

N° 15

aug - sep - oct

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1982 - 2022

Javado Magazine

18 pages dedicated to
sustainability

Enter the autumn in
radiant form!

Behind the scenes at
Your Natural Orchid

Monstera siltepecana
and many other unusual plants



Javado's submission to the Chelsea Flower Show: Iris Fran's Gold

Together with Burncoose Nurseries, Javado submitted a special plant to the Chelsea Flower Show 'Plant of the Year' competition: **Iris siberica Fran's Gold**.

What immediately stands out is the elegant, lime-coloured leaves which can be used to create contrasting colours in the border. The blue and yellow flowers are also a feast for the eyes, and attract lots of pollinators. From the end of June, the leaves change hue to a dark shade of green.

Iris Fran's Gold was discovered by Jim Clarke some years ago by accident. Thanks to his intense dedication and an almost religious belief in this special Iris, Jim and his wife Fran are now marketing it.

Bee park laid out around Javado's business premises
A beautiful bee park is being created at the edge of our premises. Trees and shrubs have been planted, the ditch now has a natural banks, and, most important of all, lots of native plant species have been sown.
This great initiative is the result of a collaboration with the other companies in our business park.



Javado wins with Alocasia Silver Dragon at the HTA National Plant Show
The New Plants Competition received more entries this year than ever before; no less than 137. The indoor plant category was particularly hard fought, but the Alocasia Silver Dragon won the day. The jury who voted it the best indoor plant praised its unusual colour with a metallic sheen, and the combination with the beautiful shape and rigidity of the leaves.

Javado is very proud of this award. Maybe you already have experience with the Silver Dragon? We've got a good number available every week.



Are you looking for lovely atmospheric images with plants? Check out our online database.





Caladium XL

If you're among those charmed by how good Caladium looks on the shop floor, then the Caladium XL series, grown in a 24-cm pot, is perfect for you. These will remain available until about 20 August.

Tradefair Aalsmeer 2022

Make a note in your agenda: On 9, 10 and 11 November, the floricultural world comes to the Netherlands to enjoy the Tradefair Aalsmeer for 3 days.

If you're planning to pay a visit to this fair, let us know so that we can combine it with visits to growers.



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Smart idea: collect plant pots

At Notcutts garden centres in GB, consumers can return their empty plant pots for recycling or use by others. This service has been received enthusiastically, both in the centres and on social media.

THE SUSTAINABLE GARDEN

in the retail environment

Customers are increasingly demanding sustainable products and solutions in response to frequent articles informing them on the subject in newspapers and magazines, on TV, and online. Research also shows that customers are becoming more and more concerned about sustainability.

The good news is that everyone with a balcony or a garden can do something really positive for biodiversity. A garden centre can play its part in encouraging these customers by setting up an area on the theme of sustainability. We're happy to share our thoughts on this, and give some tips for the sustainability department.

Giving advice on sustainability in the garden is quite a complicated matter, as there are so many aspects to consider. In general, you want plants to feel at home in the garden, and grow and bloom year after year.

Advising the customer:

- Ask about the conditions in their garden. It's important that the desired plants are suitable for the place where they end up. If a plant is placed in the wrong spot and dies, it's the very opposite of sustainable.
- Give advice on healthy soil. Talk to the customer about making their own compost with a compost bin, and which plants need fertiliser and which don't.
- Give the bees, butterflies, and all the other pollinators a helping hand by selecting the right flowering garden plants. Single-flowered varieties are preferable, as double-flowered varieties produce little or no nectar.
- Host plants, such as ivy, are also important for butterflies.
- Birds benefit from bushes with berries.
- The more varied the plants in a garden, the more different animals the garden will attract; the very essence of biodiversity. Another advantage of a natural garden is that an equilibrium is created.
- A water feature works wonders for life in the garden. A large, natural pond is obviously beautiful, but even a smaller pond is a welcome addition.
- To conclude; it's perfectly OK to start small. The customer mustn't be overwhelmed. Removing some paving slabs from the garden and turning them into an area that attracts butterflies is an enjoyable first project.



Climate-proof garden

Periods of drought and heavy downpours are becoming more and more common. If gardens are paved, the rainwater is more likely to end up in the drains, which increases the risk of floods. A green garden is a climate-proof garden. It acts as a water reservoir, and helps prevent flooding. Another advantage is that the temperature in a green garden is a lot lower during a heat wave. Advise customers how to replace paving with plants, a lawn and gravel, and how to collect rainwater in a rain barrel.



Ideas for the sustainability department

The following categories are suitable for the sustainable department:

- Insect hotels, butterfly houses, and bird houses
- Garden bird food
- Rain barrels
- Compost bins
- Peat-free potting soil
- Sedum mats for green roofs
- Barrels, tubs, etc. for mini ponds
- Books about the wild garden, garden birds, etc



Lythrum

Plants for the sustainable garden

The department only really comes to life if it has a corresponding range of plants on offer. We'd like to make some suggestions.

Flowering bee and butterfly plants

- | | |
|------------------------|---------------------|
| Achillea | Nepeta |
| Ajuga | Phlox paniculata |
| Agastache | Rudbeckia |
| Aster | Salvia officinalis |
| Buddleja | Sedum spectabile |
| Erysimum | Verbena bonariensis |
| Lavandula angustifolia | Veronica longifolia |
| Lythrum | |



Agastache



Rudbeckia

Host plants

- | | |
|-------------------|-----------------|
| Hedera helix | Ilex aquifolium |
| Cytisus scoparius | Cirsium |
| Lythrum salicaria | Humulus lupulus |



Shade plants

- | | |
|------------|-------------|
| Aconitum | Geranium |
| Ajuga | Hosta |
| Brunnera | Polystichum |
| Dicentra | Pulmonaria |
| Digitalis | Vinca minor |
| Dryopteris | |



Ribes rubrum

Plants that benefit birds

- | | |
|--------------------|-----------------------|
| Aucuba japonica | Ribes rubrum |
| Cornus | Rubus idaeus |
| Corylus | Sambucus nigra |
| Ilex aquifolium | Taxus baccata |
| Juniperus communis | Vaccinium vitis-idaea |
| Ribes nigrum | |



Polystichum





Organic spring bulbs

In February and March, bulbous flowers such as muscari and crocus are an important source of food for the early bee species. Our range of organic spring bulbs will attract these cheerful buzzers to the garden.

From the first week of September, the organic bulb flower range is a perfect addition to the sustainable department. On the webshop home screen, select **'Dry Bulbs Only'** and then search for the word **'BIO'**.



Tasty Green Bio: good for humans and animals

Our **webshop** contains a large range of organically grown fruit trees (soft fruit) under the name **'Tasty Green Bio'**.

These plants are ideal for the sustainable department. They provide customers with delicious fruit from their own garden, and what they can't eat themselves they can leave for the garden birds.



Photo: Margaret Holland ©

Learn to accept: insects are an essential part of the garden

A natural garden is a green place full of useful animals, and that includes insects. This spring, a campaign was launched in Dutch garden centres aimed at showing customers that it's not a good idea to automatically resort to insect control.

Useful animals

Insects are part of the natural equilibrium. They are natural pest control agents and keep soil healthy, which in turns leads to more resilient plants.

