



# selecta NewsFlash

Year: 2012  
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## on the cover

There are many different ways to root cuttings.

Read more on p. 5.

Editorial

## Days are getting longer

After a dark December the days are finally getting longer again. It is clear, spring is on our minds. No question, that if you are into rooting cuttings, you are busy right now. January and February are peak time for rooting spring annuals, and it is not getting easier. The price pressure is on, at the same time even better quality is expected, and the peak period becomes shorter but more intense. So we need to improve quality, processes, and more importantly our bottom line year after year. This issue focuses on rooting cuttings by giving you an inside view of what we do here in our rooting station in Stuttgart to deliver what our clients expect and when they want it. 2012 just got started, and this issue is all about ideas and ways on how to make it a good one. There is a lot to read in this NewsFlash, so sit back, relax, and enjoy this issue.



Sincerely yours,

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## Variety of the Month



Dahlia cultivars **Dalaya Yogi** is the master of garden meditation. It will use its karma to charm gardeners with dark seductive centres and its exceptionally longer flowering season. This early-flowering, medium-vigorous, mildew-tolerant Dahlia is an alluring new addition to the current range of cutting-raised garden Dahlias. At the Fleuroselect trials, the expert judges voted this gorgeous garden Dahlia as the newest cutting-raised Gold Medal winner. The variety showed that it produces strong, fully floriferous, medium-sized plants, which, when planted out in containers, grab attention all season long. Growers and retailers visiting the trials already fell for Dalaya Yogi's charming pink flowers with their contrasting dark centres, and the judges rewarded this top Dahlia breeding with a Fleuroselect Gold Medal.



# News from IPM

By Angela Storm

With the IPM trade show in Essen, Germany (held January 24-27, 2012) gaining more and more popularity with North American horticulturists, it was my pleasure to attend and meet with visitors at the Selecta Klemm booth this year.

The attendance numbers are an impressive 59,000 visitors from 90 countries, and 36% of the visitors came from outside of Germany. It was encouraging to see so many fellow growers and industry friends from the U.S. and Canada visiting the show. The IPM is known to be a trendsetter in plant forms, packaging, and florist accessories. The weather was great, no snow on the ground, and the aisles were packed with an upbeat crowd that made their way to see many of the 1,517 exhibitors.

The Selecta Klemm booth was well designed and inviting to customers to stay for a while, with tasty snacks and refreshments served while taking care of business.

A major focus point in the Selecta Klemm booth was Poinsettia, and every conversation that I had included the latest introductions that have been a success in the North American market like Christmas Day Red, Christmas Eve Red, Christmas Beauty Red, and the new Candlelight White (SK 85) that we sampled greatly in 2011. Two varieties that look promising and that growers should trial this year are SK 80 (EU name Christmas Joy) and SK 83 (EU name Christmas Glory). Both varieties are new to the Selecta Klemm program in Europe and cuttings are available for



Selecta booth at IPM' 2012, Essen, Germany.



One variety in different pot sizes.

## Travel Report



Poinsettias are a very popular plant to produce in a small pot in Europe.



Sankalp Bhosale, Selecta's breeder, presenting his latest star - Dahlia Dalaya Yogi.



Calynopsis Calceolaria were the must-to-see novelty introduced during IPM.

production trials in North America.

Miniature plants (minis) were everywhere at the show, and Poinsettias are a very popular plant to produce in a small pot in Europe. The varieties on display that fit well into the small pot are Happy, Eve, and Beauty.

Selecta is known worldwide for their Carnation breeding program, and SuperTroupier Pot Carnation can be found in many greenhouses in Canada and the U.S.A. This year Everlast was introduced, a hardy to zone 4 Dianthus series that will be available in five colors to growers in North America this year.

The new Dahlia Dalaya Yogi from Selecta Klemm was awarded a gold medal for 2013 from Fleuroselect during the IPM trade show for outstanding garden performance. Another great item that will be available to U.S. and Canadian growers in the near future, Dalaya comes in two colors and targets the summer market for larger pots and containers.

