

Positive vibes at Myplant & Garden

Today, February 24, is the last day of the Myplant & Garden. Despite growers waiting to see what will happen over the coming weeks, the vibe on the show floor is positive, and when talking with different exhibitors, they seem to be very pleased with the amount and type of visitors. FloralDaily was also at the show to make a photo report and learn more about the Italian horticultural market.

So, what are we hearing and seeing at the show? From the breeders' side, we see that they are presenting varieties that are heat tolerant and can easily grow in hotter Mediterranean climates. From the growers who are exhibiting at the show, we hear mixed reactions. Some are writing orders right away, whereas others notice a lack of demand. Of course, it depends on the product type, but in general, we see a lack of availability and high prices due to the increased production costs. In turn, the prices of the plants and flowers for the retailers increase as well. The most popular plant is still the phalaenopsis, but as there is a lack of availability, demand for other products is expected to increase as well.

The season for the spring crops is about to take off, but will the consumer be willing to pay higher prices for the plants? It is not expected to be as booming as it was in the pandemic years. And let's not forget the flowers, which are highly popular for weddings. At the show, the interest from florists was high, not only for the varieties but also for the presentations that were held. These are the trends and highlights in a nutshell. On February 27, we will publish the photo report and give a broader overview.

For now, we already have some pictures to share:



Davide Magatti Daniele Amadio and Amos Citterio of Como Lighting. They supply LED systems for greenhouses worldwide.



Monica Scaparro and Deborah Ghione of Nirp International promoting their Profumatissime Della Riviera dei Fiori that they grow in Italy. Currently they supply retailers in Italy, but increasingly more interest for this product is coming from other countries in Europe.



The team of Flora Toscana, a cooperative of 230 growers founded in Pescia, in Pistoia's province. The company has been present in the floriculture market for 50 years.



Jaap Moerman van Moerman Lilies and Warja Abrosimova of Dekker Chrysanten and Joan Petermeijer of Decorum. At the show, they are showing the Italian florist their assortment of flowers. The brand Decorum is also becoming increasingly known for flowers in Italy.



The team of Eurosa. This Italian grower exports the majority of its products, and this year, they are exhibiting at several fairs. The next one will be the FloraHolland show in Rijswijk, followed by the one in Aalsmeer.