

February 2017: Horticonact, MyPlant & Garden and of course... Valentine's Day

The start of 2017 was marked by exhibitions. And in February, they continued with the Horticonact in the Netherlands and the **MyPlant & Garden in Italy**. Besides that, February is also important as Valentine's Day is being celebrated. But more happened this month. Below a small summary.



Italy: Third edition Myplant & Garden in pictures

In February, the MyPlant & Garden exhibition was held for the third time in Milan, Italy. This international trade fair of the floricultural/gardening sector was held from February 22-24. A broad range of flowers, plants, pots, decoration, architecture, machinery, services and techniques was presented at the show by 567 companies, which is a 30 percent increase compared to last year and a 70 percent increase compared to the first year of the exhibition.

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Again this year, the exhibition was a hot topic on social media. Not only exhibitors, but also visitors shared pictures on Facebook and Twitter. Below, we made a compilation of the pictures posted:



Dutch orchid grower Stolk Flora posted these pictures on their Facebook page. They won the first prize in the category durability with the 'Your Natural Orchid'. The jury was surprised by their durable and innovative way of phalaenopsis cultivation. Besides that, the jury praises the appearance of Your Natural Orchid. Stolk Flora was the only Dutch winner. In the other five categories, Italian companies won the first prize.



Decorum presented the assortment of 24 growers with their new Brand identity. (Source: [Twitter page Decorum](#))



Van Schie Potlelies (left) and Ter Laak Orchids (right), for example, were presenting their assortment at the Decorum booth and posted these pictures on their twitter pages. (Twitter: [Van Schie Potlelies](#), [Ter Laak Orchids](#))



(Source: [Twitter page](#))



(Source: [Facebook page](#))



(Source: [Twitter page](#) _____)



(Source: [Twitter page OZ Planten BV](#))



(Source: [Facebook page](#) _____)



(Source: Twitter page [GREEN](#))



(Source: Twitter page [Levoplant](#))



(Source: Facebook page [_____](#))



(Source: Facebook page [Agría Fiorita](#))