



BOOMING BUSINESS IN PERENNIALS

Over the past few years, perennials have steadily increased in popularity and have claimed a sizeable share of the market. They have become a booming business and this trend is here to stay since competition ensures that the choice of plants is wide and varied. Perennials offer a combination of attributes to the garden. They have attractive foliage, change in appearance as the seasons turn and have a varied flowering season. Besides they come back year after year.

Growers of pot plants, bedding plants and cut flowers are incorporating perennials in their program and are constantly on the look out for new and exciting plants. For them the advantage is that **perennials extend their selling season and increase profit margin**. Consumers see added value in buying plants that come back year after year. They are also influenced by the trend in commercial landscaping design where perennials are increasingly used.

The increasing demand for perennials has created a **need for improved products and better quality**. Breeders are successfully rising to meet this challenge. Evidence of this is the significantly higher number of entries submitted for 2003 trials compared to previous years. Fleuroselect is looking to build on this trend and will be continuously adapting the set-up of the biennial/perennial trials to ensure that these offer entrants a quality of testing that matches market requirements. The review will also include further guidelines for the autumn and spring testing of pansies.

Over the past years Fleuroselect members have developed cutting edge perennial varieties that went on to win the prestigious **Fleuroselect Gold Medal or Quality award**.

FLEUROSELECT AWARD WINNERS

Aquilegia hybrida 'Spring Magic' blue and white	Ernst Benary Samenzucht
Aquilegia hybrida 'Spring Magic' rose and ivory	Ernst Benary Samenzucht
Aquilegia hybrida 'Spring Magic' rose and white	Ernst Benary Samenzucht
Aquilegia hybrida 'Spring Magic' white	Ernst Benary Samenzucht
Aquilegia vulgaris 'Winky Rose Rose'	Kieft Seeds Holland
Bellis perennis 'Tasso Strawberries & Cream'	Ernst Benary Samenzucht
Campanula lactiflora 'Dwarf Pink'	Thompson & Morgan
Coreopsis grandiflora 'Heliot'	Syngenta Seeds
Coreopsis grandiflora 'Unwins Gold'	Unwins Seed
Leontopodium alpinum 'Everest'	Syngenta Seeds
Myosotis sylvatica 'Bluesylva'	Ernst Benary Samenz./ R. Roggli
Myosotis sylvatica 'Snowsylva'	Ernst Benary Samenz./ R. Roggli
Penstemon hybrid 'Glacier'	Kieft Seeds Holland
Potentilla atrosanguinea 'Fireball Mixed'	Thompson & Morgan
Salvia superba 'Merleau'	Syngenta Seeds
Sedum spurium 'Voodoo'	Ernst Benary Samenzucht
Viola (Wittrockiana Gp.) 'Beacon' mixed	Sakata Seed Corp.
Viola (Wittrockiana Gp.) 'Rose Beacon'	Sakata Seed Corp.
Viola (Wittrockiana Gp.) 'Ultima Morpho'	Sakata Seed Corp.
Viola cornuta 'Ailes Rouges'	Bertrand Frères
Viola cornuta 'Gem' Apricot Antique	Takii & Company
Viola cornuta 'Gem' Lavender Antique	Takii & Company
Viola cornuta 'Gem' Pink Antique	Takii & Company
Viola cornuta F1 'Erlyn'	Kieft Seeds Holland/Fysicon
Viola x cornuta 'Sorbet Orange Duet'	PanAmerican Seed

The varieties listed below will be on show at the Fleuroselect biennial/perennial trial grounds this spring and summer. **Members are invited to view the trials by appointment.** Breeders from all over the world have entered their latest and most promising varieties into the trials. You will therefore have the opportunity to view these **future introductions** and compare them to existing varieties.

BIENNIAL & PERENNIAL ENTRIES 2002/2003

Species	Colour	Novelty Characteristics
Alyssum saxatile	Yellow	Earliness in flower, uniform plant habit, no. of flowers, uniformity
Arabis blepharophylla	Purple rose	Earliness in flower, uniformity & no. of flowers, pot performance
Aquilegia vulgaris	Salmon rose	Floriferous and upward facing spurless flowers
Aquilegia vulgaris	Blue	Floriferous and upward facing spurless flowers
Aquilegia vulgaris	Dark purple	Floriferous and upward facing spurless flowers
Aquilegia vulgaris	Mixed	Floriferous and upward facing spurless flowers
Aquilegia vulgaris	white	Pure white double flower, upward facing
Bellis perennis	Red	True double pomponette. Flowering in autumn without vernalisation
Bellis perennis	Cherry	True double pomponette. Flowering in autumn without vernalisation
Bellis perennis	Rose	True double pomponette. Flowering in autumn without vernalisation
Bellis perennis	Salmon	True double pomponette. Flowering in autumn without vernalisation
Bellis perennis	Rose bicolour	True double pomponette. Flowering in autumn without vernalisation
Bellis perennis	White	True double pomponette. Flowering in autumn without vernalisation
Doronicum orientale	Yellow	Earliness in flower, plant size
Hutchinsia alpina	White	Relative uniform flower start, uniformity in plant habit
Iberis sempervirens	White	Uniform plant, compact, pot growth, culture performance
Lychnis alpina	Purplish pink	Plant uniformity, uniform in flower start
Lychnis viscaria	Purplish pink	Plant uniformity, uniform in flower start
Saxifraga x arendsii	Red	Number of flowers/plant, stability of flower, less fading, uniformity
Saxifraga x arendsii	Rose shades	Number of flowers/plant, rose flower colour range improved
Saxifraga x arendsii	White -Red Bud	New plant type, unique colour, red buds, white flowers

FLEUROSELECT BIENNIAL/PERENNIAL TRIAL GROUNDS

Organisation	Contact	Telephone	Country
Bertrand Freres	Michel Bertrand	+33 241 794630	France
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Ernst Benary Samenzucht Gmbh	Ernst Günter Benary	+49 554 170 09-0	Germany
Farmen	Renato Faraone Mennella	+39 081 8 471 701	Italy
Florensis Gmbh	Rudiger Walz	+49 711 860 090	Germany
Jelitto Staudensamen Gmbh	Klaus Jelitto	+49 5071 9829-0	Germany
Kieft Seeds Holland	Cees van Diepen	+31-(0) 228 54 18 44	Netherlands
L. Dæhnfeldt A/S	Carsten Jørgensen	+45 63 17 55 06	Denmark
Sakata Seed Europe B.V.	Mark Heath	+31 (0) 297-389700	Netherlands
Syngenta Seeds Gmbh	Werner Gerits	+49 2821 994 0	Germany
Thompson & Morgan Uk Ltd	Nigel Judd	+44 1473 695 200	U.K
Unwins Seeds Ltd.	Alison Mulvaney	+44 1223 236 236	U.K
Wyss Samen Und Pflanzen Ag	Maurin Oberholzer	+41 326 866 857	Switzerland

We hope that you will take this opportunity to see the latest developments in our industry.

Fleuroselect members are also invited to submit their entries of new, early-sown perennials in the next **FAST TRACK PERENNIAL TRIALS** for judging in the 2004 season. Entry forms can be obtained from the secretariat. Make sure a photograph is attached or supplied as soon the variety has flowered this season. Biennial varieties for summer sowing can be entered now or at the next fast track point in May/June.

Newsflash editor, Carol de Jonge, would appreciate receiving your email address to facilitate faster flow of information. Please respond to: info@fleuroselect.com