



What the Market Wants

Cultivars Large flower species in all colours are popular, although there is a limited market for the small flowered cultivars. The large flowering types can be divided into three distinct groups:

- True large flowering types, of which there are many varieties. 'Novo lux', 'Peter Pears'; 'White Friendship', 'Teach In' and the popular 'Hunting Song' are important commercial cultivars.
- Butterfly forms such as 'Pussy Cat', 'Antoinette' and 'Melody'.
- Primulus gladioli such as 'Atom', 'Columbine' and 'Cornet'.

Less popular, though increasingly important, are the small flowering species such as *Gladioli colvillii* 'Albus' and 'The Bride' and *gladioli nanus* 'Nymph', 'Elvira', 'Prins Claus' and *gladioli tubergenii* 'Charm'.

Colours Orange, reds and yellows are very popular, followed by whites.

Stem Stem length is very important, 60 cm being the minimum. Each stem should be cut with a number of good healthy leaves.

Grading Stems should be graded according to the number of flowers on each stem and there should be little variation within a box.

How to get to Market

Harvesting

Cut when lowest flower on stem splits and shows true colour. Cut early morning and place immediately in water.

Pre-Conditioning

Silver thiosulphate (STS) treatment is beneficial for long shelf life.

Cold Storage

Cool rapidly to 3°C after cutting and stem treatment.

Packing

Graded blooms are bunched into 5s and securely placed in a box, which should hold 16 bunches. Boxes should be stood end on to minimise stem bending. A non-returnable fibreboard telescopic box, 100 x 35 x 25 cm, holds 80 good quality blooms and foliage. (See pages 50-51.)

Distribution

Fluctuating temperature has to be avoided and a cool chain distribution system, maintaining a temperature of 3 to 5°C, is ideal. Lower temperatures and frost must be avoided.

Import Legislation (see Appendix 1)

- A phytosanitary certificate is required.
- Imports are prohibited between the period from May 1 to October 31 from countries outside the EC, in which gladiolus rusts are known to occur.
- Quality standards apply.

Customs Tariffs (see Appendix 2)

June 1 to October 31 (Tariff Heading 060310 21 0 00):

Full tariff	20%
ACP countries	Free
LDDC countries	Free

Bulbs and Corms - Gladiolus

November 1 to May 31 (Tariff Heading 060310 61 0 10/30/40):

Full tariff	15%
ACP countries	Free
LDDC countries	Free

When to Sell

UK production dominates the market in the summer. Demand for imported blooms increases from autumn to spring.

There is particularly strong demand during holiday periods and on Valentine's Day (February 14).



What the Market Wants

Cultivars Cut flowers from the hybrid bulbous Iris x hollandica; Iris latifolia and Spanish iris; Iris xiphium. Relatively little demand for flowers of the English iris.

Blue cultivars, such as 'Ideal', 'Prof Blaauw', 'Sensation', are by far the most popular. However, there is also demand for:

- Whites - 'Wedgewood', 'Apollo'
- Purples - 'Blue Magic'
- Yellows - 'Yellow Queen'.

Mix	• Blue (most popular)	70%
	• Purple	15%
	• White	10%
	• Yellow	5%

Stem Ideally, 40 to 50 cm long with no more than 10% variation in length within a box.

Grading The bunches must be uniform in firmness, stem length and flower development, showing at least 2 cm of colour measured from the bract, but not open.

How to get to Market

Harvesting

Flowers should be cut in the early morning. They should be just showing colour. There is no immediate need to pre-water.

Pre-Conditioning

No effective pre-conditioning has yet been developed.

Bulbs and Corms - Iris

Cold Storage

Bloom should be rapidly cooled to 2-3°C and packed immediately.

Packing

Bunches of 10 stems with 5 bunches bundled and sleeved in polythelene sleeves. Bunches should be placed in strong telescopic corrugated board carton with lid and ventilation holes. The Dutch 'A' size, 120 x 46 x 25 cm, will hold 600 stems. (See pages 50-51.)

