
Perennials - Roses



What the Market Wants

Cultivars Specially bred 'greenhouse roses' of Rosa X hybrid are required by the market. These can be divided into four groups:-

- Large flowered Hybrid tea, of which 'Athena', 'White Success' (white); 'Jaguar', 'Ilona', 'Carambole', 'Baccara', 'Madelon' (red); 'Pink Sensation', 'Sonia' (pink); and 'Cocktail' (yellow) are popular.
- Medium flowered Hybrid tea, of which 'Gabriella', 'Cardinal', 'Mercedes' (red); 'White Success', 'Jack Frost' (white); and 'Belinda' (yellow) are popular.
- Small flowered floribunda. This is the least popular group, from which most demand is for 'Garnette', 'Carona' (red); 'Montrea' (pink); and 'Sabrina' (orange).
- Spray roses. A new development with a limited but growing market, of which 'Vanessa' (red); 'Joy' (pink); and 'White dream' (white) are popular.

Colours Dark reds are the most popular, followed by pink - particularly 'Sonia'. White and yellow are less popular and other colours least popular.

Mix All colours are required and an acceptable mix would be:-

Red	50%
Pink	30%
Yellow	10%
Others	10%

Perennials - Roses

Stem The length and condition of the stem is as important as the flower. Stem length varies according to type and in general long, straight, thick stems with perfect leaves are preferred.

- Large flowered Hybrid tea - 60 to 80 cm preferred; 50 to 60 cm acceptable.
- Medium flowered Hybrid tea - 50 to 70 cm preferred; 40 to 50 cm acceptable.
- Small flowered floribunda - 40 to 50 cm preferred; 35 to 40 cm acceptable.

How to get to Market

Harvesting

The correct stage of bloom development is critical. Too immature and the condition “bent neck” will occur, reducing the value considerably; too developed and the bloom will be unsaleable. The ideal stage is with the calyx reflexing without the petals opening. To avoid wilting due to water loss, stems should be cut early in the morning.

Pre-Conditioning

Stems should be placed in water at 45°C for 15 minutes and stood in a solution of 200 p.p.m. citric acid and 1.5% sugar.

Cold Storage

After treatment, the cut flowers should be pre-cooled as quickly as possible to 2°C and held in store at 2-4°C in the treated solution.

Packing

After hardening in store, the leaves and thorns from the lower half of the stem are removed, the stems graded to length and bunched into 10s, secured by elastic bands. Ideally, the heads should be protected by wrapping in a soft corrugated or tissue paper or a plastic sleeve. Curved, distorted and weak stems should be discarded along with those showing blemished leaves or flowers.

Bunches should be placed in a strong corrugated telescopic carton with lid and ventilation holes. The IATA approved Dutch 'A' size carton, 120 x 46 x 25 cm, holds 600 blooms (60 x 10s) of 60 to 80 cm length and is charged by airlines on a weight/volume basis at 23kg. (See pages 50-51.)

Perennials - Roses

Distribution

Roses decompose very rapidly when packed tight if the temperature is allowed to rise. Refrigerated transport to the airport is advised and facilities should include cool storage at the airport.

Rapid clearance by specialists is needed at the receiving airport and refrigerated transport is essential to take to the markets to prevent heating in summer and freezing in winter.

Import Legislation (see Appendix 1)

- A phytosanitary certificate is required.
- Quality standards apply.

Customs Tariffs (see Appendix 2)

June 1 to October 31 (Tariff Heading 060310 11 0 10/20):

Full tariff	20%
ACP countries	Free
LDDC countries	Free

November 1 - May 31 (Tariff Heading 060310 51 0 11/12/31/32/41/42):

Full tariff	15%
ACP countries	Free
LDDC countries	Free

When to Sell

Fairly small quantities of UK grown roses are available all year round, with supplies augmented by imports, mainly from Israel and the Netherlands. However, European production declines rapidly during the winter months. Demand for roses peaks during the festive periods and special occasions listed on page 4.