Keep the best for last; Calynopsis Calceolaria has already been mentioned in trade magazine newsletters from editors covering the trade show. It's a newly bred, vegetative Calceolaria that comes in four colors with large flowers on long flower stems. The bright colors will be great for early spring sales along with primula, viola and others.

Mark your calendars for a trade show that will truly amaze you: IPM January 22 - 25, 2013 Essen, Germany.



IPM was a great opportunity to see all colleagues from the industry. From the left: Stefan Reiner, Angela Storm, Yves Cournoyer.

Angela Storm is Selecta/Ball FloraPlant Product Rep. She can be reached at [ASTorm@ballhort.com](mailto:ASTorm@ballhort.com).



# Rooting is Art

By Stefan Reiner

We are in peak rooting season for spring annuals, and being close to a major rooting station has its advantages. I have seen many different ways to root cuttings and get confronted on a regular base with rooting challenges. Now is the right time to talk about the way we root in our rooting station in Stuttgart.

Consider rooting as art, but it requires no magic to grow beautiful liners. The basics are always the same. Success in rooting starts with well communicated goals, focus, and consistency. Besides operational matters, water management, especially mist application, needs our full attention. During all my travels I have to say that eight out of ten growers are on the wet side, most of the time too wet.

Our main rooting station is in Stuttgart, Germany (close to the Black Forest region). We are rooting between 45-50 million liners a year in this location. Weather wise it is dark in winter, and we need to heat quite a bit. The rooting sta-

tion has grown over the past few decades, so it is no surprise that we have 4 different rooting systems in place. I will cover three of them, as two are somewhat similar, and wrap it up with a summary at the end. The three main rooting systems are:

- Neubau (NB): concrete flood floors, large bays, modern and high glass houses.
- Alte/Neue Vermehrung (AV/NV): long static tables, old style glass (AV) and some plastic-covered (NV) houses.
- Container Vermehrung (CV): Dutch container table system with old style, plastic-covered houses.

## Production

### Neubau

When building this extension we had the latest technology in mind. High roof, double glass, well isolated, two screens (energy and shade), all concrete flood-floors, booms, and so on. However we found out rather quickly that besides Zonal geranium, no other crop really liked the environment. The biggest challenge was to keep humidity up without over-misting the crops the first week to 10 days of a rooting cycle. Today the installations have changed quite a bit. The basics stayed the same: High walls, good isolation, and concrete flood-floors. We installed standard mist lines for misting and are using the booms for chemical applications only. This way we get a much better climate (more humidity) without the need to run the booms constantly, which washed out the cuttings. We installed slow-turning fans to help circulate the air (as the houses are really well insulated). In addition we installed HID lamps to compensate for the shade from the high walls in winter. We run a rather low air temperature (16 C) and keep the soil warm (21 C) by using the heating in the floors. This way, cuttings keep a cool head without getting cold feet, reducing stress further. Today we are able to root all crops in this part of our operation including Trixi.

In a flood-floor rooting area sanitation is critical. Not only has the floor to be cleaned and disinfected between each rooting cycle but entrance to the bays needs to be restricted. Keeping a clean ship is the #1 priority for our team in this area. Food-bath (not mats!), bottles for hand disinfection, special footwear, trash bag holder (easier to empty and keep clean than trash cans), and clear protocols are essential. In addition we use a Chlorine dioxide water treatment system to treat water used for irrigation. Mist and boom are fed by city water only.



A bay of Zonal geraniums on concrete flood-floors. Note the yellow sticky trap tape on the side and the blue traps in the crop.



