rail trolleys have been received with great enthusiasm. One enthusiastic customer, C.G. van Winden BV from Zevenhuizen, was curious about the advantages and wanted to talk about exchanging their old electro pipe rail trolleys that were still in good working condition.

The Benomic has a number of significant advantages which Wilfred and his brother Vincent wanted to know more about. The smooth exterior – there are no bolts, edges, corners or holes on the trolley – makes the Benomic easy to clean and easy to keep clean. The fact that the crops can no longer be damaged by sharp corners or edges is just as important. But there are also a number of practical advantages. The lifting and lowering speed of the hydraulic scissors is now twice as fast and the maximum lifting capacity has increased to 300 kg. The trolley has a slightly different format and the fact that all components are housed under one cover makes servicing and maintenance much easier. Finally, the 0.18 kW motor has been replaced by a 0.37 kW motor, thus increasing the power and speed.

After thorough consideration, whereby these advantages all played a key role, 20 Benomics were ordered. Of these, 18 were equipped with hydraulic scissors and the remaining two with threefold scissors with a reach of 440 cm! The Benomic is also available in a four-scissor version with a reach of 570 cm.

This is a great product that can be adapted to meet your personal requirements. The employees of C.G. van Winden are certainly very happy with the trolleys and have been using the Benomics for a number of weeks now to their complete satisfaction!



The Benomic electro pipe rail trolleys of C.G. van Winden BV



Fair of Face Calendar 2012

INTRODUCING: FAIR OF FACE SAMIRA VAN OOSTEN

Once again this year, we have received many entries from girls wishing to appear in the Fair of Face Calendar 2012. From the tremendous number of votes that we received, Samira van Oosten came out as one of the winners. During a nice chat, Samira spoke of her pride in the sector and why she was so eager to participate.

From horticulture to horticulture

'I still can't believe it. I think it's great!' says Samira when we ask her how she feels about appearing in the 2012 calendar. Enthusiasm is reflected in her voice.

What prompted you to participate?

'The calendar hangs in our nursery every year. It is very popular with the employees. I also applied last year, but unfortunately I was not chosen. More and more of my father's employees asked me why I wasn't in the calendar yet. I thought, this year I must act quickly. So I entered for the competition.'

How did you manage to receive so many votes?

'I immediately told everyone at the nursery that I had sent in my entry and so they all voted for me. I also put out an appeal on Hyves and Facebook and, of course, I personally asked my family and friends to vote for me. I think it worked!'

What type of nursery does your father have?

'My father is the owner of Zijdezicht Nursery in De Lier. He grows asters and chrysanthemums.'

What do you think of your father being a grower?

'Actually, I think it is very macho. I am always proud when I say that my father is a grower. I also notice that many people find it interesting, and I really like that. During the holidays and on Saturdays I also work in the nursery. I enjoy it because I like the work and it is always fun being with the others.'

So you are still at school? What do you want to do when you finish school?

'I passed my HAVO (Higher General Secondary Education) exams this year and I will start my new school year at the PABO (Pedagogical Academy for Elementary Education). I like working with children and teaching them things. I like helping to give children a good start. When I have finished the PABO I either want to be an elementary teacher or continue studying, but I am not sure which yet. When I have reached that stage I will see whether I am still as enthusiastic!'



ReduFuse in practice

Vegetable and ornamental plant cultivation

ReduFuse

THE POWER OF DIFFUSED LIGHTING

Research carried out by the Wageningen University has shown that most notably tall-growing crops (including vegetable crops) perform better qualitatively and quantitatively under diffused light. This is a result that can be put to good use! To take optimum advantage of this, Mardenkro has developed ReduFuse, a new coating that transforms sunlight into diffused light.

Diffused light penetrates deeper into the crop than direct sunlight. Obtaining diffused light is actually very simple. It starts by applying a coating of ReduFuse onto the glass. This coating forms a barrier, as it were, between the sunlight and the plant. In this way, the sunlight is scattered and spreads out over a greater area. This is called diffused light.

The advantage of this method of sunlight distribution is that the entire plant receives more light, from the base to the top. The leaves are thus able to absorb more light. This coating is particularly interesting for crops that do not require protection but which benefit from diffused light, such as the taller tomato and cucumber crops.