What the Market Wants

Cultivars Perpetual flowering types of the species *Dianthus carophyllus* are grown as cut flowers, either as single flower disbudded 'standards' or as non-disbudded 'sprays'.

A new development is the market for 'micro carnations', of which 'Gypsy' is a leading type.

With standards, the established 'Sim' types predominate, popular cultivars being 'Red', 'Salmon', 'Pink' and 'White Sim'.

Newer Mediterranean types such as the pink 'Nora Barlo', 'Sharinah', 'Lena', 'Castellaro', the red 'Scania', 'Tanga' and white 'Roma', with novelties such as 'Pallas' (yellow) and 'Charmeur' (lilac), are gaining popularity.

Popular cultivars of spray carnation include:-

- Pinks, e.g. 'Silvery Pink', 'Karina' and 'Barbara'.
- Red, e.g. 'Red Barron', 'Elsy'.
- White, e.g. 'Royalette', 'Bagatelle', 'Bianca'.
- Yellow, e.g. 'Adelfie'.

Colours Pink, white, red, yellow and salmon are the main colours, with novelties such as striped or frosted (white edged petals) becoming increasingly popular.

Perennials - Carnations

Mix **Standards:** Pinks are the most popular, closely followed by red and white. A typical mixed box of 28 bunches would contain:

- 9 pink
- 7 red
- 6 white
- 6 mixed colours and novelties.

Spray: Pinks predominate with about 50%, with the remainder as follows:

- white 25%
- red 20%
- others 5%

Stem The length and condition of the stem is as important as the flower. Leaves should be bold, bright and curled, with natural 'bloom'. Shiny leaves indicate age and tiredness.

Grading **Standards:** Three grades are accepted, determined by length and strength of stem and flower size:

- 'Select' - long 80 cm stems. 600/standard 'A' box.
- 'Fancy' - medium 70 cm stems. 700/box.
- 'Standard' - 60 cm stems. 800/box.

The market requires about 60% 'Fancy', 30% 'Select' and 10% 'Standard'.

Sprays: Two classes generally apply, with the exporter encouraged to send only Class 1, which must have a minimum of three ripe buds. The flowers should be sorted into grades of 3-5 and 5-7 sound, ripe and perfect buds per stem.

How to get to Market

Harvesting

Markets now require a very 'tight' bud, with outer petals just past the verticle. The bloom has therefore to be harvested when the bud has opened and emerging petals are extended but not open.

Perennials - Carnations

Sprays should have at least three buds showing colour with extending petals.

They should be cut early and immediately placed in a cool room and stood in water.

Pre-Conditioning

Carnations are very sensitive to ethylene and all stems should be stood in an overnight solution of silver thiosulphate (STS) which acts as an inhibitor and preservative. A premium price is paid for flowers declared so treated.

Cold Storage

Pre-cool after cutting to 2-3°C.

Packing

Standards: Should be bunched into 25 stems/bunch with 24, 28 or 32 bunches per box according to grade.

Spray: Should be bunched into 5 stems/bunch and placed in a polyethylene/plastic sleeve, 100 sleeves per box.

Bunches should be packed in a strong telescopic corrugated board carton with lid. The Dutch 'A' size carton, 120 x 46 x 25 cm, will hold between 600 and 800 standard and 500 sprays. (See pages 50-51.)

Distribution

Great care is needed with carnations to ensure that they do not become contaminated with ethylene, a natural product evolved by fruits, vegetables and flowers - the smallest quantities inhibiting flower development.

Carnations should not be mixed with any fruit or vegetable in store or during the transport chain.

They are also very sensitive to heat; the dense packing is prone to rapid internal decomposition if the box temperature exceeds 15°C. They should be kept under refrigeration at all times, including during transportation, and cleared rapidly at airports.

Perennials - Carnations

Import Legislation (see Appendix 1)

- A phytosanitary certificate is required.
- Quality standards apply.

