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# GREENHOUSE GROWER<sup>®</sup>

VARIETIES | PRODUCTION | MANAGEMENT | TECHNOLOGY

## Beautiful Blooms Offer More Opportunities for Profit

Blooming potted plants are getting more attention for home décor and gifting during the holiday season.

**2018 State of the Poinsettia  
Industry Survey Results**

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**IPM for Perennials**

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## Danziger, Terra Nova Partner on Vegetative Cuttings Production for International Market

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**D**anziger and Terra Nova Nurseries have announced a new partnership in which Danziger will become a dedicated licensee and producer of vegetative cuttings from Terra Nova Nurseries' stock in Europe, Asia, and Africa. Danziger will produce the unrooted cuttings (URCs) to fulfill orders in Europe, Asia, and Africa.

"We believe that this collaboration and the addition of world-class perennials genetics by Terra Nova will enable us to provide our customers with a complete assortment and will benefit all parts of the horticulture value chain," says Amir Dor, Director of Sales – Annuals & Perennials at Danziger.

*Greenhouse Grower* caught up with Ken Brown, Managing Director at Terra Nova Nurseries, and asked him about the alliance.

**Greenhouse Grower (GG):** How did this alliance come about?

**Ken Brown:** A mutual licensee suggested we should work together. We all sat down at Flower Trials 2018 in Europe and decided to explore possibilities.

**GG:** The horticulture industry is seeing more of this type of collaboration. Is this a way for Danziger and Terra Nova Nurseries to compete with the larger consolidated breeding companies to be a one-stop shop for your customers?

**Brown:** Yes, in our analysis of the Danziger perennial breeding versus Terra Nova's perennial breeding, it became apparent we had very little overlap. Adding the Terra Nova genetics filled in most of the genera that Danziger did not offer, creating a true one-stop shop for our perennial customers.

**GG:** Will this alliance change anything for growers in North America?

**Brown:** Not for the moment. We made the announcement for our cooperation in the territories outside of North America. We have many details to work out with our licensees before we decide about North America. Our relationship with Danziger is a proactive work in progress.

**GG:** How will this impact growers internationally?

**Brown:** Order fulfillment is from Africa to ship to Europe and Southeast Asia. I visited all of Danziger's production locations and confirmed they are practicing superior sanitary protocol, inventory control, packaging, EDI,



Ken Brown

reporting, logistical control, and ease of ordering for their customers. Simply put, our international growers will be able to get our products in the volumes they want and when they want them. Too many times in the past, I heard, "Terra Nova has great genetics, but we cannot get them." Our collaboration with Danziger will help solve this need.

**GG:** What is the value proposition of the alliance for Danziger's and Terra Nova Nurseries' customers?

**Brown:** Our vegetative (non-tissue culture/unrooted cuttings) supply chain has been continuously interrupted over the past 10 years by the consolidation of breeding companies and farms they own. Danziger is known for quality and reliability. Our contracts are structured to ensure that our supply chain will not be interrupted in the future. **GG**

## Seed Your Future Launches New Horticulture Career Exploration Tool

Seed Your Future has launched a new free online horticulture career exploration resource.

Going beyond a basic alphabetical list of careers in the horticulture industry, the tool first asks site visitors to consider what they are interested in, and then lists careers in horticulture that might match their interests. Each listed career links to a unique page that contains key information to help the user learn about that career.

Every career page includes information about the job, the level of education required, links to where to study in the U.S., data about salaries, links to professional organizations supporting that career, and engaging videos of people in those careers. Meant to provide introductory information to each career across the art, science, technology, and business of horticulture, the new resource will continue to grow as more careers are featured, and more videos selected to help users understand all of the diverse options in the horticulture industry.

The site is designed to serve as a digital hub for all horticulture career information in a concise, easy-to-read format with links to external resources, places to study and find scholarships, and videos of real people in each of the careers fields.

Learn more at [SeedYourFuture.org/careers](http://SeedYourFuture.org/careers) and at [GreenhouseGrower.com](http://GreenhouseGrower.com).

