

## Myplant & Garden: Sustainability, stability, and the growing presence of cut flowers

The final day of Myplant & Garden has arrived in Milan, and yesterday was another bustling day filled with international visitors.



The market seems stable, and the atmosphere on the exhibition floor is overwhelmingly positive. Most exhibitors are anticipating a "normal" year, though, as always, "we remain dependent on the weather." Sustainability continues to be a prominent theme at this year's event. Many suppliers are showcasing their advancements in sustainable practices, such as reusable plastic trays that can be used multiple times.



*Filippo Faccioli from Myplant & Garden with Deborah Ghione from NLRP shared their insights on the growing presence of cut flowers at the show, with increasing representation from countries like Kenya and Ecuador.*

Cut flowers are making a notable appearance this year. The focus, which once centered primarily on green plants and gardens, is shifting. This shift is evident in the large number of florists attending the show, captivated by the stunning cut flowers, floral arrangements, and floral art displays. For the first time this year, there's a significant representation of roses from countries such as Kenya and Ecuador.



*The team of Morel showcasing their cyclamen varieties.*

Additionally, GREENN, a company specializing in organizing national and international trade show participations for the Dutch horticulture sector, announced that it has become the exclusive partner for Myplant & Garden Middle East. Naturally, a toast was in order to celebrate this new collaboration!



*The GREENN team raises a glass to the new partnership.*



Gianfranco from Schoneveld Breeding, showcasing the Illusia.



*The team of Selecta one*



*Justin van der Putten from DryGair also made a visit to the show.*

The full photo report will be published on BPnieuws and FloralDaily on Monday, February 24. Ciao!