

---

## Annuals - Chrysanthemum

---



### What the Market Wants

**Cultivars** Bloom of the group Chrysanthemum morifolium, which are grown as a solitary flower by disbudding the stems (called 'standards') - or by removing the terminal bud and allowing the side shoots to develop (known as 'sprays').

Both types are further divided into:

- 'Singles' - a daisy like flower with yellow disc florets surrounded by a few rows of coloured ray florets.
- 'Anemone' - with tubular disc florets.
- 'Spider' and 'feather' - with long thin petals.
- 'Decorative' - incurved or reflexed petals with no centre disc.
- 'Pompom' - small spray decorative flowers.
- 'Spoon' - spoonshaped petals.

There are many hundreds of cultivars classified by their response to day length and temperature.

**Colours** **Spray.** Whites are the most popular, followed by yellow.

**Standard.** Yellow and white are equally popular.

|            |               |        |     |
|------------|---------------|--------|-----|
| <b>Mix</b> | <b>Spray:</b> | White  | 45% |
|            |               | Yellow | 25% |
|            |               | Pink   | 15% |
|            |               | Red    | 10% |
|            |               | Bronze | 5%  |

of which mix of cultivar types should be:-

|             |     |
|-------------|-----|
| Decoratives | 80% |
| Singles     | 10% |
| Spiders     | 5%  |
| Anemone     | 5%  |

---

## Annuals - Chrysanthemum

---

|                  |            |     |
|------------------|------------|-----|
| <b>Standard:</b> | Yellow     | 40% |
|                  | White      | 40% |
|                  | Red/bronze | 20% |

**Stem** The length and condition of the stem is as important as the flower and should not be less than 66 cm.

**Grading** Consistent and good grading is essential. There are three grades for spray:

- First or 'Gold' - each stem having 6 or more flowers in bloom, plus buds.
- Second or 'Silver' - 4-5 flowers in bloom, plus buds.
- Third or 'Bronze' - 3 flowers in bloom, plus buds.

Standards are graded by size of bloom as 24, 30 and 36 per box.

### How to get to Market

#### Harvesting

Flowers should be mature and well developed, with the outer petals expanded and inner petals enlarging, cut in the early morning and immediately placed in buckets of water.

#### Pre-Conditioning

The base of the stems should be placed in boiling water for 30 seconds and then transferred to deep water buckets, containing 1,000 ppm household bleach.

#### Cold Storage

After treatment the bloom should be rapidly cooled to 2-3°C in deep water.

#### Packing

5 stems should be placed in a polyethylene sleeve and packed as bunches. Weak, bent stems, along with those showing poor leaf development and colour, should be discarded. A strong telescopic corrugated board carton with lid and ventilation holes should be used. 'A' size, 120 x 46 x 25 cm, will hold 200 Class 1 spray blooms and 120 standard blooms and weigh 23 kg on an IATA agreed weight/volume basis. (See pages 50-51.)

---

## Annuals - Chrysanthemum

---

### Distribution

As chrysanthemum have a bulky leaf area, they are prone to rapid decomposition if the temperature is allowed to rise. They should, therefore, be transported in refrigerated trucks and kept under refrigeration at the airport. Rapid clearance at the receiving airport is essential, along with distribution in refrigerated vehicles to the markets to prevent heating in summer and freezing in the 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 25 0 00):

|                       |      |
|-----------------------|------|
| <b>Full tariff</b>    | 20%  |
| <b>ACP countries</b>  | Free |
| <b>LDDC countries</b> | Free |

November 1 to May 31 (Tariff Heading 060310 65 0 10/30/40):

|                       |      |
|-----------------------|------|
| <b>Full tariff</b>    | 15%  |
| <b>ACP countries</b>  | Free |
| <b>LDDC countries</b> | Free |

### When to Sell

Chrysanthemum are grown extensively under controlled conditions all year round in the UK and Europe, particularly the Netherlands. Natural season flowers are also produced locally during the summer and autumn and through to Christmas. Demand peaks during the special occasions listed on page 4.