Customs Tariffs (see Appendix 2)

June 1 to October 31 (Tariff Heading 060310 13 0 10/20):

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ACP countries	Free
LDDC countries	Free

When to Sell

UK year-round production is declining, with supplies dominated by high quality imports from Colombia and the Netherlands. Increasing supplies are now coming from Spain, Italy and Turkey.

Unlike most flowers, such as roses and chrysanthemums, carnations are not widely produced in private gardens in the UK in summer. There is thus a year-round demand for imports, although competition from other flowers in summer, at a time of peak European production, is very keen.

Demand increases during festive and special occasions (see page 4). Carnations are particularly popular for weddings and peak demand coincides with the popular wedding season in spring and early summer.



What the Market Wants

Cultivars Cut flowers, occasionally with some leaves, of the species *Anthurium andraeanum*. Intensive breeding in the Netherlands has created a wide range of large flowering cultivars, which are now considered as standard trade types, such as the 'Avo' lines i.e. 'Avo Nette', 'Avo Ingrid', 'Avo Anneke' and improved standard types, such as 'Germa', 'Cuba', 'Fuego' and 'Favoriet'.

Colours Predominantly shades of orange and red. Whites and pink are less popular.

Mix	Orange	40%
	Red	20%
	Pink	20%
	White/pearl	20%

Stem Strength and straightness is important. Length is dependent on size of spathe.

How to get to Market

Harvesting

The flowers are cut when a minimum of half the 'spadex' is white and the stem immediately below the bract is hard.

Pre-Conditioning

Stems should be placed immediately in water after cutting.

Perennials - Anthurium

Cold Storage

Anthurium are sensitive to low temperature. Storage temperature should be no lower than 15°C.

Grading

By size of 'spathe' with 'spike' free from pollen. Each flower must be uniform with well developed shiny and waxy bracts. Spathe sizes are:-

- 8 - 9 cm, with minimum stem length 30 cm
- 9 - 11 cm, with minimum stem length 35 cm
- 11 - 13 cm, with minimum stem length 40 cm
- 13 - 15 cm, with minimum stem length 45 cm
- Over 50 cm

Packing

Anthurium flowers are very easily damaged and such flowers are unsaleable. To maintain freshness, a water phial needs to be placed on each stem and this should contain sufficient water to last about a week. The stalks should each be taped to the box just below the bract to prevent movement and no flower should touch another, or the sides of the box. Foam rubber cushions should be used to protect the spike from touching the bract.

Non-returnable corrugated telescopic cardboard boxes should be used. Usual sizes are 100 x 20 x 10 cm, 100 x 40 x 12 cm or 110 x 40 x 14.5 cm. Plastic sheeting can be used to separate layers and shredded paper to give added protection. (See pages 50-51.)

Distribution

Careful handling is essential to avoid the main common post-harvest problems:

- 'Blueing' due to incorrect temperature and humidity.
- 'Blackening' due to bruising and rough handling.

Import Legislation (see Appendix 1)

- A phytosanitary certificate is not required.
- Quality standards apply.

Perennials - Anthurium

Customs Tariffs (see Appendix 2)

June 1 to October 31 (Tariff Heading 060310 29 0 10):

Full tariff	20%
GSP countries	15%
ACP countries	Free
LDDC countries	Free

November 1 to end February (Tariff Heading 060310 69 0 11/13/14):

Full tariff	15%
ACP countries	Free
LDDC countries	Free

March 1 to May 31 (Tariff Heading 060310 69 0 14):

Full tariff	15%
GSP countries	15%
ACP countries	Free
LDDC countries	Free

When to Sell

There is a small specialised market all year round. Reds are popular for Valentine's Day; whites at Easter.



What the Market Wants

Cultivars Modern breeding methods and tissue culture have resulted in a wide range of long lasting cultivars, which can broadly be divided into:-

- singles - such as 'Fleur', 'Apple Blossom'
- doubles - such as 'Marleen', 'Hildegard'
- black centre - such as 'Fabio', 'Rosetta'

New introductions from specialists, such as the 'Terra' selections, are continuously appearing on the market and are generally vastly superior to the mixed seedling types.