'Can you spot it?' puzzles

Participating garden centres have hidden ten useful animals among the plants in the garden centre. Kids are given a 'Can you spot it?' card full of interesting info, and go in search of the hidden animals.



Source: Tuinbranche Nederland / Velt



Peat-free potting soil

The peat in potting soil is extracted from peat bogs. Peat areas are places where vast amounts of CO2 are stored, and they have their own special ecosystem.

In recent years, people have become much more aware that alternatives to peat are crucial. Many growers are reducing the amount of peat, and experimenting with sustainable alternatives.

Peat-free potting soil for customers should always be available in the sustainable department. We stock article number 419380: 20-litre bag of peat-free potting soil.

Create your own mini pond
 Consumers can make their own mini pond with the zinc basins we have currently in stock. It works well in combination with the 6-pack of indigenous water plants.

417033

49 x 27cm
 423233

Ø 41cm
 423234



Insect hotel
 425109

Bee house
 425107



Lady bug house
 425111



Butterfly house
 425108



Insect hotel 'Kids in the Garden'
 incl. paint set 425110



Poster

Add the finishing touch to the sustainable department with this poster. It's available in A3 and A4 format.

A3: 426623

A4: 426622

THE SUSTAINABLE GARDEN

- IMPROVES BIODIVERSITY
- PREVENTS FLOODING
- REQUIRES LITTLE MAINTENANCE

WHAT CAN YOU DO?

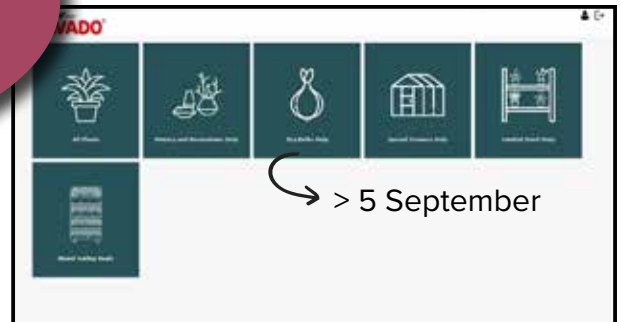
- DO NOT USE PAVING ON MORE THAN 30% OF YOUR GARDEN
- TAKE CARE OF PLANTS THAT FEED BEES
- PLANT BUSHES WITH BERRIES FOR BIRDS
- HANG UP AN INSECT HOTEL
- COLLECT RAINWATER
- MAKE YOUR OWN COMPOST
- DON'T BE TOO NEAT, AND LET NATURE TAKE ITS COURSE

The complete range of flower bulbs is already online



Plant bulbs in the autumn...
Enjoy flowers in the spring

Easy to order online:



Online catalogue



EXPO 2022
FLORIADÉ
 AMSTERDAM - ALMERE NL

We noticed one major trend during our visit to Floriade2022: love for nature. We've listed a small selection of examples.

Floriade2022 is open to visitors until 9 October.



Garden centre design "Paving Out, Plants In!"
 The ideal garden is 1/3 paved and 2/3 green.



A garden like this not only promotes biodiversity and benefits people and animals, it's also very pretty!



Deadwood in the garden brings life! Some tree stumps stimulate biodiversity and give a garden an extra dimension.



City garden with edible plants.



Solar panels and sedum mats complement each other really well. The plants lower the temperature, which make the solar panels work better.



What a shame not to make the most of vertical space, when a wall garden like this one can be so beautiful!



Small-scale, nature-inclusive agriculture is a blessing both for our senses and wildlife.



Elevations in a garden can also be used as planters.

Plantics develops sustainable alternative to plastic cultivation pot

Imagine how much the environment could benefit if plants could be grown in biodegradable pots. Several models made from paper pulp have already been tried out, but the problem is that plants need water, and these pots disintegrate during cultivation. Unfortunately, it looks like paper cultivation pots can't offer an answer... or can they?

The young tech company Plantics discovered that impregnating pots with the right biodegradable, natural bio-resin offered a way out of this dilemma.



They experimented with existing paper pots, which became a lot stiffer after treatment and suitable for growing plants without the pot disintegrating too quickly.

Tobias van der Poel and Bas Nieuweboer have already treated thousands of pots, and now it's time to scale up. The pot impregnation process has to be automated so that they can supply larger quantities. The ideal design of the pot also requires close coordination with growers, so that it's ideally suited to their automated processes. We're following developments closely.



Tobias van der Poel (l) and Bas Nieuweboer (r)



WildlifeSTYLE

WEEK 34:
22/8 - 26/8

Sustainable revolution for climbing plants

Moss poles are more popular than ever, but moss poles consist of a PVC pipe, sisal and iron pins. These raw materials are not sustainable, and it's difficult to recycle the finished product. Grower Bart Janssen was growing houseplants on these moss poles, and felt a deep desire to make his product more sustainable.

Ultimately, his search led to a fantastic, innovative product: a **sustainably produced** and **100% biodegradable** climbing pole. The concept and the young company behind it are called 'Kratiste', which is Greek for 'hold on'.



The structure of the climbing pole is very coarse, and has a very natural appearance. Climbing plants can easily grip on to this structure, and their branches can be secured with biodegradable clips that fit into the pre-perforated slots in the pole. Bart is delighted with how plants are growing with the new climbing poles.



Kratiste climbing poles are made of vegetable fibres (potato peel and Miscanthus). The potato peel is a by-product of a chip manufacturer, and Miscanthus (elephant grass) can be harvested from the motorway verges where it was planted to capture nitrogen from the air.



This special product is actually CO2 positive; the vegetable fibres contain CO2, which is fixed in the soil when the poles decompose.

The sustainable climbing pole on your shop floor

The climbing pole doesn't compost while in use by consumers. In fact, plants can even be watered through the top of the pole. Each plant is supplied with a clear label with the right info for consumers.

The market demand for this new product is high, so order today.



Search for '**Kratiste**'



The Kratiste climbing poles can also be ordered separately



Theme



358709



310783



406031



324911



410919



254899

Poster A4
421745



418428

Make an attractive presentation with plastic-free plants!



421744



356738

zero plastics



403766



279365



342465



Cees van Soest

The garden plants column

In his garden plants column, Cees provides interesting information and fun facts about special plants.

Sedum telephium

When I heard that this edition of the magazine would be all about sustainability, it made me think about the orpine (*Sedum telephium*). You can make a valuable contribution to biodiversity in your own garden with this easy, robust garden plant. Read on and find out.

Living first aid kit

Fun Fact

Our ancestors used this plant to heal wounds and for its astringent properties. Obviously, it's good to have such an important plant close by, which is why the orpine is one of the oldest garden plants and well distributed throughout Europe.

What's my name?

The orpine is traded under the old name *Sedum telephium*, although its botanical name is actually *Hylotelephium telephium*. On the subject of names, what's the origin of telephium? It's assumed that the name refers to King Telephus, who suffered a spear wound that wouldn't heal. As a result, Telephium has become the medical term for a specific ulcer that is difficult to treat. People used to eat the young leaves to treat stomach ulcers.

Fun Fact

Besides being a medicinal plant, the orpine can also be eaten. The young leaves that appear in the spring give a spicy note to a salad. The root can be boiled and added to soups and stews for extra flavour.

