Deliflor Chrysanten: Bringing beauty to life

Deliflor Chrysanten is breeder and propagator of many high-profile cut flower chrysanthemum varieties. Worldwide, Deliflor realises yearly sales of around 950 million cuttings and is active in over 35 countries. The assortment available to growers consists of spray chrysanthemums, disbudded chrysanthemums and Santinis and includes more than 200 different cultivars. This means that Deliflor is one of the largest chrysanthemum breeders in the world. A few examples of the best known varieties are Anastasia, Baltica, Zembla, Radost and Stellini.

Breeding of new cultivars

Deliflor introduces various new chrysanthemum cultivars every year. The cultivars are surprising in colour, flower shape and use. The creation of such a new cultivar starts with breeding. This process takes about three years. During this period, varieties are continuously assessed in flowering trials and further selected on the basis of growing and market technical qualities.

Production of cuttings

Production of cuttings takes place in the production locations in Africa. The cutting material is flown to the Netherlands or immediately transported to buyers in Europe and Asia. For phytosanitary and growing technical reasons the cutting material for Latin America is produced in Colombia.

Rooting and distribution

On arrival in the Netherlands, the cuttings are taken to the new rooting locations built in 2008 and cultivated to the end product in around two weeks. Since 2011, the cuttings are processed in a fully automatic process. With 24 sticking machines, the non-rooted cuttings are automatically planted into peat blocks for the best result. Deliflor has its own transport department and delivers ‘just in time’, resulting in customers having the freshest possible starting material at their disposal at all times.

Advice on cultivation, marketing and promotion

During the production period, Deliflor customers are regularly visited wherever possible by their account managers, who provide them with growing technical expertise. With a view to realising the best possible market position for its varieties, Deliflor also attaches a lot of value to marketing and promotion. Strategies and campaigns are developed in order to maximise the success rate of new chrysanthemums and to strengthen the image of the chrysanthemum even further.

Our chrysanthemums find their way to the consumer all over the world. The perception of the product differs per country but one single thing shines through wherever you go: the enjoyment of a beautiful and versatile flower.

This brochure provides an impression of the Deliflor chrysanthemums available from the Dutch flower auctions in 2017. For your convenience, the varieties have been arranged by colour. An alphabetical index can be found on the last page. For the most up-to-date information, also visit www.deliflor.nl.
Baltica Cream
Soft elegance

Zembla Lime
Strong romance
**Limoncello**
Little treasure

**Varese**
Natural happiness
Barca Red
Spicy tickle

Belicia Pink
Sweet caress
**Two-colour pink**

- Anastasia Star Pink
- Balthasar
- Rossano Charlotte

- Pinkyrock
- Stresa
- Sweetheart

- Alamos
- PIP
- Serenity
- Stellina
- VIP

**NEW**

**Sweetheart**
Magic fairy tale
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Chrysanthemums by Deliflor 2017

Varieties available on the Dutch market

Alamos spray p. 12
Anastasia disbud p. 4
Anastasia spray p. 4
Anastasia Cream disbud p. 6
Anastasia Dark Green disbud p. 7
Anastasia Dark Lime disbud p. 7
Anastasia Lilac disbud p. 14
Anastasia Pink disbud p. 11
Anastasia Sunny disbud p. 8
Anastasia Sunny spray p. 8
Baltasar spray p. 12
Baltica spray p. 4
Baltica Cream spray p. 6
Baltica Lime spray p. 7
Baltica Pink spray p. 14
Baltica Yellow spray p. 8
Barca disbud p. 14
Barca spray p. 14
Barca Red disbud p. 10
Barca Splendid disbud p. 14
Barca Splendid spray p. 14
Barca Splendid disbud p. 14
Barca Splendid spray p. 14
Belizza Pink spray p. 11
Celtic santini p. 7
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Cocoanut spray p. 4
Cologne santini p. 4
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Delian White spray p. 4
Delian Yellow spray p. 8
Etnaloo disbud p. 11
Florange spray p. 9
Gaganis disbud p. 4
Himalaya spray p. 4
Limoncellis spray p. 8
Magnum disbud p. 4
Polyrock santini p. 12
PIP disbud p. 12
PIP Salmon disbud p. 10
Redoht spray p. 5
Redoht Coral spray p. 6
Redoht Yellow spray p. 8
Rosano disbud p. 11
Rosano Charlotte disbud p. 12
Rosano Dark disbud p. 11
Rosano Orange disbud p. 9
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Sheik disbud p. 6
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Vrilo Sorbet spray p. 6
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Zentina spray p. 5
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Zentina Lime spray p. 7
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