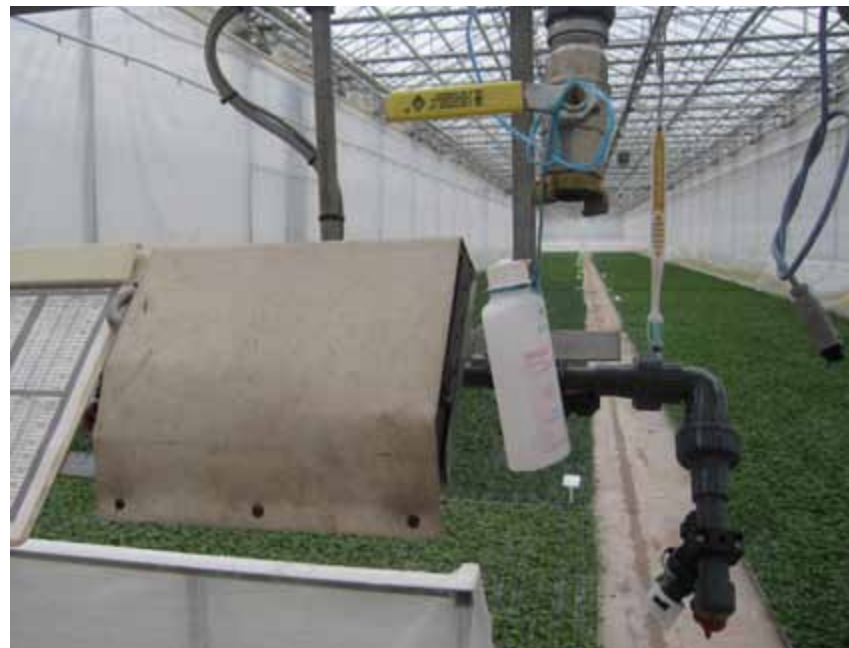
Close-up to show the energy screen, the HID lamps, and the mist line.



The cheese cloth is used to avoid draft from the walkway and as a barrier.



The booms are used for chemical applications only.



Even when working the booms, disinfecting hands it important. Providing the bottle for it even more.



Sanitation is critical. At every door (there are 12 bays) there are foot-baths and hand disinfection bottles. Only growers are allowed to walk the bays and must wear special shoes to do so.



Much easier to empty are trash bag holders rather than trash cans.



The result is a great quality product.

### Alte Vermehrung

**B**uilt decades ago with rooting cut carnations in mind this area has changed quite a bit. The tabletop has been changed, but the basic layout remained. In this area we root smaller units, as the aisles are long but every corner of the table is easily accessible. Growers have to deal with a vast mix of cultivars and varieties, and only rarely is a whole house just one crop.

Old style glasshouses with a shade curtain and slow-moving vans for air-circulation are the basic equipment. Mist is applied via mist lines mounted above the tables. Tables have heating underneath and are wire-mesh tables covered with MyPex® groundcover. The cover reduces the airflow (warm dry air), enabling us to reduce mist significantly. By applying less water as mist we get:

- Faster rooting, as the media is dryer. This allows us also to start feeding earlier without over-saturation.
- A better branched root system instead of roots at the bottom of the liner circling the liner due to over-saturation.
- Less damage due to over-misting, especially on Petunia and Calibrachoa.

Even so nobody is walking on the rooting surface (as is the case in the NB); keeping a squeaky clean house is critical. Keeping the ground under the table weed- and debris-free is very important to avoid pests and diseases. Walkways need to be clean, not only for work-safety reasons but also to avoid spread of diseases. Keeping everything in its right place is part of the routine. When entering the area, everybody leaves his things behind, and again, everything has its place. Trash is put in its place, so nobody needs to clean-up afterwards.



An AV zone full of Calibrachoa liners.



The wire-mesh tables are covered to reduce air-flow during rooting.



Third week in rooting and no damage is visible, thanks to the reduced mist.



Roots are well branched already on the liner inside, growing out in all directions. No damage visible on the foliage of the Petunia (left) and Calibrachoa (right). A better quality as results from reduced mist applications.



Heating is underneath the table and the wire-mesh covered with MayPex®. Keeping all surfaces clean, especially underneath the tables, is very important.



Having everything in its place is part of the success. Here an entry area used AV/NB/CV areas with bottles for hand disinfection and a clean spot for coats and more.



Every area uses a different color so equipment will find its way back easier and has its spot.