Easy garden plant

This herbaceous perennial is very hardy and tolerates drought well. Whereas other sedum plants need plenty of sun, the orpine can also do surprisingly well in the shade.

Stems appear in spring with fleshy leaves that grow quickly. In summer, the plant develops umbel-shaped, branched racemes of flowers. After flowering, the parts of the plant above ground die back in the autumn.



European native bee and bumblebee plant

Sedum telephium is native to Europe. The great advantage of native plants is that they have evolved in harmony with the insects present here, so the plant and its pollinators are perfectly matched to each other.

The orpine is known for the attractive power of its flowers to many wild bee species, as well as moths and butterflies. Unfortunately, insects are under pressure worldwide, and they could benefit from all the help we can give.

Did you know that wild bees pollinate much more efficiently than honey bees? Most wild bees are solitary, and build their nests in sandy soil, hollow stems, empty snail shells or rotten wood.

Wild bees are harmless. They only sting in extreme circumstances, and the sting is often too small to pierce our skin anyway.

The best known species of wild bee is the bumblebee. There are about 68 species of bumblebee in Europe.



Common green furrow bee



Mini-mining bee



Common yellow-face bee

Biodiversity
↪

Common yellow-face bee ↪



Fun Fact

Improving biodiversity in your garden is both fun and easy. Plant a wide variety of plants, trees and shrubs, including as many native species as possible. Hang an insect hotel, provide water in the garden, and don't keep things too neat. Messy patches are much appreciated by wildlife.

Garden architecture with *Sedum telephium*

The orpine reaches a height of approximately 50 cm, so it's a lot higher than most other sedum plants. It's excellent combined with perennials and grasses in a perennial border, and looks fantastic in a gravel garden or rock garden.



Placement

Surprisingly, the orpine can do well in the shade. Direct sunlight doesn't pose a problem either, except for varieties with red stems, which develop ugly patches if directly in the sun. In the wild, orpines are often found in slightly shaded forest edges.

Soil

Most soil types are suitable, as long as they drain. The ideal soil is sandy, reasonably nutrient-rich, and slightly moist.

Pruning

Leave the flower stems with faded flowers all winter, as this protects the plant and makes for a beautiful spectacle in the winter garden. Remove the old stems just before the new stems emerge.

Certification

The degree of sustainability of horticultural companies is made clear and measurable through registration and certification, a process increasingly preferred and even demanded by market forces.
So, how does it all work?

Breeders | Growers | Exporters | Retailers

INTERNATIONAL FLORICULTURE INDUSTRY

"We're responsible for making our industry more sustainable"



The enormous network that has been created is just as important as the goals and requirements set by the FSI. Major players, who are often big competitors, regularly meet to work together on a sustainable future.

Since 2013, the FSI has been the core driver behind making the floriculture sector more sustainable. This joint initiative has laid down requirements for reliable environmental registration, responsible production, and responsible behaviour.

Major Retailers: 'Only those growers who can demonstrate that they meet the requirements are allowed to supply us their products.'

CERTIFICATION

Horticultural companies can obtain various certificates that officially meet the FSI's requirements.

There are 3 main pillars:
 Good Practice, Environment, and Social.

	Good	Environment	Social
AMFOR CODE OF CONDUCT			●
OHAS GROWER STANDARD	●		
ENPEA CODE OF PRACTICE	●		●
ETI BASE CODE / SMETA			●
EU ORGANIC FARMING	●		
FAIR TRADE HIRED LABOUR STANDARD			●
FLOWERIDE® SUSTAINABLE FLOWERS STANDARD	●	●	●
GLOBALG.A.P. FLORICULTURE STANDARD	●		
GLOBALG.A.P. ISA MODULE (ADD-ON)		●	
KENYA FLOWER COUNCIL SILVER STANDARD	●	●	●
MPS-GAP	●	●	●
MPS-ABC	●	●	●
MPS-SQ	●	●	●
RAINFOREST ALLIANCE CERTIFICATE			●
SIZA SOCIAL STANDARD			●
SIZA ENVIRONMENTAL STANDARD		●	
SABODD STANDARD			●
USDA NATIONAL ORGANIC PROGRAM	●		

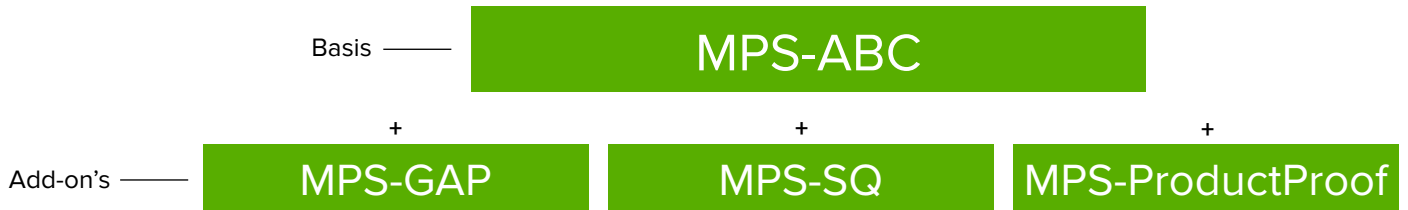
MPS certification is by far the commonest among floricultural growers. On the next page, we look at what MPS certification entails.





The MPS organisation was founded in 1995 to ensure transparency in the sustainability of the international floriculture sector. The objective of MPS is to encourage the sector to produce more responsibly.

There are currently more than 3,500 MPS participants in 50 different countries.



MPS-ABC Environmental Certification

Complies with the FSI's 'environmental' requirements

Guaranteed registration system for:

- crop protection products
- energy
- fertilisers
- water
- waste

MPS-ABC is more than a certificate, it's monitoring tool which helps companies make the right moves to reduce their environmental impact.

MPS-GAP (Good Agricultural Practices)

Complies with the FSI's 'good practices' requirements

This add-on focuses on traceability, safety, and environmental management.

MPS-SQ (Socially Qualified)

Complies with the FSI's 'social' requirements

This add-on demonstrates that the company meets national and international requirements concerning employee health and safety. FSI sets this as a requirement for growers in high-risk countries.

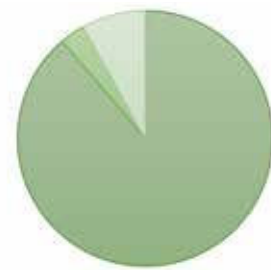
MPS-ProductProof

With this add-on, a business can prove that its products are free of harmful active substances. This system involves registration and independent sampling.



Certified growers are allowed to use the MPS vignette on the labels of their plants.

Javado's range is sourced from a large network of growers, 88.7% of which are MPS-certified. 3.2% have another environmental certificate. 94.3% of the traded plants are sourced from certified growers. (Past 12 months)



■ MPS certified ■ Other certification ■ Not certified



Other quality marks



On the way to Planet Proof

This quality mark is available for arable farming, fruit and vegetables, floriculture, eggs, and dairy. Quality mark holders work on the basis of criteria to promote cleaner air, fertile soil, good water quality, and animal welfare. The requirements are drawn up around the UN's 'Sustainable Development Goals' and the EU's 'Green Deal'.