A number of full-scale tests with ReduFuse are currently being set up in Europe. Although it is still too early to determine the end result of these tests, we can already establish a number of important advantages. Fruit-bearing plants, for example, produce a heavier fruit weight and increased growth. Because ReduFuse ensures a lower, constant plant temperature, it is apparent that crops are better protected against extreme weather conditions. Crop performance will thus remain stable. Vegetable crops clearly show fuller plant development.

ReduFuse is therefore a good and effective way of getting the most out of your crops. ReduFuse will be available before the start of the 2012 season

Joining forces to tackle natural pathogens

AQUAOX AND HORTICOOP

The danger of pathogenic microorganisms has been in the news quite a lot lately. Everyone is naturally alert when it comes to combating this problem. The introduction of Aquanox Electrolyzed Water to its product range has not only enabled Horticoop to take an important step in combating pathogenic microorganisms, it has also been instrumental in reducing the use of biocides in horticulture.

The Aquaox machine produces a solution comprising water, ozone, hydrogen peroxide and hypochlorous acid, called Aquaox EW. A dilution of 1 litre Aquanox EW per 1000 litres of water allows the solution to be injected into drip irrigation systems.

It combats and removes pathogens of natural origin safely and in a natural way.

Aquaox EW tackles bacteria, viruses, algae and other pathogens effortlessly. Furthermore, irrigation water and surfaces are free of all harmful organisms after treatment. Not a single trace of bacteria has proven to be immune against the natural power of Aquaox EW, neither has there been an occurrence of resistance build-up. It leaves no harmful substances or gasses behind. Aquaox EW is applied through adding it to irrigation water or spraying systems.

For more information about Aquaox Electrolyzed Water, please contact Horticoop Techniek on phone number +31 (0)10 - 524 16 00.





Giel Tuns, trend watcher



Pot plants



The showroom of Alflora Business in Venlo

Alflora Business provides added value to your plants

LET YOUR PLANTS SHINE!

Today's market demands creativity. How do you create added value in your product range? How do you get your product to stand out? How do you keep up to date with the latest trends? These are questions that many customers are asking themselves. We put them to Giel Tuns, trend watcher for Alflora Business.

At the moment, it is interesting for many customers to provide more than just the plant. 'Many customers deliver on a contract basis and are looking for added value,' explains Giel. The range of plant materials is great, so there is a demand for something different. Supplying plants in nice matching pots or different types of plants in one bowl are just two interesting examples. 'Alflora Business has a nice range of pots and bowls but, as far as we are concerned, added value does not stop there!' Giel laughs.

Supplying a plant in a nice pot is fine, but it would be much better to deliver a plant that has been nicely decorated. You could, for example, use small decorative stones to cover the soil or add a nice butterfly to the arrangement. A nice appearance is one thing, but it must also be easy to process. Alflora Business offers you the opportunity to receive guidance and advice in this regard.

HOW DOES THAT WORK?

Just make an appointment with Alflora Business and take some examples of your plants with you. You could also send the plants to Alflora Business in advance. This would give Giel a little more time to think about the combinations that could be interesting for you. 'When a customer pays a visit, I like to be able to show them at first-hand what the possibilities are.' The appointment always takes place in the showroom of Alflora Business in Venlo. This is a very conscious choice.

The showroom is arranged thematically and displays six different atmospheres. It enables Giel to present his ideas with your plant in mind. Moreover, it also gives you the opportunity to determine the right atmosphere for your plant yourself. The showroom is also where the photo studio is situated, where the results of the appointment can be immediately recorded.

Giel is directly involved in the selection of the new products. He is thus always up to date on the latest trends. 'I only present quick, catchy ideas that can be prepared without too much labour, which makes it interesting!' according to Giel.

PARTNER

Alflora Business is the right partner if you wish to present your plants in pots, vases or bowls, or if you require large quantities.

Alflora Business is strong in client-oriented advice and unique in compiling and importing its own range of glass, earthenware, basketwork and trendy new materials such as plastic, chipboard and zinc.

For more information, please contact Alflora Business on phone number +31 (0)88 - 22 44 963.

Business awareness and opting for uniqueness make a difference!

