

## **Growers at Myplant & Garden hopeful about the future**

After a good and busy start, Myplant & Garden is now in its second day. Even though last year was challenging for many growers, the atmosphere is positive. The sunny weather brings good vibes on the floor and for many flower growers the year already took off nicely with good Valentine's sales, which gives good hopes for Women's Day, an important holiday in Italy.

### **Unusual weather 2018**

Like all growers, also in Italy weather is essential for the results of the year. Last year was challenging with unusual weather patterns like a very cold spring and a very long and hot summer. It affected the demand for plants not only within the country but in Europe as well. And after a cold, dark and rainy end of the year, growers feel that spring should be good and the good current weather makes them look forward to spring.

### **Growth among suppliers**

Even though growers had a challenging year and several challenging years in the past as well, many suppliers managed to grow in this market and see a lot of potential to exploit this market further.

### **More growth expected**

And that growth is expected in the Italian horticulture industry is probably also the reason why there are again more exhibitors this year. Also the number of visitors on the first day seems to be higher than usual. Next to Italians, the show welcomes many more nationalities coming from over 45 countries.

With an exhibition that is just in its fifth year, the exhibitors are very satisfied so far, not only with the number of visitors that is increasing year after year, but with - which is perhaps more important - the quality as well.

FloralDaily is present to make a photo report of the show. This report will be published in the newsletter on Monday February 25, but below a little preview.



*Fred Koning and Kees Kapiteijn of Kapiteyn. They've been active on the Italian market since 1963 and see a growing demand for their callas.*



*Veiling Rhein-Maas is exhibiting at the Myplant & Garden for the first time. They are eager to increase the supply from Italian growers. On the photo: Theun Brinksma and Andre van den Bosch.*



*Marco Orlandelli of Orlandelli with Filippo Facioli of MyPlant & Garden*



*Jean-Yves Caubault of Sicamus sees the demand for Hydrangeas growing all over Europe. He also sees the interest for their Decopots (introduced last year) increasing among growers.*