

# Flash

## Hortifair News



As we did last year, Terra Nigra will focus on our display at the nursery and won't participate with a booth at the Hortifair. After last year's successful party, our special Hortifair event for this year will be "breakfast week".

We would like to welcome you and all your customers to start your day at Terra Nigra with a breakfast buffet. From Tuesday October 14th to Friday morning October 17th, we will have breakfast ready from 08:00am to 11:00am. A great way to start your hectic day! Invitations to be sent to your customers will follow later this week.

Please contact your area manager about when you will be visiting Terra Nigra and if there is anything we can do for you or your customers during the show.



For more information about the Hortifair: [www.hortifair.com](http://www.hortifair.com)



## Gerfolia® now available in stores!

This Monday, the first flowers of the Gerfolia® assortment were sold on auctions in Aalsmeer, Rijnsburg and Naaldwijk. Average prices at the Flora Holland auction in Aalsmeer were 25 to 30 eurocent which were strong prices compared to the ones of the standard gerberas.

There will be 18 varieties sold, mixed and by color, packaged in special Gerfolia® sleeves.

Presently, the cutting stage at which the Gerfolia® is sold is similar to the standard

gerbera and Germini®. However, we are testing possibilities of earlier harvesting and shipping the flowers in a more closed stage.



Bert Stravers, gerbera breeder and Peter Boerlage, Managing Director with the Colours of Nature team, toast to a good introduction of the Gerfolia®. The group has planted 1.4 hectares of Gerfolia® varieties at their new location.



## Rose Purple Power introduced to Dutch Wholesalers

On Monday morning, September 1st, Purple Power® was auctioned by nursery Rocijo from Heerhugowaard, the Netherlands. This hybrid-T was welcomed with good prices and repeated demand. With its unique purple color, beautiful presentation and excellent vase life, this rose is an addition to Terra Nigra's current rose assortment.

## New face at Terra Nigra

As of August 2008, Rients van der Wal has joined the team of Terra Nigra. He filled the position of area manager for the gerberas in Holland, Belgium and several other areas. Rients has been active in the vegetable and fruit industry and trained with several companies in Kenya. He is looking forward to meet you during the Hortifair.



terra nigra



If you have any questions or suggestions, please don't hesitate to contact your area manager or our office at: [info@terranigra.com](mailto:info@terranigra.com) or [info@terranigrausa.com](mailto:info@terranigrausa.com)