HORTICULTURAL NURSERY SPECTRAPLANT IS BUILDING FOR THE FUTURE

Horticultural nursery Spectraplant in Westerbeek grows kalanchoes. Recently, a second cultivation level, complete with diffused glass, was realised. A brave investment in these difficult times. An interview with Emiel van den Oever about trust, uniqueness and handy tips.

Walking into the greenhouse at Spectraplant is a feast for your eyes. Everywhere you look, you can see the beautiful colours of the kalanchoes. Furthermore, the nursery is efficiently arranged, with the second cultivation level providing extra space. Beneath this, storage can be created for the plants that are ready for delivery. The automated production line has been set-up to even convey roll containers. This great company is efficiently organised, and you can immediately see that everything has been well thought out.

'Look, it's all about handy tips and tricks,' Emiel begins. 'Do you see those floor grids on the second cultivation level? They are second-hand, found on the Internet.' We encounter these types of things throughout the nursery – setting-out machines taken over from an old kalanchoe grower who switched to another type of cultivation; an automated track that was designed and constructed by Emiel and his father. 'As you can see, there is just enough space to put everything. I made a conscious decision to think about every solution together with my father – what comes where and why. This is how we made sure of getting the most out of the available space.' Not only is this way of conducting business financially beneficial, it is also practical, which is of interest to all growers.

As we walk further along, we arrive at the Danish trolleys that are ready to be taken to auction. All our plants go to the auction in Germany. This is a conscious choice: Aalsmeer is too far away.

Pot plants



Emiel van den Oever

'I want to be able to switch quickly. If an order arrives, I want to be able to immediately react. The auction is just around the corner, which means we can deliver quickly. On top of all that, I will be making a storage area under the second cultivation level soon. I can then store plants there that are ready for sending. The shadow from the second cultivation level will delay the flowering slightly, which will make it an ideal place to store plants ready for sending.'

Horticultural nursery Spectraplant is involved in smart business in all kinds of ways. Not only has a lot of thought gone into the lay-out of the greenhouse and the method of cultivation, the appearance of the company is also a consciously prepared concept. 'As far as presentation is concerned, we like to be unique. We consciously select striking colours and, in the Netherlands, we are the sole growers of the Paris variety, which has a larger flower compared with the other kalanchoe varieties.' To the question how Horticoop fits in with all these well-thought out concepts, Emiel responds quickly. 'We have been doing business with Horticoop since 1974. Substrate specialist Gerrie van Ekeren has literally been a regular visitor here for years. Within half an hour he is able to tell us what is wrong and how we should tackle things differently. Knowledge is important to us. Moreover, it is of tremendous added value!'

The outstanding product of Spectraplant





Lex van Dijk (l) and Bart van Lith

Pot plants

A tailor-made recipe

MARTHAPLANT BUYS MORE THAN JUST THE SUBSTRATE

Three years ago, Marthaplant opted for newbuild in Andijk, North-Holland. This nursery grows cyclamens, hydrangeas and sunflowers. The company is highly mechanised. Anything that can be done automatically is automated. As a consequence, it is important that Marthaplant can rely on firm baseline values.

When it comes to ordering high-quality substrates, Marthaplant has found the right supplier in Horticoop. In cooperation with the substrate specialist, a tailor-made recipe is prepared. 'Some time ago, our substrate specialist pointed out to us that processing of the substrate has an impact on the conditions in the pot. It never occurred to me that we ourselves could have a significant impact on this!' Bart van Lith indicates.

Horticoop delivers the substrate to the grower, but before the plant is actually potted, a considerable amount of processing takes place. This has an immediate impact on the conditions in the pot. For example, the air content of the soil changes when pressed down during potting and when holes are drilled for plant material, but also the required amount of fertiliser or other additives in the substrate can change as a result. Pressing the soil down also has an impact on the way in which moisture is absorbed during watering; a tightly packed mass absorbs moisture differently than a loosely packed mass. So, does the carefully prepared recipe still contain all of the desired properties? How easily all these factors change depends on the potting behaviour of the substrate. 'As a specialist, I believe it is important to look further than just delivering the substrate. I would like to get the most out of our product for my customer,' explains Lex van Dijk, substrate specialist at Lentse Potgrond and Slingerland Potgrond.