Colours Pinks, salmons and orange are by far the most popular, closely followed by red and yellow.

Mix Singles - 60%; doubles - 30%;
black centre - 10%

Colour preferences are:-

- pinks 40%
- salmon 20%
- orange 20%
- red 15%
- yellow 5%

(yellow is considered to be increasing in importance).

Stem A minimum size of 40 cm. All stems should be firm and very straight. Plastic wrapping to firm and straighten the stem is used but not recommended for export markets, as a premium is paid for natural stems.

Perennials - Gerbera

Grading Flowers must be uniform in size with an acceptable deviation in size of bloom of not more than 10%. A minimum of two stamens need to be developed, as fully opened flowers are only acceptable at point of sale. Flower size should be:-

- 7 to 8 cm
- 8 to 9 cm
- 9 to 10 cm
- 10 to 11 cm
- Over 12 cm.

How to get to Market

Harvesting

Fully opened flowers should be pulled and placed immediately in deep water. Stems twist and distort readily and special carriers have been developed to hold stems by the bloom, allowing the stems to stand freely in water.

Pre-Conditioning

All flowers must be pre-watered before packing and stood in a nutrient solution containing a biocide such as chlorine to prevent bacterial decay of the base of the stem. Dirty water must be avoided at all costs.

Cold Storage

Pre-cooling and holding at between 2-5°C will give the longest shelf life.

Packing

Gerbera are usually packed in special "gerbera" boxes with the bloom mounted on hanging cards containing about 15 blooms. More recently, pre-formed plastic cups have been developed to support the individual blooms. In either case a support is necessary to prevent the stems from moving. Telescopic cardboard boxes, 100 x 30 x 10 cm, hold 50 stems. (See pages 50-51.)

Distribution The condition of the stalks and bruising of the flowers is affected by careless handling and botrytis can develop in both the stem and flower if humidity and temperature fluctuates.

Perennials - Gerbera

Import Legislation (see Appendix 1)

- A phytosanitary certificate is not required.
- Quality standards apply.

Customs Tariffs (see Appendix 2)

June 1 to October 31 (Tariff Heading 060310 29 0 90):

Full tariff	20%
ACP countries	Free
LDDC countries	Free

November 1 to May 31 (Tariff Heading 060310 69 0 91/93/94):

Full tariff	15%
ACP countries	Free
LDDC countries	Free

When to Sell

Gerbera are available all year round, with supplies for most of the year originating mainly from the Netherlands. There appears to be a shortfall in supply during winter months. Demand peaks during holidays and special occasions.



Strelitzia



Heliconia

What the Market Wants

Varieties Limited supplies of well selected varieties of Strelitzia and Heliconia, in most cases complete with some leaves.

Grading Long stems of over 90 cm with uniform well developed bright flowers along with blemish-free bright leaves.

How to get to Market

Harvesting

Flowers and bracts should be developed but slightly immature. Well developed colour is important. Stems should be cut in the early morning and stood in water in a shady position, prior to packing. Being tropical plants, they are sensitive to low temperature damage and should never be cooled to below 15°C.

Packing

These flowers are very costly to airfreight and must be handled with the greatest of care. The standard Dutch 'A' telescopic cardboard carton will hold just 45 stems, packed in three layers of 15 stems. (See pages 50-51.)

Import Legislation (see Appendix 1)

- A phytosanitary certificate is not required.
- Quality standards apply.

Perennials - Tropical Exotics

Customs Tariffs (see Appendix 2)

June 1 to October 31 (Tariff Heading 060310 29 0 20):

Full tariff	20%
ACP countries	Free
LDDC countries	Free

November 1 to May 31 (Tariff Heading 060310 69 0 21/23/24):

Full tariff	15%
ACP countries	Free
LDDC countries	Free

When to Sell

These are 'novelty' flowers, required all year round, but in very small quantities.