The number of participants has grown recently, and 6% of our growers have been awarded this quality mark. Most are already MPS-certified. The quality mark is awarded in consultation with FSI2025. It's possible that a module for floriculture growers will be introduced that will allow this quality mark to be accepted as FSI-compliant.



EU organically grown

The word organic is protected by law, and may only be used by certified companies.

Organic cultivation means growing together with nature, rather than against it. The rules that apply to organic floriculture are the same as those for organic food crops, and are laid down in the European Organic Regulation. No chemical treatments are allowed, either on the crop or of the initial plant material. Organic cultivation assumes the strength and resilience of strong plant varieties, healthy and natural soil, and possible pest control by natural predators.

The efforts being made by the floriculture sector to continuously improve the sustainability of our industry are a positive development. The growers who manage to be the most sustainable should be rewarded with fair prices. There are all kinds of different quality marks and marketing texts on labels, which makes it impossible for consumers to know if a plant has been grown sustainably or not. That means sustainable growers are competing directly with less sustainable colleagues. We wanted to know if it would be possible to introduce a single standard consumer logo for plants that meet FSI2025 requirements, and were told that this is currently being examined.

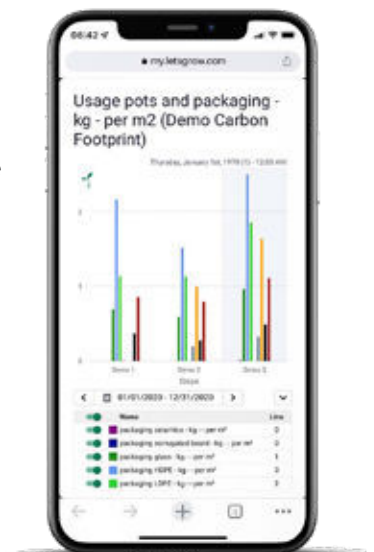
In our view, tomorrow's retailers and consumers want to know more than simply whether a grower operates in accordance with FSI2025 guidelines. If the footprint is calculated per product via HortiFootprint (see box below), the impact of, for example, a campanula can be compared to that of an azalea, and you can choose the one with the smallest footprint within the range.

HortiFootprint

The demand from consumers, retailers and government authorities for sustainably-grown floricultural products is increasing. There's also a growing need for proof that a company operates sustainably. Existing environmental and other certification doesn't provide a concrete answer in the form of a value. However, the **HortiFootprint Chain Program** does provide an answer. In cooperation with the EU, the HortiFootprint is currently being registered as the absolute industry standard, so measurements can be taken according to the same rules across the industry.

Various providers, including MPS, can help companies calculate their Footprint. At MPS, this is called the HortiFootprint Calculator. The CO₂ footprint is calculated using an enormous amount of data. This throws up a lot of useful information for a grower. Scenarios can be calculated showing which measures reduce the footprint. For example, what is the impact of switching to a different potting soil mixture, or using a cardboard tray instead of a plastic one?

The mission of the HortiFootprint Chain Program is for the floriculture chain to be net carbon zero by 2030.



MPS
driven by
sustainability



MPS Group
Together towards a
sustainable floriculture sector

Innovative tools and certification standards



MPS
ABC

The environmental certificate for
consciously sustainable growers



HortiFootprint
Calculator

Measuring the environmental
footprint of horticultural production



MPS
GAP

Certificate to demonstrate Good
Agricultural Practices, benchmarked
with GLOBALG.A.P.



MPS
SQ

The certificate for demonstrably
sound working conditions





Stolk Flora



Who are Jan Stolk and Koen van Koppen?

Jan Stolk is 52 years old and the owner of Stolk Flora. He's married, and has three daughters. Koen van Koppen, also the son of a horticulturist, is 34 years old and has two young children.

Three years ago, the company's annual theme was 'change'. That was the year that Koen, who had been involved with Stolk Flora since his days as a student, formed the management team together with Jan. They have since divided the tasks, and Jan no longer has to make all the decisions alone.

Jan is almost philosophical about his profession. He's always looking for neat solutions for the planet and the people around him. Koen likes to get his teeth into the challenging files that growers typically have to deal with. I think it's this harmonious combination that makes Stolk Flora such a unique, successful company.

Phalaenopsis grower Jan Stolk feels very deeply that we have to take good care of each other and the planet we share. Many years ago, he put up a banner in his company that read, "Respect for the earth. Respect for people." What once began with a banner eventually led to 'Your Natural Orchid'. I wanted to know the background to this wonderful brand, and enjoyed a walk around the nursery with Jan, Koen, and the dog Jack.

You've been awarded the MPS-A+ certificate with the highest possible score. Does that mean your mission has been accomplished, Jan?

"You have to do what you say, and say what you do. It took a while before we put the latter into practice, as both Koen and I are humble people. I did decide to grow without using any chemicals at all, but I didn't make a song and

"My time on Earth is relatively limited, but I do what I can while I'm here"

dance about it. Only after we proved we were able to do that successfully did we decide to do something with it. The 'Your Natural Orchid' brand was created, and our sustainable packaging added as the cherry on the cake. If you're responsible for such a brand, then you must also have an MPS score to match, I think.'

What does a large grower have to do to get rid of chemicals completely?

'For me, it was a very logical process. My time on Earth is relatively limited, but I do what I can while I'm here. I love creating beautiful plants, and I'm very proud that our orchids spread so much happiness. We might take a bit longer than our competitors to grow our products, and our costs are slightly higher, but we're well aware of all the advanta-

ges of organic cultivation.

I can't actually call it organic, by the way, as what we do isn't technically organic. We do grow plants according to the rules of organic farming, but because I use a form of chemical fertiliser as food, instead of organic fertiliser, we can't get EU certification.

But getting back to the point, there are all kinds of benefits to eco-friendly cultivation. First of all, for the environment, obviously. In addition, our plants are resilient, they have an incredibly long shelf life, and we don't suppress anything. Believe me; every time you suppress something, you create some other problem. That, by the way, is a very useful life lesson. If you suppress diseases with pesticides, you never really get rid of them. Dealing with diseases naturally is a much better option. Our approach is therefore to stimulate the plant's resilience, improve soil life, and provide an army of natural enemies. Ever since we've assumed the power of nature, I haven't seen mealybugs emerging at all, for example.'

Energy is another important factor in growing Phalaenopsis. What's the situation in your company?

'You're right, young plants need heat followed by a cooler period to encourage branching. Fortunately, the climate here in the west of the Netherlands is very favourable. It never gets really hot or really cold, so it's not difficult keeping the temperatures in greenhouses high or low. We do consume energy, but we've taken all kinds of limitation measures. We have a heat/cold storage underground that allows us to use hot water from the summer in the winter, and cool water from the winter in the summer. We've invested in an air-source heat pump, that can both cool and heat efficiently. We burn the gas we use with a modern CHP system. David Attenborough, who I admire deeply, has spoken positively about the innovative techniques of Dutch greenhouse horticulture. The government in the Netherlands is very strict, and has given the task of





Manta More

If you look closely at the flower, you can see why this series is called Manta More, as the flower shares the silhouette of the graceful manta ray! Like these tropical fish, Manta More orchids are large, bulky and vigorous, yet graceful and elegant.