Distribution

As with all bulb crops, deterioration is rapid if temperatures fluctuate. Iris are sensitive to frost damage and therefore even in winter should be transported in refrigerated trucks and kept under refrigeration at the airport at 2-3°C. Rapid clearance at the receiving airport is essential, along with distribution in refrigerated vehicles to the market.

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

Iris are grown extensively under protection, mainly in the Netherlands, from November to May. Natural season blooms are cultivated during the summer in the UK and Europe when demand and prices tend to be low.

Demand peaks from December to January and at Easter.



What the Market Wants

Cultivars Two main groups of lily are required by the market:-

- Stem Lilies, grouped as:

Asiatic - 'Enchantment', 'Connecticut King', 'Sunray', 'Prominence', 'Harmony', 'Sterling Star', 'Yellow Blaze'.

Oriental - 'Star Gazer', 'Journey's End', 'Laura Lee'.

Speciosum - 'Uchida', 'Rubrum 10'.

- *Lilium Longiflorum* - 'White Europe'.

Mix Variety is very important, with 'Enchantment' and 'Connecticut King' accounting for 60% of the market.

Orange and yellow predominate, with limited demand for cream and reds. *Lilium longiflorum* are all white.

Grading Stems should be firm and long with no more than 10% variation in length. *Longiflorum* group should be graded by the number of flowers per stem;

- singles
- 2-5 flowers
- 3-6 flowers

Each bunch, of no less than 4 stems, should have a minimum of 20 good buds. In the *Longiflorum* group the calyx should be fully developed to show colour, but not open.

How to get to Market

Harvesting

Stems are cut when the first bud is just opening and the others are showing colour. Buds will not open if cut prematurely. The lower leaves should be stripped off but the stems must appear well covered in clean green foliage. Cutting in early morning is essential.

Pre-Conditioning

Treatment by standing in a solution of silver thiosulphate (STS) is essential, along with the removal of stamens to prevent discolouration of petals by pollen.

Cool Storage

Pre-cooling, especially in hot weather, to 3°C increases storage life. A temperature of 3-5°C should be maintained for storage and distribution.

Packing

Asiatics - sleeved bunches of 10 buds. Longiflorum - paper wrapped bunches of 20 buds. The standard Dutch 'AA' box, 23 kg, will hold 300 Asiatics or 150 longiflorum. (See pages 50-51.)

Distribution

Lilies develop quickly and, if unchecked, the prominent anthers can stain and spoil the flower appearance. Speedy distribution is therefore essential. Refrigerated transport from airport to market at 5°C is required in winter as well as summer, to avoid freezing.

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

Bulbs and Corms - Lily

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

Most lilies are grown under protection in the UK and the Netherlands, the main season being from March to November, although they are available all the year round. Peak UK production occurs in May.

Demand is highest during the months of low domestic production, November to March. Peak demand coincides with the festive seasons and special occasions listed on page 4.



What the Market Wants

Cultivars Predominately large flowered cymbidium such as:-

- 'Princess Caroline'; 'Princess Anna Paulonna'; 'Mieke'. (Pink)
- 'Princess Charlotte'; 'Princess Frederika'. (Red).
- 'Trigo Royale'; 'Holly'; 'Cascade'. (White).
- 'Alice Anderson'; 'Forest King'; 'St. Francis'. (Green).
- 'Aradian Sunrise'. (Yellow).

Small flowered cymbidium such as:-

- 'Merah'; 'Dorchester'; 'Sultan'; 'Princess Rose'. (Red).
- 'St. Capella'; 'Galahad'. (Pink).
- 'Kate Hepburn'; 'Sabrina'. (Pale pink/cream).
- 'Mary Pinchess'. (Yellow).
- 'Green Perfection'; 'Willow'. (Green).

Dendrobium types are required to a lesser extent. These include:-

- 'Madam Pompadour'. (Pink).
- 'Madam Pompadour'. (White).
- 'Rena Vapahoo'. (Pink/white).

Also small quantities of paphiopedilum, cattleya and phalaenopsis types.