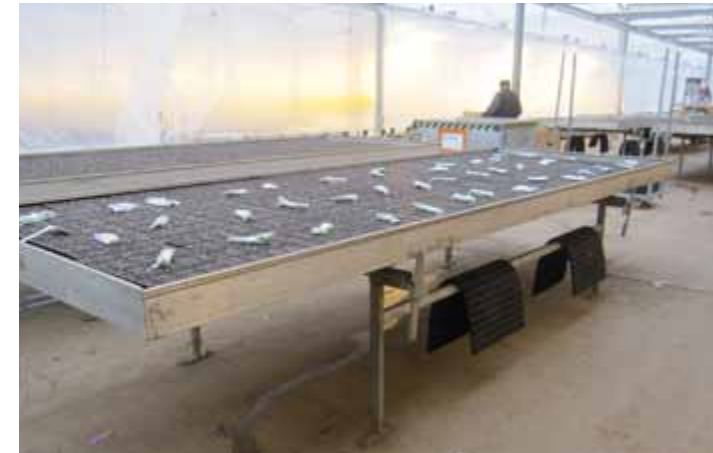
### Container Vermehrung

This extension was built between AV/NV and NB. The houses are covered with plastic, and HID light is used to compensate for the lower light levels caused by it. The area has four zones with the basic system that each sticking week rotates from zone 1 to zone 4 during the rooting process. The climate in the single zones isn't changing much as the crops are moved from one climate zone to another over the course of 4 weeks. The sticking/packing area is in the head house with access to all four zones. Mist is applied via mist lines mounted above the tables, and slow-moving vans are helping to improve the

airflow in the houses. The tables have a wire-mesh surface, which is covered again with MyPex® ground-cover, reducing airflow (as the heating is underneath the tables). Also in this area we root a vast range of products and varieties. Products like Osteospermum, Pot Carnation, Verbena, Lobelia, and anything we pinch like this area very much, and with the cover on the tables (and the reduced air-flow) we can grow nice liners in a rather short time. We decided some time ago to sterilize the Dutch tables with steam instead of more traditional methods. This way we have the best results. In order to do so, we retrofitted a shipping container and use it as a steam tunnel for stacked tables. A mobile steamer supplies the container with steam. This has proven to be very effective.



The tables are stacked and moved into the retrofitted container for the steam treatment. The mobile steamer (right) provides the necessary steam.



Central work stations (left). One of the four zones (right). Note the HID lights and the yellow sticky tape (on the sidewalls).



The wire-mesh is covered with a groundcover to reduce airflow. The trays we use have holes for air-circulation, and the cover on the tables lets air move through, just much more controlled.



The result of the cover (and therefore reduced mist) is a well-branched root system and no damage on the cuttings from over-misting.



Everything has its place (left), and bottles to disinfect hands (right) are right at the entrance.

## Summary

Even if the rooting areas we use are quite different, there are a few things they have in common (besides standard installations):

1. **Reduced air-flow**

The concrete flood floors in the NB area are heated with low temperatures, and the close proximity of the trays to the floor results in a controlled air-flow. In all other areas we cover the open-wire mesh with MyPex® and reduce the airflow this way.

2. **Standard mist lines**

We are using mist lines in all areas. The booms in the NB area are only used for chemical applications. With mist lines we do get much better mist results compared to booms and fog systems.

3. **Heating underneath**

In all areas we have the heating right underneath the crop. In the NB area it is in the floor and in all other areas right underneath the tables. Temperature is measured in the rooting media to ensure the perfect temperature for rooting.

4. **Slow moving vans**

In all houses we use slow-moving vans for an improved air-exchange.

5. **HID lights**

All areas with reduced natural light (high walls or plastic roof covering) are equipped with HID lights.

6. **Keeping a clean house**

This is an important point, and it starts with cleaning all areas constantly, providing foot baths and hand disinfection bottles. Important is a clear protocol and consistency.

7. **Everything has its place**

I can't emphasize this point enough.