The mosquito larva of the genus *Lyprauta* are attracted by the roots of *Phalaenopsis*. Unfortunately, larvae damage the roots, causing the plants to grow and flower less well, and there are still no effective biological control agents available. However, the larvae can be kept away by growing the young plants under special gauze cloth until they are large and strong enough.

Flower Symphony

If you're looking for compact plants with lots of large flowers, Stolk Flora sells a beautiful series called 'Flower Symphony.'

It creates an explosion of colour in any setting that lasts and lasts. Ideal to give as a gift, or to brighten up your own life, of course.



Angel

The beautiful wreath shape of the Angel series has been a big hit ever since it was introduced. Angels can be ordered with or without ceramics.



reducing our gas consumption drastically. That's giving us a lot of work.'

Koen, you've been looking closely into the world of packaging materials. What have you concluded?

'That's right. I'm a member of various working groups, both with other growers and with people from outside our sector. It's taught me a lot. The use of materials is a complex subject, but reducing packaging is always positive! Why put a plastic sleeve on every plant you sell, if it's simply removed in the store? We were one of the first to introduce a paper tray wrapper, which allows plants to be transported without a cover. The tray is also made of paper, and even the clip which attaches the plant to the stick is no longer made of plastic. We haven't been able to find an alternative to the transparent plastic cultivation pot.'

I've also been looking into footprints. We're going to calculate our horticultural footprint. Various companies can help with this, so we've thinking about who we'd like to get on board to help us with it.'

We still haven't mentioned the Phalaenopsis!

'Selling an orchid is selling emotion! Plants have the ability to give people peace of mind. A Phalaenopsis opens its

flowers one by one, so people develop a bond with their orchid. That's only logical, because you can enjoy a flowering Phalaenopsis for a very long time.

Our range is based on a broad selection of medium to large-flowered varieties in the most amazing colours. We also have a number of house specialties, such as Flower Symphony, Angel, the Manta series, and our latest showpiece, the Bolgheri.'

What are your plans for the future?

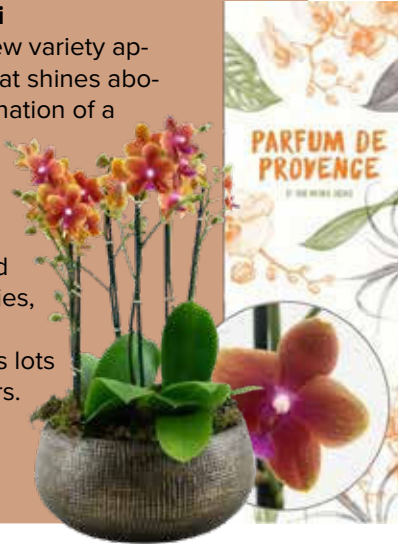
'We've already achieved a lot, but at the same time there's so much we don't know. I see it as a voyage of discovery. Nature still has an incredible amount in store for us, and we'll continue on our search for elegant solutions. One example; in the summer, there's a chance that thrips will enter the greenhouse from outside. We're trying to scare them off with garlic extract. In any case, I'm very happy with how our organisation is evolving. A nursery isn't just about growing plants, it's about the people that work there. Every year, we choose an annual theme for our company, and this year's theme is balance. Nature is always looking for balance. Are you in balance yourself? The world is currently a turbulent place, and that throws us off balance.'

Four times a year, we all get together to talk about the theme, and then all kinds of ideas come to the surface.

I personally became unbalanced in the spring of 2020, when I had to throw my plants, which we had looked after for a year, in the bin. That really hurt me, but I'm glad to say that I've now recovered my balance.'

Phalaenopsis Bolgheri

From time to time, a new variety appears on the market that shines above the rest. The combination of a slightly sweet fragrance, orange flowers and a long shelf life of more than 20 weeks is truly unique! Compared to other fragrant varieties, this variety grows vigorously, and produces lots of branches and flowers.



Your Natural Orchid in our webshop

The basis of the range is the 2-branch mix in tray with paper wrapper, article number 333866 in our webshop.



Then click this symbol:

This opens the entire range of available Stolk Flora products.

The history of modern Phalaenopsis cultivation

It's hard to imagine Phalaenopsis as anything other than the figurehead of the houseplant department, yet it wasn't all that long ago that this orchid led a fairly anonymous existence.

In 1997, Jan Stolk received 20,000 cuttings from the breeder, but he really had to beg for them. The backstory? Phalaenopsis was never propagated as a meristem (cloning technique), but only grown from seed. These seedlings cannot be controlled, so they often all flower at the same time, which isn't suitable for growers who need to supply a product all year round. Then breeders started to succeed in propagating the plants via meristem in laboratories. As an added bonus, it turned out that not only can you make cuttings all year round, the meristem plants respond to a cold stimulus at the right time in the propagation. Suddenly, this beautiful plant became easy to control and useful for growers.

Jan comes from a real breeding family. After he took over his father's business, he stopped growing peppers at a certain point. He was allergic to the pollen, and not a fan of the massive upscaling required to make greenhouse vegetables profitable. He first grew cut cymbidium, and then switched to potted cymbidium. When the beautiful Phalaenopsis cuttings first came on the market, there was a lot of interest in them. Jan started with an initial batch of 20,000 cuttings, and this slowly grew.

Stolk Flora was one of the first nurseries to introduce a water-cooled cooling system. This worked so well, that even after a hot summer Jan's company was the only grower able to deliver top-quality products over the Christmas period.





FLOWERTRIALS 2022

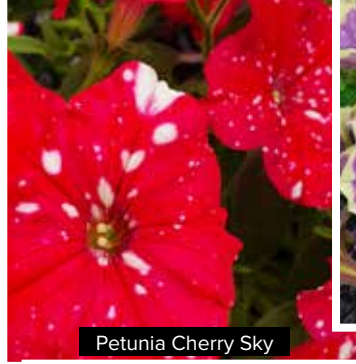
The FlowerTrials took place just before this Javado Magazine was printed. We'd like to share some amazing varieties with you right away:



