

March 2019

The vote on the 5th edition of the Italian trade fair MyPlant & Garden, which was held in Milan from 20-22 February, was reasonably positive. Although the state of the Italian economy does not give much reason for it, it seems to become a bit more sunny for floriculture. Interest in green is clearly increasing in Italy.



MyPlant&Garden attracted 733 participants. This is 12% more than in 2018. More than 40 companies from the Netherlands participated. In 3 halls on 45,000 m2 there was a great show of tree nursery products, cut and bulb flowers, flower bulbs, pot plants and materials for garden and balcony and also (ornamental) pots and containers, decoration material, tools for gardeners and landscapers and construction and maintenance of sports fields and the like. The organizers report that the number of visitors compared to last year increased by 16.5% to more than 20,000. The visitors mainly came from the surrounding regions in Italy and from abroad mainly from the Netherlands, followed by Germany, Denmark, France, Poland and Spain.

As in other European countries, the demand for plants in 2018 was strongly influenced by the cold spring and the long hot summer. Possibly partly due to the beautiful weather during MyPlant, the mood on the show floor was positive. People look forward to spring and see the future as moderately positive. The recently released report on the Italian garden industry shows that after a few much lesser years, growth is in there_ That could partly be an explanation of the growing number of participants and visitors. And the participants were also very pleased with the quality of the trade visit.



On the occasion of the Italian trade fair MyPlant & Garden, a report was published in collaboration with Euromonitor Internationale on the Italian garden industry. This shows that the revenue in 2017 amounted to 2.76 billion euros. About half of this comes from living material. A third was generated by garden tools, 12% by pots and containers and 8% by garden care products. More and more buyers prefer organic products. The report predicts a constant growth of the Italian market until 2022, which has fallen sharply in recent years. A sales value of 3 billion euros is forecast for 2022, which means that Italy will return to the 2010 figure.

For decades at Italian trade fairs

A company from abroad, which participates for many many years at Italian trade fairs is Felix & Dykhuis . Previously mainly at the fair in Padua and now at MyPlant.

Felix & Dykhuis is a Dutch export tree nursery family business, situated in Boskoop and founded in 1887, which has been trading with Italy for decades. Managing director Jeroen den Hengst explains that the basis for trade in Italy was laid when the company's original market in Eastern Europe had disappeared shortly after the war and new markets had to be found. Mr J_D den Hengst, first representative and later for 25 years director of the company (the grandfather of the current director) then created a new market in Italy. "The customers were visited by car and grandma was the driver", says Jeroen den Hengst laughing.

In the floristry area, demonstrations and competitions from binders from Asia, Europe and the United States were to be enjoyed and the trends for 2019 were shown. There was also a lot of admiration for the work of Paul Deckers (also chief arranger of the Dutch flowers and plant presentation for the Vatican at Easter). (Cut) Cymbidium was central in 2018 in the decoration of St. Peter's Square. The presentation and demonstrations on MyPlant were a follow-up. The visitor was enthusiastic about beautiful floral art, the workshops and about the (bridal) fashion shows, which were organized with the cooperation of the Flowers Academy agency of Charles Lansdorp and Lucas Jansen and the Consulate of the Netherlands in Milaan. The beautiful flower decorations of the shows were the work of Paul Deckers and Nini Holtrop.

More interest in green

There is also increasing interest in greenery in the Italian government. Also Nada Forbia, president of the Associazione Florovivaisti Della Lombardia, reports. Responding to this, Forbia had been lobbying hard at the Ministry of Agriculture in the past year. As a result, a program has now been drawn up to realize more private greenery. Anyone who hires a gardener for design, construction or maintenance of the garden can get 36% back through a tax return up to a maximum of 5000 euros per year, spread over a period of 5 years. This program, which started in May 2018, is partly the cause of the 30% increase in the number of realized gardens compared to 2017. An even stronger increase is expected for 2019.



Awards

On MyPlant there was also a judging of 60 nominated products in the context of the Vetrina delle Eccellenze ". The jury was chaired by Dr. Renato Ferretti. In the New Varieties of Ornamental Plants category, Grevillea Ignite® (G.alpina x rosmarinifolia), originating from New Zealand and submitted by FloraToscana, a cooperative from Pescia (It), which has the sales rights for Europe. . The jury found the plant resistant to low temperatures and tolerant to drought, suitable for both containers and garden edges. The jury praised the variety of colors and the application possibilities in landscaping. In the cut flowers category, the brown-beige Rosa Westminster Abbey (grown by VIP Roses Sassen from Nieuwveen (Holland)), submitted by Gambin Fiori from Milan, was awarded for its beautiful open inflorescence, resistance to diseases and innovative and environmentally friendly packaging. Jury chairman Renato Ferretti indicated that the assessment certainly also focused on ecological elements, environmental friendliness and sustainability. , for example in packaging.