8. **Defined goals, focus, and consistency**

It all starts and ends with people.

In the NB area we saw the necessary improvements once we changed to standard mist lines and started to use the booms only for chemical applications. In all other areas the biggest improvements we had was when we started to cover the wire-mesh tables. The cover is woven and allows some airflow, which is very important; however, one has to adjust its mist program when changing from

open wire-mesh tables to covered tables to avoid Botrytis and other disease problems. Airflow during rooting is important, but excessive airflow causes a lot of stress. Often growers think they are not too wet, but the effect of the dry air moving by the plants covers the over-misting look, as plants look dry. Later in the crop the signs are obvious but quite often not brought in relation with over-misting at the begin-

ning. Many plants show the symptoms of too much mist two weeks after sticking, and we usually start to look for what happened just a couple of days back.

It takes a good grower team not afraid to try new things (trial and error) that is fundamental to successful rooting.

Dirk Schimmelpfeng, General Manager Klemm + Sohn (our rooting station in Stuttgart), and his team are responsible for rooting 45 to 50 million liners a year.

David Dannenmann, our head grower, leads the team of growers consisting of Alexander Holl (grower for NB area), Michael Hetzer (grower for AV/NV and CV areas), and Annika Allinger (responsible for trials and exhibition plants). He himself takes, in addition, care of all external rooting stations (as consultant) as well. Our team of growers takes care of the quality of our liners.

Responsible for ensuring that everything has its place, work is done the right way and in time, and that the place is squeaky clean is Carola Huhn and her team. She is responsible for all operational matters, including personnel and the involved planning. She and her team make sure that work gets done.

Without Barbara Kundmueller and her team, these great quality liners would never ship. She is responsible for the inventory of liners, allocation of the available product, and the organization of shipping. Barbara and her colleagues are managing the quantity.



A team of passionate growers is the foundation for successful rooting.



Dirk Schimmelpfeng, General Manager Klemm + Sohn.



From left to right David Dannenmann, Alexander Holl, Michael Hetzer, and Annika Allinger.



David Dannenmann, Carola Huhn, and Barbara Kundmueller.

## Around The Globe



*'How fair is your cutting production in Africa?'*  
 After having worked for six years in Africa in cutting productions, I often face this question. Especially media and non-governmental organizations are quick to accuse such operations just for anything, once even for contributing to the greenhouse effect due to our greenhouses.

Selecta started its first commercial exports of cuttings out of its new location at Wagagai farm in Uganda in 2006. I just arrived from Ethiopia, where booming horticulture started to peak, while the first Selecta elite plants arrived in Uganda too. But by all means, why must it be Uganda? Actually I was backpacking in 1997 through the countryside, and since then I had an excellent impression of this country, combining the features of an East and Central Africa. But what do motherplants say to that? Well, immediately after planting the first motherplants, one thing was clear: Almost everything can grow in that climate. It is never colder than 18 Celsius at night, and there is no dry season, but rather a daily pattern of rain in the early morning and sun from midday onwards. Plus, there is plenty of rain-water nearby in the second largest fresh water body on earth with Lake Victoria.

Selecta's cutting project is embedded into a Dutch investment, Wagagai Ltd., which earlier exported roses, but with limited commercial success, as the little rose buds are not requested anymore from today's consumer. To change from roses to a cutting operation was quite a challenge, but the good news is, we did it. Today Wagagai is the leading horticulture exporter of the country, and Selecta sources all its poinsettias, new guinea impatiens, and many other crops from its Ugandan production center.

The dimension of this success has always been teamwork and responsible cooperation with the Ugandan management and working staff. It has always been Wagagai's vision to share its profit with its employees. Just to give you an idea: The farm operates an own clinic, a baby care center,

several canteens with free food, health and micro finance programs. The clinic alone received 25,000 visits a year, as it opened its service to neighboring communities and family relatives of Wagagai's employees. The clinic assisted mothers to give birth to over 400 healthy babies in 2010. By saying "African standard", this clinic is



Training given by Dutch radiologist, Thea, on use of scanning machine on pregnant women.