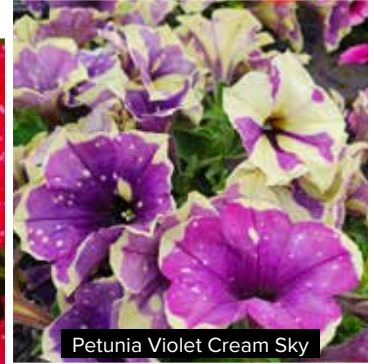
Dianthus Cremarena



Dahlia Rose Swirl



Petunia Cherry Sky



Petunia Violet Cream Sky



Osteospermum Pink Spoon



Granvia Dark Yellow Flame



Coleus Kong Mosaic



Petunia Magenta Mambo



Atriplex Desert Holly



Chrysanthemum Nomad Pink Blush



Calibrachoa Neo Red Yellow



Curcuma CU21-08



Anigozanthos Masquerade



Dahlia Double Dreamy



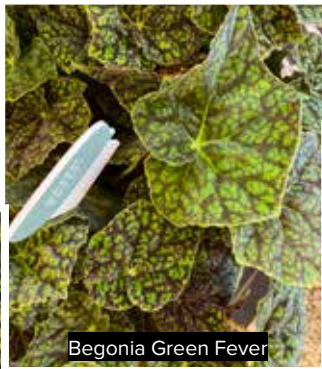
Hydrangea Red Bull



Cyclamen Abanico



Begonia Ceveca



Begonia Green Fever



Phalaenopsis Splash Gordon



Iberis Pink Ice



Pennisetum Hameln Gold



Semponium Destiny



Heuchera Lime Americano



Hydrangea Hi Moon



Sempervivum Rhubarb Splash



Hydrangea Surfing Safari Bayview



Rosa Zepeti



Verbascum Lavender Lass



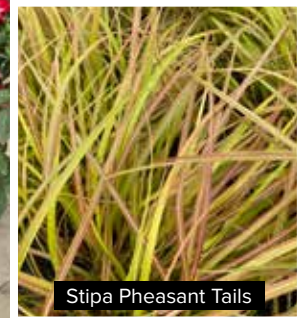
Lavandula BeeZee Dark Blue



Gaura Gambit variegata Rose



Rosa Everglow Ruby



Stipa Pheasant Tails

PLEASE SHARE YOUR OPINION WITH US.
CHECK OUT VARIOUS FUTURE PLANTS BY CLICKING THIS LINK, AND LET US KNOW YOUR FAVOURITES.



Collection by Javado



Ada Cylinder
Color



Hayden
Swirl



City Planter
Brown



Orion
Egg



City Planter
Cream



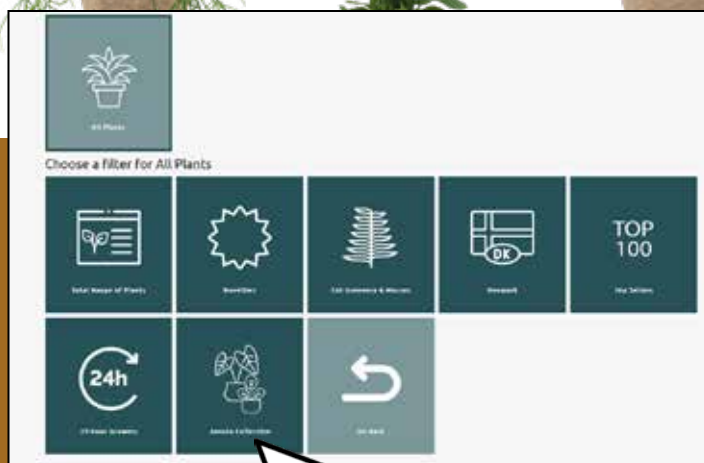




Collection by Javado

More than 30 new items!

FROM 1ST OF AUGUST ONWARDS



GARDEN CYCLAAM COLOUR YOUR GARDEN

A balcony or terrace often needs something extra in the late summer and autumn. So, remove all the summer bloomers that have had their day, and... replace them with cyclamen.

All cyclamen exhibit enormous flower power, and can even tolerate a few degrees of frost. That means they can be enjoyed from early September to late November, or even longer in a mild winter!

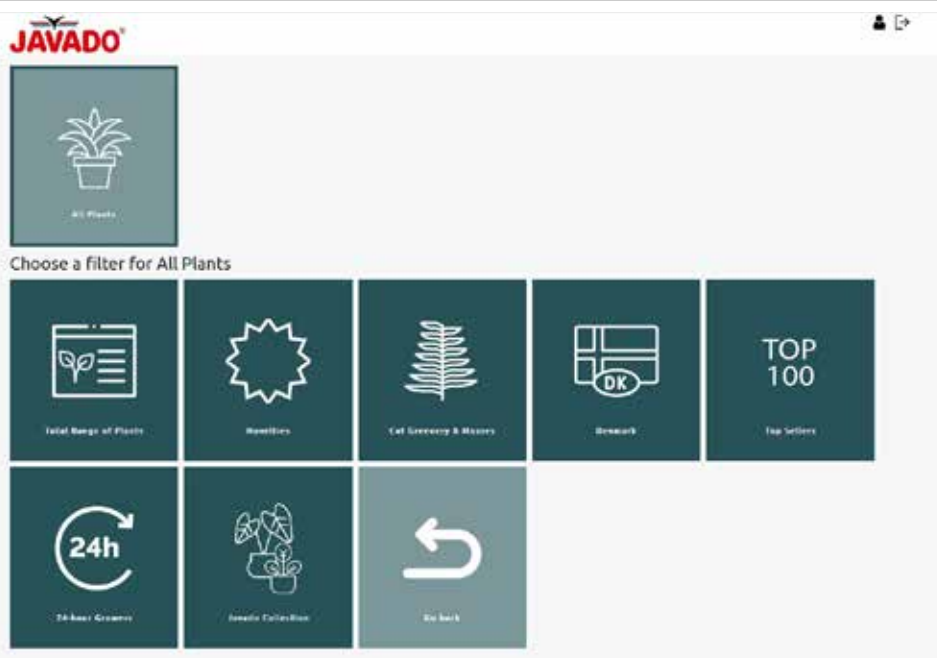
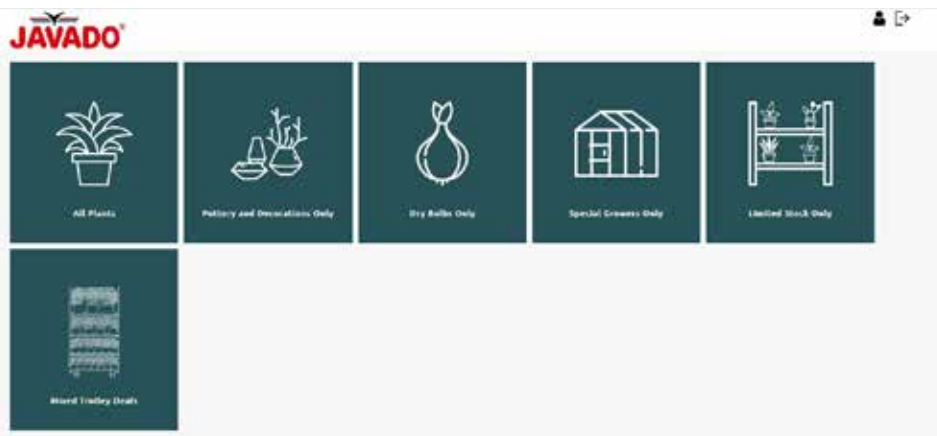


Our webshop has undergone a minor update, so we'd like to let you know about a couple of changes.

Home screen layout

After you choose a main category, you will only see the chosen category above the subcategories.

You can return to the main screen by clicking the 'Go Back' button





Stock - 90 minutes

When you add an item from our stock to your shopping cart, we reserve it for you for 90 minutes, during which time nobody else can purchase it. This period of time is displayed in an hourglass in the shopping cart, which is initially green.

After 60 minutes, the hourglass turns orange.

After 90 minutes, the hourglass turns red. Red means the product is no longer reserved, and marked as in stock again.

We made this change to prevent products from being added to shopping carts in orders that are never completed.

Chamaedorea elegans	012	€ 1,79	(0,05)	0,00		€ 17,90
Mossiera deliciosa Air So Pure	021	€ 11,56	(0,12)	0,00		€ 57,80
				0,17		€ 75,79

As soon as you select an item from the stock, the green hourglass appears

After 60 minutes, the hourglass turns orange



When ordering, you will also receive a signal that an order for stock items must be completed in time; after 60 minutes, the shopping cart turns orange.



