

Cut flowers, sustainability, and a touch of orange in Milan

The final day of MyPlant&Garden has arrived in Milan. Yesterday was another busy day with many international visitors.



The team from JMP Flowers, a Polish flower grower marketing its Phalaenopsis in Italy under the brand name Mariflora

The market appears stable, and there is a positive atmosphere at the trade fair. Most exhibitors expect this year to remain a "normal" year, "but we remain dependent on the weather." A theme that is also prominently featured at this fair is sustainability. Many suppliers are showcasing the steps they are taking to make their products more sustainable.



Laura and Daniel Gomez of Naranjo Roses, an Ecuadorian rose grower

In addition, more and more cut flowers can be seen at the fair. Whereas the focus used to be mainly on green plants and gardens, it is now gradually shifting. This is evident from the large number of florists attending the fair, carefully observing all the cut flowers, flower shows, and floral artworks being created.



And one more fun fact: Italians love pink! Pink plants or plants with a pink/purple hue are particularly popular. Orchids are also performing very well.



The team from Lazzeri

A few halls away, speed skating at the Olympic Winter Games took place yesterday afternoon, where the men competed in the 1500 meters. With a bronze medal for the Netherlands, it was certainly a great race. OZ-Hami was also present with several preferred suppliers.



Dutch flower growers at the Olympic Winter Games

The full photo report will be published on Monday. Ciao!

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