For this reason, the specialists at Lentse Potgrond and Slingerland Potgrond have developed a method to determine these impacts on the nursery. This method was recently carried out at the Marthaplant nursery. 'We wanted to know how we ourselves could exert influence on the correct working of our substrate. Of course, we also want to get the most out of our composition!' says Bart. The specialist examines the entire process carefully. How are the machines set up? Are the holes punched or drilled? How many litres actually go into a pot? 'After we have determined the behaviour of the substrate during the processing, we can then give specific advice on the composition of the substrate and on the most effective irrigation. In this way, we ensure that the substrate is working effectively,' says a satisfied Lex van Dijk.

Would you like to know how the correct processing of your substrate can be determined and what positive effects this can have on your crops? If so, then please contact one of our substrate specialists without obligation. They will be pleased to help you!

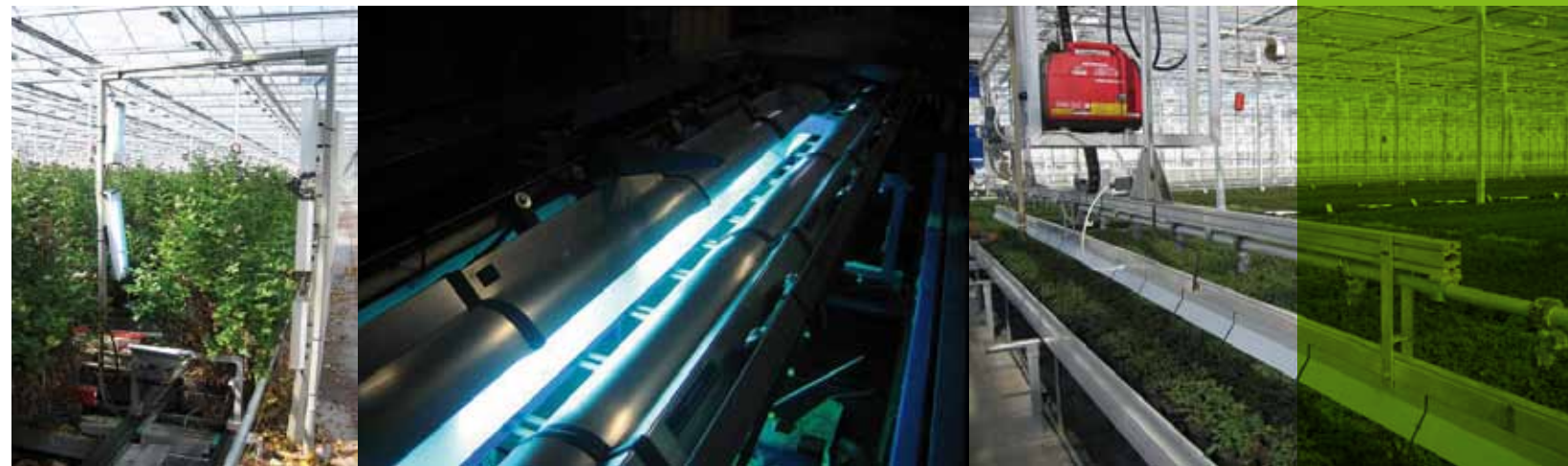


UV crop protection sheds new light on the control of fungi

COOPERATION BETWEEN CLEANLIGHT AND HORTICOOP

Cleanlight is a progressive company that has invented and patented the UV crop protection technique and, in addition, has made it ready to be put into practice. It is a company that, in many respects, is seriously and passionately engaged in producing a high quality product. This cooperation brings a nice addition to Horticoop's range of products and a pleasant knowledge partner, enabling us to serve our customers in the best possible way.

Horticoop is therefore proud to announce that it has recently confirmed the cooperation with Cleanlight through the signing of an exclusive distributor contract. This contract gives Horticoop the exclusive right to sell the product to end-users and other installers.



Cut flowers and pot plants



UV crop protection in practice

UV crop protection is an innovative technique for controlling fungi, bacteria and viruses on many important agricultural crops, without the use of chemicals. The cost savings for the grower and the public health benefits for the consumer speak for themselves. An additional advantage is that UV-C light can also be used for disinfecting various materials. Consider, for example, the Piko Plant collars, which we covered in our last edition.

For more information about CleanLight UV crop protection, please contact Horticoop Techniek on phone number +31 (0)10 - 524 16 00.



HORTICOOP

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