Speciaal
event



Last year, we introduced WildlifeSTYLE week, during which we offered our customers an extra special range of urban-jungle plants and accessories.

The WildlifeSTYLE week is back again this year! At the beginning of August, we will send a special offer that you can order for delivery in WEEK 34.

Create your own
WildlifeSTYLE
weeks

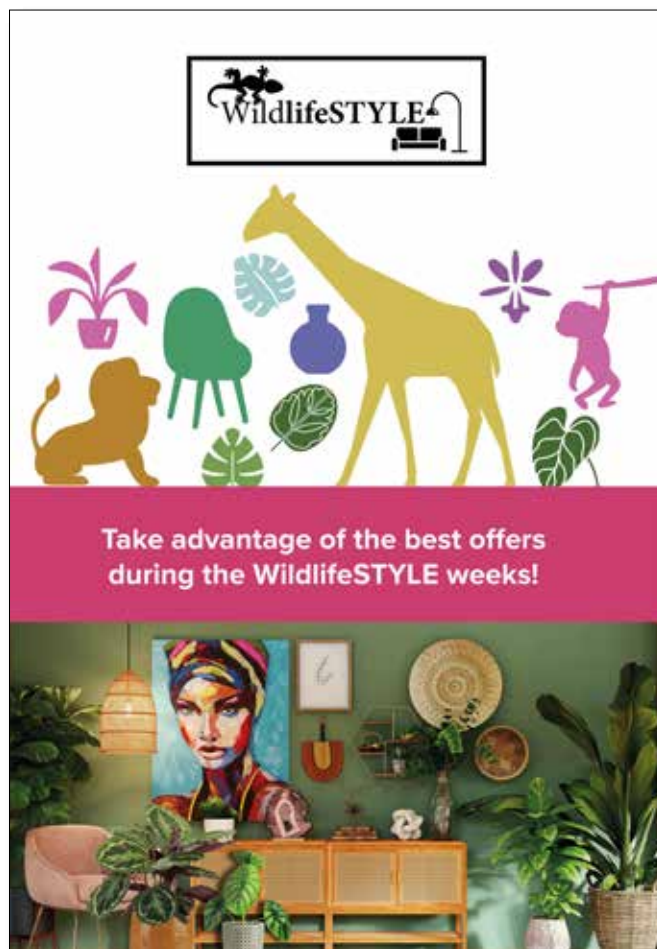
In the retail environment

In principle, a beautiful range of tropical houseplants speaks for itself. There's nothing like the sight of a well-stocked plant department.

It can give a nice effect to include home decoration, pottery and plant tables in the department to emphasise the idea of living in a green oasis.

You can use our A3 and A4 posters to give the department an extra tropical touch.

Poster A3: 427560
Poster A4: 427559





WildlifeSTYLE



WEEK 34:
22/8 - 26/8

Product



Our ornamental fruit season starts in mid-August

A small selection from our range:



Baby Boo



Blaze



Festival



Gizmo



Koshare



Modern mix



Orange Boo



Pattison



Yugoslavian fingers



Jarrahdale



Spark



Muscat de Provence



Search for **'cucurbita'** in the webshop to view the entire range
Please take into account an extra 24 hours for orders

New product

Ajuga Feathered Friends

It's always a good idea to prepare a garden in the autumn. The top recommendation for this autumn is a series of low-maintenance plants that add colour to the garden all year round. Choose a colour that suits the garden, or create a beautiful combination of hues.

The colours of the leaves of Ajuga Feathered Friends are most striking in the autumn. These plants also bloom profusely in the spring.



Available now
Order yours today!



Urban Botanic Update

Keep up to date with the latest and greatest plants for collectors. This Urban Botanic Update contains information about special plants that we can regularly provide from stock.