The farm operates an own clinic, a baby care center, several canteens with free food, health and micro finance programs.



# LET'S SHARE

By Richard Petri





## Around The Globe



Selecta Wagagai farm is located on Lake Victoria. The disinfection of its water through several cleaning processes, including UV, was a major investment for the farm.

technically highly-equipped. It operates one of the few ultrasound machines in the country for monitoring the baby's development during pregnancy. Volunteering doctors from abroad trained our medical staff to ensure quality of service after they have returned to Europe.

In countries like Uganda, often children die from relatively simple diseases, which could have been easily cured or prevented. Take Malaria; just the use of nets reduces infection possibility tremendously. Wagagai organized nets to hand out for their people. In addition the farm runs a artimisia study, which I was also part of. I never got malaria, at least... HIV/Aids is not a hidden disease in Uganda. Counselling and treating HIV/aids-infected staff in cooperation with TASSO, a non-governmental organization specializing in Aids support, is just another example of Wagagai's health caring programs.

Social responsibility has been helping to create a positive attitude within our staff towards the farm. In addition, Wagagai was honored by local authorities as well as by the German ambassador for its involvement in health care. So it was only logical that the farm got the MPS Certification for its social qualification.

Being good to your staff is not enough to comply with production standards set by European retailers. That is why Wagagai also put much effort into the implementation and documentation of sustainable production methods and into the traceability of its products. Monitoring and eventually changing your processes, keeping proper records, and regular reporting is not an easy job, when 9 Mio cuttings per week have to be harvested and shipped on time to customers worldwide. The



Official opening of the Health Centre on 29th September 2008 by the German Ambassador Mr. Buchholz.

## Around The Globe

farm is clearly committed not only to meet the given standards but to outreach them. The standard for keeping and applying chemicals is higher than what I have seen in many European farms. Sprayers are regularly checked and rotate in their job with works not related to chemicals. Equipment and filters are replaced on a fixed schedule, and the materials are quality assured and directly imported from Holland.

When we changed from roses to cutting production, all crops were moved from the soil on table beds. The motherplants are grown in bags filled with lava rock, which is recycled and disinfected two times per year. All greenhouse floors are additionally covered by ground cover, which also reduces the penetration of fertilizers into the natural soil.



Sprayers are regularly checked and rotate in their job with works not related with chemicals.



The Wagaagi clinic and laboratory has a fully qualified staff.

Water is another precious resource. While the farm has direct access to the Lake Victoria, where water availability is not an issue, the disinfection of its water through several cleaning processes, including UV, was a major investment for the farm. As a side effect all workers do have access to clean tap water on the farm, which is important, as Lake Victoria is full of billharzia, a water-borne disease, which causes severe fever and diarrhea. If left untreated, these symptoms can lead to serious complications of the liver and finally even to death. During my four years in Uganda we had a permanent staff of 500 people, and during main season additionally more than 600 harvesters have been contracted. Today many staff, who joined Wagagai with relatively low skills, are now supervisors or even managers. Apart from the social and environmental aspects, just creating jobs and securing livelihoods is also something worth talking about. Imagine that one salary often feeds the "extended African family" with 6 - 8 people. It is good to see improvement in the lifestyle of your staff. People who used to walk are coming to the farm with a bike; those who used a bike can afford a motorroller. If I think of sustainable development, which is in everybody's mouth, a farm model like this is one of the best forms, as long as its practices are based on fair principles.

With the yearly MPS SQ and MPS-GAP re-audits, we are crosschecking reality with expectation and are proud of having met the ever-growing targets for several years. Buying cuttings and young plants from Selecta are coming with an added value to the customers, which is a good feeling knowing that somebody has taken care of those people who have grown and harvested their products.

Richard Petri is Director of Marketing and Product Management at Selecta Klemm. He has been working for several years in Uganda as General Manager of Selecta Wagagai Ltd.

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# What's Hot for 2012?