Mix

Cymbidium account for over 60% of the market, with the small flowered types, sold as mixed samples, being the most popular. Some orchids, particularly dendrodium, are stained to give a wider colour range.

Bulbs and Corms - Orchids

Grading Large flowered cymbidium are frequently sold as single flowers. The majority are sold on the stem. They are graded according to length of stem and number of blooms per stem - each box should contain stems of equal length. Malformed, pollinated and dirty flowers should be discarded.

How to get to Market

Harvesting

Stems should be cut early in the day and selected with a minimum of one closed bud on each stem. Stems should be stood in deep water.

Cool Storage

Orchids are generally sensitive to low temperatures and very sensitive to ethylene damage. They should be stored at 8-10°C.

Packing

All orchids should be packed with a water phial - content 12, 20 or 30 cc, depending on stem length - or a wad of water-soaked cotton wool fixed firmly to the base of the stems.

Each stem should ideally be placed in a plastic sleeve.

Large flowered cymbidium may be packed in a telescopic cardboard box, 100 x 40 x 14 cm, with 4, 5 or 6/box.

Small flowered cymbidium are packed in a box, 100 x 30 x 10 cm, according to stem length:

- 20 cm - 30/box
- 30 cm - 25/box
- 40 cm - 20/box
- 50 cm - 15/box
- 60 cm - 10/box
- 70 cm - 8/box.

Mixed supplies should contain at least three distinct varieties.

Dendrobium are packed 30/box, 100 x 30 x 10 cm. (See pages 50-51.)

Bulbs and Corms - Orchids

Presentation is very important and most orchids are packed in attractive, telescopic cardboard boxes. Presentation packs, particularly of single blooms, are marketed during the festive seasons, although such packing is generally undertaken by specialist importers.

Distribution

Orchids have a naturally long shelf life, but quickly deteriorate if they are badly handled and subjected to fluctuating temperatures.

Controlled environment transport, dedicated solely to flowers, is essential to avoid risk of ethylene damage.

Import Legislation (see Appendix 1)

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

Customs Tariffs (see Appendix 2)

June 1 to October 31 (Tariff Heading 060310 15 0 00):

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

November 1 to May 31 (Tariff Heading 060310 55 0 10/30/40):

Full tariff	15%
ACP countries	Free
LDDC countries	Free

When to Sell

The Netherlands is the major producer of cymbidium, the season being from December to May. Dendrodium are mainly produced in Thailand and available all the year round, with peak supplies from September to March.

Christmas, Valentine's Day and Easter are periods of peak demand, although there appears to be an increasing demand from supermarkets for reasonably priced, well presented samples, all the year round.



Ornithogalum arabica



Nerine bowdenii

What the Market Wants

Varieties These flowers are almost exclusively imported and include:

- *Liatris spicata*
- *Ornithogalum arabica*
- Amarine hybrid
- *Nerine bowdenii*.

Grading All varieties need to be uniform in stem length, flower development and weight of the stem. Stem length is important, a premium being given for long stems.

How to get to Market

Harvesting

As all these flowers have a very short shelf life, it is important that the stage of flower development is minimal, yet sufficiently advanced to ensure full opening at point of sale. Generally this will be at the stage when 1/3 to 1/4 of the flowers are open at harvest.

Blooms should be pulled and packed dry.

They are all low temperature sensitive and should be pre-cooled to no less than 6-8°C.

Packing

All these flowers are delicate and blooms require protection, with tissue wraps or plastic sleeves. They are bunched in 5s or 10s. The standard Dutch 'AA' flower box, 120 x 46 x 25 cm, holds:

- 400-600 Nerine
- 500-700 Ornithogalum
- 300-400 Liatris
- 45-60 Amarine.

Exotic Bulbs, Corms and Rhizomes

Further information on packing is given on pages 50-51.

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%
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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

There is a small yet increasing demand for 'unusual' bulb flowers. This market has been developed mainly in the Netherlands to augment the range of summer flowers. There is an opportunity for developing countries to extend the season during the winter months.