Monstera siltepecana



Schismatoglottis motleyana



Monstera esqueleto



Syngonium Green Splash



Christa obcordata





Amydrium Zippelianum



Alocasia Pink Passion



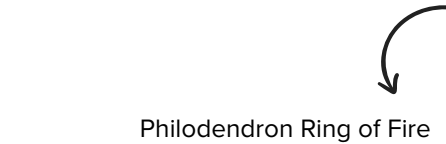
Philodendron brandtianum



Hoya kroniana Eskimo



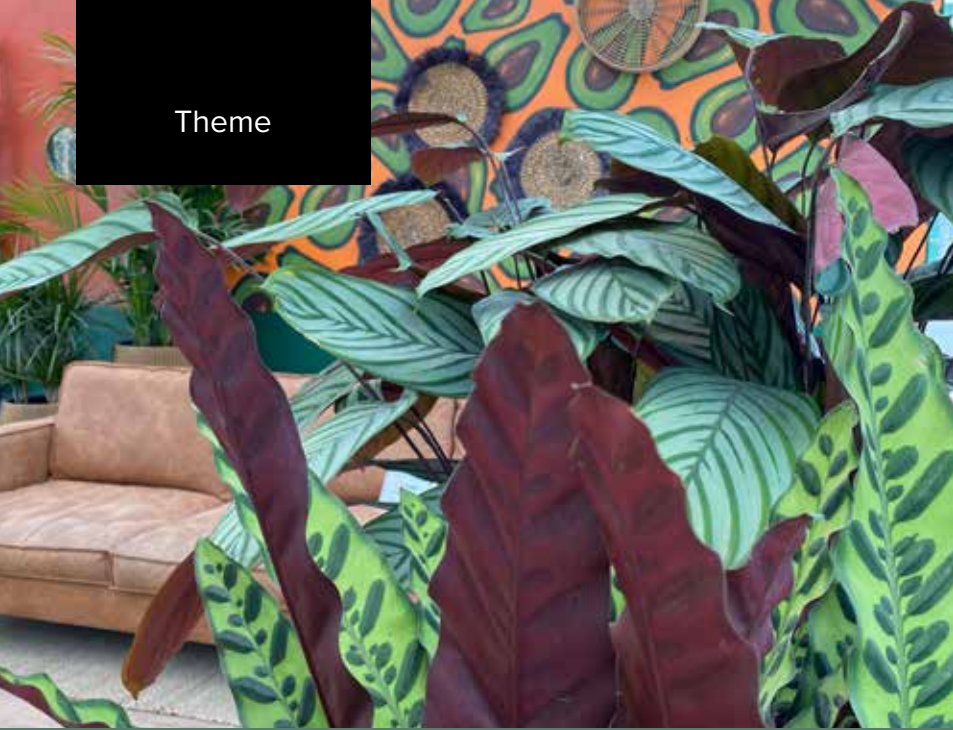
Alocasia Frydek variegata



Philodendron Ring of Fire



Theme



Avocado



Wall decoration bamboo 70cm
414321



423697



Poster A3
424214

Poster A4
424213



423695



Tropical side table set 75cm
414768



423694



423690



423693



Yvette watering can
414330



423391



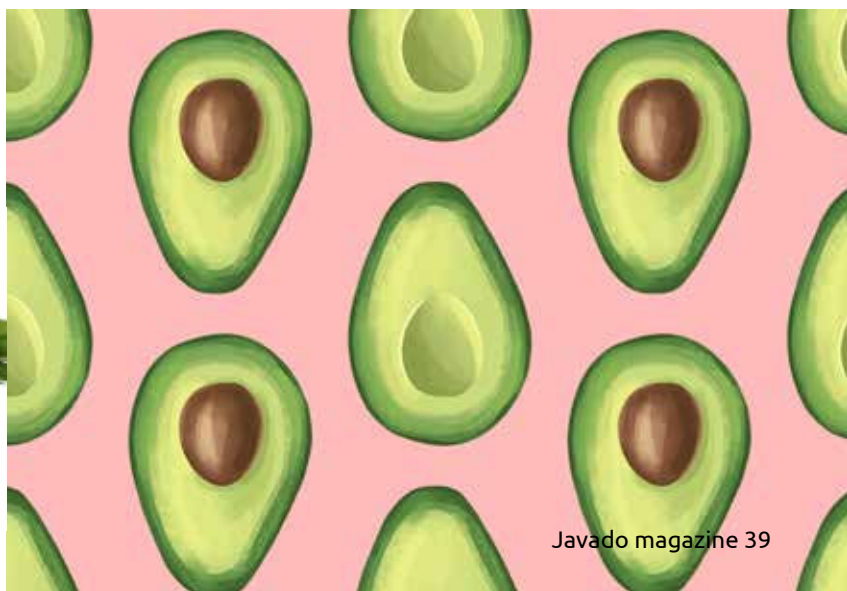
423692



423696



423691



Special conifers

Pretty ground cover, a beautiful solitary tree, the green basis of your garden, or the ideal partition... conifers are fantastic garden plants.

Give the appearance of your conifer department a boost with these special varieties.



Cedrus deo. Feelin Blue



Cedrus deo. Golden Horizon



Cedrus deo. Pendula



Cedrus deo. Pendula



Chamaecyparis law. Pearly Swirls



Chamaecyparis obt. Fernspray gold



Chamaecyparis obt. Nana Aurea



Chamaecyparis pis. Blue Moon



Chamaecyparis pis. Filifera Nana



Chamaecyparis pis. Sungold



Cryptomeria jap. Kyara Gold



Cryptomeria jap. Monstrosa Nana



Cryptomeria jap. Twinkle Toes



Cryptomeria jap. Vilmorin Gold



Cryptomeria jap. Vilmoriniana



Juniperus chin. Blue Alps



Juniperus com. Goldschatz

Juniperus conf. Schlager

Juniperus hor. Icee Blue

Juniperus hor. Wiltonii



Microbiota decussata



Picea gl. Rainbow's End



Pinus parv. Negishi



Pinus mugo Carstens Wintergold



Podocarpus law. Chocolate Box



Podocarpus law. Red Tip



Sciadopitys verticillata



Sequoiadendron giganteum



Thuja occ. Fire Chief



Thuja occ. Golden Tuffet



Thuja occ. Mirjam



Thuja occ. Rheingold



Thuja plicata Goldy



Thuja plicata Whipcord



Thujopsis dolabrata



Tsuga canadensis

The special conifers are available from 5 September

Theme



Poster A3: 427562
Poster A4: 427561



Enter the autumn in radiant form with this attractive houseplant presentation.





355785 -12-



401956 -12-



43593 -12-



424309 -12-



261445 -14-



185822 -12-



394941 -14-



424567 -17-



424227 -17-



408628



424568 -17-



415414



416742



419360

Ø 12cm



400310



417978



409960

Ø 14cm

Ø 17cm



420268



417979



383306



383279



418007

Are you also a big fan of these autumn colours?
Then check out this addition to the range



353096



403626



409821



409596



424860 + 424861



424019



381511



405167



374709



420267



362337



365074



Enter autumn in radiant form!

Poster A3: 427562
Poster A4: 427561

New product



Available now
Order yours today!

Pyracantha Sunny Star

The Sunny Star is an evergreen with fewer thorns than other Pyracanthas. Sunny Star's white flowers bloom in June. In July, a mass of large, apple-green berries appear, which turn sunny yellow then finally orange.

Sunny Star is extremely hardy; to -30 °C

Product
ø15cm | 412653



New product



Available from 30 September
Pre order yours today!

Lonicera Garden Clouds

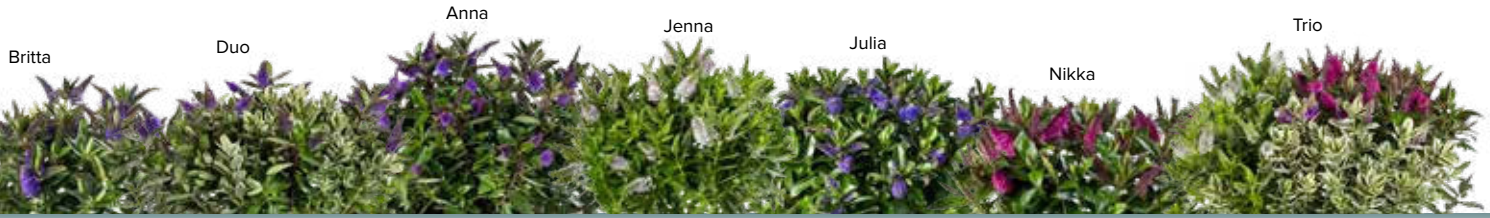
Garden Clouds are hardy, evergreen, resilient, and easy to prune into shapes such as spheres. The leaves glow beautifully, and there are three different shades in the series Copper Glow, Green Breeze and Purple Storm. Use these to add subtle colour accents to the garden all year round.

Product
ø17cm | 402362



2022 | MUST-HAVES OF THE SEASON

August September October



Hebe Addenda Donna



Echinacea

Rudbeckia

Anemone

Sedum

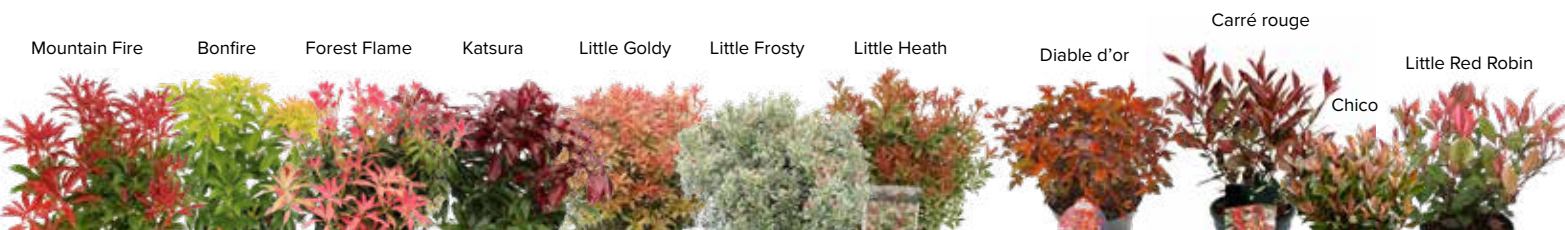
Perovskia



Leucothoe

Nandina

Mahonia



Pieris

Physocarpus

Photinia



Hypericum

Heuchera

Sambucus

Berberis

Callicarpa



Conifers



Skimmia

Ornamental Grasses



Calluna

Helleborus

Gaultheria

Vaccinium