The period of potential for supply from Commonwealth developing countries therefore is from Christmas to Easter, when a fairly high level of demand coincides with the availability of lower quantities of locally produced blooms.

---

## Annuals - Gypsophila

---



### What the Market wants

**Cultivars** The *Gypsophila paniculate*, particularly 'Bristol Fairy'. A free flowering clone is necessary and double flowering strains are becoming popular.

**Colours** Typically white.

**Stem** As the crop is marketed in bunches, a well branched and profuse flowering stem is essential.

### How to get to Market

#### Pre-Conditioning

*Gypsophila* is very sensitive to ethylene and silver thiosulphate (STS) treatment is necessary for long shelf life.

#### Cold Storage

Pre-cooling to 2-3°C is essential.

#### Packing

Stems are bunched into 5s or 10s and occasionally 20s, rarely sleeved and placed directly into the market box. A cardboard telescopic box holding 30 bunches, measuring 120 x 46 x 25 cm, is ideal. (See pages 50-51.)

#### Distribution

Dropping flowers and desiccation can result from variable temperatures and ethylene damage can occur if mixed with high ethylene producing crops, such as ripening fruit.

---

## **Annuals - Gypsophila**

---

### **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 29 0 90):

|                       |      |
|-----------------------|------|
| <b>Full tariff</b>    | 20%  |
| <b>ACP countries</b>  | Free |
| <b>LDDC countries</b> | Free |

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

|                       |      |
|-----------------------|------|
| <b>Full tariff</b>    | 15%  |
| <b>ACP countries</b>  | Free |
| <b>LDDC countries</b> | Free |

### **When to Sell**

North European grown gypsophila is available during the spring-autumn period, and competition is consequently keen at this time. Demand for high quality imports increases in the winter.

Gypsophila is used as a background for bouquets and so has a small, but regular demand. Demand peaks over festivals and holidays (see page 4).

---

## Annuals - Summer Flowers

---



*Antirrhinum*

- Includes:**
- Antirrhinum
  - Aster - particularly 'novi belgii'
  - Dianthus barbatus
  - Achillia
  - Campanula
  - Scabiosa
  - Limonium (statice)
  - Delphinium
  - Helechrysum.



*Delphinium*

### What the Market wants

**Varieties** Limited supplies of a wide range of summer flowers are required for variation and change, particularly out of season.

**Grading** The length and condition of the stem and the uniformity of the flower is important. Most are bunched into 5s or 10s. Occasionally, some are sleeved. Different varieties should not be mixed.

### How to get to Market

#### Harvesting

Flowers should be well developed and slightly immature. A full flowering head is important with an abundance of florets. Most are very tender and delicate and need to be speedily pre-cooled and shipped.

#### Packing

A minimum of handling is essential. Bunching into 5s or 10s and sleeving enhances presentation and protects the delicate flowers. The standard Dutch "A" telescopic cardboard box measuring 120 x 46 x 25 cm will hold about 400-600 blooms. (See pages 50-51.) The stems need to be held fast to prevent movement and bruising.

---

## **Annuals - Summer Flowers**

---

### **Import Legislation** (see Appendix 1)

- A phytosanitary certificate is needed for imports of limonium from non-EC countries.
- Quality standards apply.

### **Customs Tariffs** (see Appendix 2)

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

|                       |      |
|-----------------------|------|
| <b>Full tariff</b>    | 20%  |
| <b>ACP countries</b>  | Free |
| <b>LDDC countries</b> | Free |

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

|                       |      |
|-----------------------|------|
| <b>Full tariff</b>    | 15%  |
| <b>ACP countries</b>  | Free |
| <b>LDDC countries</b> | Free |

### **When to Sell**

Many are typical European-grown 'summer' flowers and consequently are in abundance on the market during the summer months. Their appeal lies in being unusual during the winter and spring. There are indications that demand may increase as supermarkets develop the bouquet trade.