

Jean-Yves Coulbault, Sicamus:

“The market loves our new hydrangeas with mosaic leaves and confetti petals”

When you say Sicamus, you say French hydrangeas. And over the last years, the demand for their varieties increased significantly. As a result, this French breeder and propagator increased its production volumes and acreage. Currently, they produce 2 million hydrangeas on 35ha of which 85% are being exported. One of their latest introductions that has become one of their best sellers is Mosaik Confetti range with, as the name suggests, mosaic leaves and confetti petals.



Jean-Yves Coulbault at [Myplant & Garden](#) 2024 in Milan, Italy.

Mosaic leaves and petals

There is a growing trend across various crops towards bi-colored leaves. This characteristic is said to offer the advantage of maintaining the plant's attractiveness even when it's not in bloom. Over the years, the demand for these type of plants increased, including for those from Sicamus. And on top of the mosaic leaves, the range also has spots on the petals. "It really looks like confetti has been thrown on the petals," says Jean-Yves Coulbault of Sicamus.

Will the consumer like it?

When creating the Confetti range, the breeders of Sicamus were very pleased and enthusiastic as it was really something new two years ago. But will the buyer and consumer like it? "When we saw the first plants, we were in love with the print on the leaves and petals. But would the consumer also like it and the print on the leaves? At first, we were quite uncertain about the consumer reception, so we ran several trials, and quickly, we received positive reactions from not only our current buyers but also the potential buyers we presented it to for the first time at the IPM Essen in 2020."



Demand surpasses supply

Now, two years later, the demand has increased significantly, and at Sicamus, they are working hard to meet it. "It takes time to build up the mother stock. Since the introduction, we have sold out, and the demand has surpassed our supply. So, now, we are continuously working on increasing the production."

The success? 'French Quality'

According to JY, the success of this range and all its varieties is not only the looks but also the quality. "It might sound cliché-ish to say that, but it all comes down to bringing

eye-catching and good quality products to the market, and we try to reach this through the combination of our breeding experience and French Quality." Sicamus has been growing half-finished hydrangeas in France for over 80 years and entered hydrangea breeding 15 years ago. The climate in Angers, France, enables them to produce young plants that enable them to start early and finish later. "On top of that, we have one pinch more, and we can open 8 to 10 or even more buds."