

Ranunculus

We have been breeding our Ranunculus assortment for several years now. Diana Jonker, our Ranunculus breeder has been making a lot of progress and after testing our new selection, we are ready to make the first steps to commercialize this product on a larger scale.

The Ranunculus assortment will be presented in 3 product lines: the **Sapphire**, **Jewel** and **Lady Linsey** line. Our Sapphire assortment is one of our tissue culture lines with nice length and good production.

The Jewel line is from tissue culture as well and is highly productive. Both lines are available as hardened tissue culture plants as well as corms. Lady Linsey is our seed line with many classical varieties with large head sizes. It comes as seed or young plants. All varieties have extremely vibrant colors!

Our Ranunculus product flyers will be ready within 2 weeks. Please contact your area manager if you would like to receive some.

The power to surprise!





Suzanne Hesemans

New faces at Terra Nigra

As all of you know, R&D director Diana van Os has left Terra Nigra last month to focus on her newly established company Da Capo. We will miss Diana and wish her all the best with her new ventures.

Diana's breeding responsibilities have been taken over by **Suzanne Hesemans**. She wrote the following for this Newsflash:

My name is Suzanne Hesemans, and I have been working with Terra Nigra as Manager Breeding since 19th February. I finished my studies Plant breeding & Crop protection at the Wageningen University in 1998. After that I've worked at Preesman as a rose-breeder. For the last 6,5 years, I've been working at the Beekenkamp-group. At first as chrysanthemum breeder for the Deliflor-company, where I've met my husband Aike Post, who is working as Manager Breeding over there. The last 1,5 years I've had the opportunity to start different, totally new breeding projects in several pot plants and perennial plants. Last year, the first new varieties have been tested by growers with success.

After that I was looking for a new challenge, and I've found one in the job of Manager Breeding at Terra Nigra. Together with the rose-, gerbera- and ranunculus breeding teams, I hope to create a lot of new Terra Nigra varieties which fulfil the demands of our sales-team and your local market to make sure we stay innovative.



Angeliën van Dijk was hired to take care of the legal aspects of plant protection. She introduces herself in this Newsflash as well:

My name is Angeliën van Dijk and as of February of this year, I have started to work for Terra Nigra in the position of legal assistant. In this position I will be giving follow up to the legal work of Diana van Os.

I have finished my HBO-MER degree (management, economics and law) and after this I have worked as an employment-specialist for one year. I have just started on a complete new study Law at the University of Amsterdam. I haven't made a decision yet about my Master degree, but at this point my interest goes to environmental law and business law.

I will be working at Terra Nigra on Wednesdays and Thursdays and my work will concern the legal protection of roses and gerberas. This includes (the legal part of) breeders rights, brand rights and contracts.

Both new team members will be looking forward to talking with you in the future!

Accounts receivable

Terra Nigra has been working on new collection procedures. Some accounts from customers have been past due too long, causing serious problems for you as well as Terra Nigra. We will be in touch with you to discuss the details for your area.

Political situation in Kenya



The current unstable political situation in Kenya has caused serious problems for many flower businesses. The opposition disagreed with results of the December 27th 2007 elections. Especially the companies located in the Rift Valley area lost 30-40% of their personnel/employers, which made it almost impossible to run their businesses. The economical & political uncertainty; the risk of shortages of pesticides; fuel and other necessary goods make the situation even more problematic. We admire & respect those companies who were able with minimum means to deliver their products in good condition to Dutch auctions and other markets.

Terra Nigra would like to express its sympathy to those Kenyan families who lost loved ones due to the violence.

Propagation

As we have informed you before, Terra Nigra introduced two types of Directerplugs or 'direct rooted plants in coco peat paper pots'. We have been working with a DP 18 or 18mm paper pot (204 per tray) and a DP 30 or 30mm paperpot (104 per tray).

The DP 18 plugs have been used for transplanting in larger peat as well as rockwool plugs. It is not only planted in jiffy pots but also has replaced the microplug and now is used for transplanting in rockwool macroplugs.

Before transplanting, the DP 18 plugs are sorted, resulting in a more uniform order as well as reduced plant loss. Because of these excellent results, we have extra DP18 plugs available for immediate delivery to your customer. If they prefer larger plugs, we can transplant them in any requested type. However, it will take a little bit longer before we can ship these plants.

When planted in Macroplug or Jiffy-6:	+ 4 weeks
When planted in 7x7 rockwool blocks:	+ 5 weeks
When planted in 10x10 blocks or 19cm pots:	+ 8 weeks

Last but not least

For any questions or suggestions, please contact us at:
info@terrannigra.com or info@terrannigrausa.com

Head Office & Showhouse

Terra Nigra B.V.
Mijnsherenweg 23
1433 AP Kudelstaart
The Netherlands
T +31 (0)297 56 41 16
F +31 (0)297 36 88 53
E info@terrannigra.com
I www.terrannigra.com

Sales Office North and South America

Terra Nigra, Inc.
4032 Foothill Road
Carpinteria, CA 93013
USA
T +1 805 684 44 10
F +1 805 684 11 70
E info@terrannigrausa.com
I www.terrannigrausa.com

Sales Office Africa

Color Vision Roses
Flower Business Park
PO Box 1994
20117 Naivasha, Kenya
T +254 725 852 896
T +254 722 926 588
E info@terrannigra.com
I www.terrannigra.com



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