

CAL FLOWERS
California Association of
Flower Grower & Shippers


FLAMINGO
Holland Inc.

**WHERE PASSION
COMES TO BLOOM.**



Fun 'N Sun

California Floral Convention



Flamingo Holland has been established in North America for more than 25 years. We service all areas of North America with office locations in Canada, California, and New Jersey. Innovative with the newest varieties of bulb flowers, we are well-known among professional flower growers.

With our relationship with breeders in Holland and Israel and contract grown production in Chile, Holland and France we have resources to the best stocks and varieties.

Flamingo Holland supplies the highest quality flower bulbs and packaging supplies along with technical support and service for the best possible price.

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Latest on Lily Breeding

- ❖ Lily breeding and development in Orientals and OT Hybrids.



- ❖ Lily breeding and development of Rose Lilies.



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OT Hybrids



What is an OT Hybrid?

Answer:

A cross between an Oriental Lily and a Trumpet Lily.



Breeding:

Most breeders are actively breeding new OT Hybrids due to higher demand world wide.

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Bulb Production

- ❖ Planting stock to commercial size bulbs
- ❖ OT produces 160.000 per acre versus 130.000 bulbs per acre for Orientals.
- ❖ OT Hybrids are easier to grow. Less disease prone
- ❖ As well, many of the important OT Hybrids are produced for bulbs in Chile which are flowering in spring to cover all major holiday's.



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Growing OT Hybrids for Cut Flowers in Greenhouse

- ❖ Faster Crop Time - 11 to 14 weeks versus 14 to 17 weeks for Orientals.
- ❖ Additional Spacing - less bulbs per square foot versus Orientals.
- ❖ Watering and light and temperature.



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OT Hybrids for Cut Flowers

- ❖ Different and more shades of colors available.
- ❖ Size flowers and bloom count.
- ❖ Presentation in bud stage and leaf quality.



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First Generation OT Hybrids



Yelloween



Conca d'Or



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Second Generation OT Hybrids



Shocking



Time Zone



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Second Generation OT Hybrids



Serrano



Robina



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Current OT varieties and near future



Carbonero



Esta Bonita



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Current OT varieties and near future



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Tabledance



Zambezi

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Current OT varieties and near future



Sensi



Labrador



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Current OT varieties and near future



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Flavia



Valverde

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Conclusion

- ❖ Bulb production in Holland and Chile will push newer OT Hybrids with unique colors faster into US market.
- ❖ Breeding is more focused on OT Hybrids than breeding of new Oriental varieties
- ❖ Main Oriental varieties available for years to come.



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Rose Lilies (Double Orientals)



What is a Rose Lily?

Answer:

A Double Oriental Lily
with more than 18
petals,
without pollen and
less scent.

Breeding: De Looff in
1993



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Bulb Production

- ❖ Production similar to other Oriental varieties.
- ❖ Produced by a group of 10 prominent bulb growers in Holland.
- ❖ Currently not produced yet in Chile.



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Growing Rose Lilies in the Greenhouse



- ❖ Crop time - 13 to 17 weeks.
- ❖ Can be grown in between other Oriental lilies.
- ❖ Needs more attention of picking stage. Use of socks is preferred.

Rose Lilies for Cut Flowers

- ❖ Unique flower presentation (water lily).
- ❖ Many more colors becoming available in the near future. Growing performance comparable to single Oriental Varieties.
- ❖ Presentation in bud stage and leaf quality.



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First Generation Rose Lily



Rose Lily Belonica



Rose Lily Fabiola



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Second and Current Generation Rose Lily



Rose Lily Elena



Rose Lily Felicia



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Second and Current Generation Rose Lily



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Rose Lily Isabella



Rose Lily Natalia



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Second and Current Generation Rose Lily



Rose Lily Carolina



Rose Lily Thalita



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Future Generation (2016 – 2019)



Rose Lily Samantha



Rose Lily Tina



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Future Generation (2016 – 2019)



Rose Lily Dalinda



Rose Lily Kendra



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Future Generation (2016 – 2019)



Rose Lily 25-5-56



Rose Lily Ciara



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Future Generation (2016 – 2019)



Rose Lily Samantha



Rose Lily Roberta



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Future Generation (2016 – 2019)



Rose Lily Leona



Rose Lily Aisha



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Future Generation (2016 – 2019)



Rose Lily Viola



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*Be
Inspired*



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Ideas



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Conclusion

- ❖ Roselily is generating a lot of interest from Floral buyers. The no pollen and longer vase life are two major assets.
- ❖ Future varieties will be comparable in all assets to regular Orientals including size, bud presentation, etc
- ❖ Bulb production in Chile is being worked on and will be available in 3 to 4 years.



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Thank you

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