

PRESS RELEASE

# OLIJ ROSES JOINS DÜMMEN ORANGE

De Lier / De Kwakel, Netherlands, October 6 2016

**Olij Roses International / Olij Breeding, with head office in De Kwakel, is to become part of the family of companies known as Dümmen Orange. The two parties have reached agreement on the transfer of shares.**

This integration will enable Dümmen Orange to expand its assortment within the roses product group, giving it access to a wider sales network. Olij's activities in the field of breeding, propagation and production of plant material in South America, Africa and the Netherlands offer opportunities to achieve maximum customer value and bring more innovations onto the market for growers.

*"Becoming part of Dümmen Orange will enable us to offer a more extensive assortment to all our customers and make use of technical knowledge and logistics in order to create a better product," says Ruud Olij, Director of Olij. "Our activities are highly complementary and we look forward to achieving enhanced added value for our customers and agencies worldwide."*

Biense Visser, CEO of Dümmen Orange: *"We are very pleased that Olij has joined us. This means that we can once again take the next step in building our global position in the ornamental horticulture sector. Roses are an important product, a big market with a great deal of potential. We will therefore continue to seek further opportunities within this product group."*

The merger also brings benefits in the area of disease control and phytosanitary solutions. Through its Green Care policy, Dümmen Orange is adopting targeted measures to supply healthy cuttings and plants. Hans van den Heuvel, R&D Director at Dümmen Orange: *"When preparing for the acquisition, our priority was the implementation of Green Care for roses, including an 'Elite' step in the process which will enable us to guarantee a clean product. Our customers can be confident that this will result in a long-term improvement within a few months."*

Knowledge in the field of DNA-marker assisted breeding is also being shared with Olij, allowing more targeted breeding of roses with, for example, resistance to diseases and pests. This will make both cultivation and the product more environmentally friendly and more sustainable. Harry Kloppenburg, Commercial Director at Dümmen Orange: *“Olij’s activities offer potential for optimising our breeding activities for more crops and bringing better and innovative varieties onto the market. The synergy benefits of breeding, sales and marketing make this a great opportunity for both companies.”*

## **OLIJ ROSES / BREEDING**

The Olij organisation has developed to become a key global breeder and propagator of roses. With propagation and production facilities in the Netherlands, Kenya and Ethiopia Olij can deliver its products to growers and exporters worldwide. Olij is known for its great expertise in this specialist field, as well as its professional support- and after sales service.

Olij Breeding’s mission is to continuously bring new varieties onto the market, which have first been tested at its own trial locations in the Netherlands, Kenya, Ethiopia, Ecuador and Colombia.

The pot rose breeding program has become very successful over the last few years and an extensive assortment is available now.

## **DÜMMEN ORANGE**

Dümmen Orange is a leading company in the breeding and development of cut flowers, pot plants, bedding plants, bulbs, succulents and perennials. Its annual turnover is approximately 200 million euros. The company employs more than 6,000 people worldwide. In addition to a large marketing and sales network, Dümmen Orange has a strong network of production sites. The key to Dümmen Orange’s success is a broad and deep product range, supported by a global supply chain. The company embraces its social responsibilities and invests in the health, safety and personal development of its staff.

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