By Evelyn Alemanni



Convenience, low maintenance, and water conservation are some of the factors driving consumer trends for 2012 and beyond.

## Marketing

For 2012, several consumer trends appear to be emerging/continuing in the U.S. Some drivers of these trends are convenience and low maintenance along with regional needs for water conservation.

### Succulents

The succulent craze started several years ago continues to grow, as more varieties are introduced and consumers are seduced by low maintenance and even lower water requirements. Home gardeners have discovered that succulents thrive in almost any kind of soil, they need little or no fertilizer, and minimal effort to keep them looking nice. Their versatility extends to planting in the ground, containers, or even window boxes!

In some markets, florists are starting to incorporate succulents into high-end, stylish flower arrangements. And an exciting benefit is that once the cut flowers fade, the succulents last for weeks or months, and can even be planted to grow on.



*Succulents versatility extends to planting in the ground or containers, even window boxes!*

### Food

Concern about food cost, safety, and convenience are driving the increasing demand by consumers for fruit and vegetable seeds and plants. People with small or no gardens are experimenting with vegetables in attractive and/or unusual containers. Some fruit tree vendors suggest planting several varieties of trees in a small hole so people can enjoy several kinds of fruit.



*People with small or no gardens are experimenting with vegetables in attractive and/or unusual containers.*

### Green Roofs and Walls

Building owners and city governments are getting comfortable with the reality of the energy savings as well as visual interest that can be generated by green roofs, and more recently, green walls inside



*Green roofs create visual interest and save the energy.*

and outside. This trend affects foliage producers and houseplant growers as well.

### Perennials

Consumers' desire to have pretty gardens with low maintenance is pushing the demand for perennials that return year after year. Several exciting waterwise perennials have been introduced in the past two years. The use of blooming shrubs such as forsythia, quince, lilacs, and buddleia in the landscape is becoming popular as well, as people are looking for plants that "multitask" well, providing flowers, foliage, and seasonal color and interest.

### Cutting Gardens

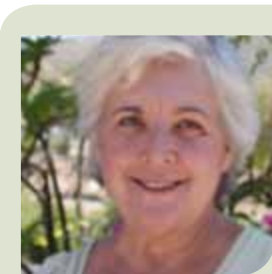
Many people are adding flowers to their vegetable gardens as companion plants to attract pollinators and to brighten the space. In doing so, they have come to appreciate the joy of having long-lasting fresh flowers in their home. Awareness of the use of edible flowers in the vegetable garden is another offshoot of this trend. Edible flowers include nasturtiums, roses, carnations, violas, pansies, calendula, day lily, and many more.

### School Gardens

An increasing awareness of physical and mental health benefits of gardens at school and of incorporating horticulture into every aspect of the curriculum drives this trend. More schools than ever are looking at their campuses with an eye to turning uninspiring turf into interesting gardens. Students, teachers, parents, and community volunteers all help make school gardens possible.



Fresh bouquets straight from the garden.



#### About The Author

**Evelyn Alemanni** is a garden writer, artist, award-winning gardener, and a member of the board of directors of America in Bloom.

Her articles and photography have appeared in many magazines such as: *San Diego Home/Garden Lifestyles*, *Better Homes and Garden*, *Garden Compass*, *Pacific Horticulture*, *Planting Pride*, and the *San Diego Union-Tribune*.

She is also a popular speaker and has appeared on radio and television.

Photos by Evelyn Alemanni.

## 2012 Color Of The Year Tangerine Tango

Tangerine Tango is a spirited reddish orange with a lot of depth to it. The color is sophisticated but at the same time dramatic and seductive.

You will see this magnetic hue everywhere: from designer dresses to home décor.

Help your customers decorate with energetic colors today!

PANTONE 17-1463  
Tangerine Tango

## Get in on the trend with Selecta varieties



Sunrise XL Orange  
Zonal Geranium



SuperTrouper Scarlet Red evol.  
Pot Carnation



ColorPower Orange Flame  
New Guinea Impatiens



Trixi 2.0 Sunrise



 **selecta**

