



# Biobloem sets out to expand Organic Flowers

Gerard Welles (PPO Glass),  
Gerard.welles@wur.nl

Hans Mulder, Florganic  
h.mulder@florganic.nl

## Revival for Organic Flowers

Recently the Dutch Organic Flower sector received a fresh boost when both the Regular Flower Trade and Organic Fresh Produce made their entrance in this arena. EOSTA, specialised in Organic Fresh Produce and Intergreen, Hollands largest flower bouquet supplier, found each other having the same ambition: 'Make organic flowers available to a wide group of consumers'. To the exclusive purpose of supplying organic flowers, a new company was founded under the name 'Florganic'.



## Make Flowers available anywhere anytime

Goal of Florganic is to create a steady, attractive and year round supply of organic flowers, of quality level that satisfies consumers and trade partners.

However, to make this a reality, various problems need to be addressed. Just to mention a few: The current supply does not offer much variation and is concentrated during a short summer period. Organic Flower feed is not available. Very little is known about the motives why consumers buy organic and the purpose of their purchase (gift or self use).

## Biobloem: Partnership of Companies and Research Institutions.

In order to address all the challenges Florganic linked up with the research organisations PPO (Applied Plant Research) and A&F (Agro technology and Food Innovations), both part of the Wageningen University. Soon after Flower growers, P&C (Pokon & Chrysal), supplier of Flower Feed, and a Supermarket (TESCO) joined in. With financial support of ACC (Agri Chain and Competence) the group initiated the project 'BIOBLOEM', translated Bioflower, with a total budget of Euro 450,000.

Within the project PPO and the growers create new assortment, extend the season, upgrade the quality level and solve major cultural problems. P&C in co-operation with A&F will develop flower feed according to organic standards. Consumer research should create a better understanding of organic flower buyers. A related project, called Bioflora, is aiming at market development.

## Extending the Partnership

In order to further reinforce the organic flower sector we like link up with other European parties, who are somehow involved in the same issue, either in research or business. If you are interested, please contact for more information:

### Details Biobloem:

Project Coordinator: Gerard Welles,  
Applied Plant Research, P.O. Box 8,  
2670 AA Naaldwijk, The Netherlands  
Tel: +31-(0)174-636 881 Mob: +31-317-478 924  
email: gerard.welles@wur.nl

Florganic: Hans Mulder/ Maarten Vrensen  
Jupiter 250, 2675 LW Honselersdijk, The Netherlands.  
Tel: +31-(0)174- 645 241  
Email: h.mulder@florganic.

Also Visit Florganic at Biofach, stand Hall 1- 106



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stichting **Agro Keten Kennis**



**Praktijkonderzoek Plant & Omgeving**

Kruisbroekweg 5  
Postbus 8, 2670 AA Naaldwijk  
Tel.: 0174 - 636700  
Fax: 0174 - 636835  
E-mail: [infoglastuinbouw@wur.nl](mailto:infoglastuinbouw@wur.nl)  
Internet: [www.ppo.wur.nl](http://www.ppo.wur.nl)

WAGENINGEN **UR**