

CBI MARKET SURVEY

THE CUT FLOWERS AND FOLIAGE MARKET IN THE NETHERLANDS

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Report summary

This CBI market survey discusses, amongst others, the following highlights for the cut flowers market in The Netherlands:

- The Netherlands market for cut flowers was the sixth largest market in 2005. Growth in consumer purchasing power in 2007 provides a positive outlook for the future.
- The Netherlands is by far the most important player in the EU trade of cut flowers and foliage.
- The value of imports sourced in developing countries increased slightly between 2001 and 2005. The import share of developing countries in imports by The Netherlands is by far the largest in the EU. The Netherlands sources its flowers in a rather large number of different developing countries.

This survey provides exporters of cut flowers with sector-specific market information related to gaining access to The Netherlands. By focusing on a specific country, this survey provides additional information, complementary to the more general information and data provided in the CBI market survey 'The cut flowers and foliage market in the EU', which covers the EU in general. That survey also contains an overview and explanation of the selected products dealt with, some general remarks on the statistics used, as well as information on other available documents for this sector. It can be downloaded from <http://www.cbi.nl/marketinfo>

1. Market description: consumption and production**Consumption*****Total market size***

The Netherlands market for cut flowers was the sixth largest market in 2005. It was worth € 893 million. After a few years of decreasing value the market increased in value again in 2005. The correlation with the general economic performance of The Netherlands is obvious. Increases in consumer purchasing power lead to higher expenditure on flowers. The estimated 1% growth in consumer purchasing power in 2007 therefore provides a positive outlook for the flower market.

Per capita consumption of cut flowers amounted to € 55 in 2005. Although per capita consumption amounted to € 60 in 2001, € 55 is still by far the highest among the EU countries. The share of people purchasing cut flowers in the total population is relatively low (38%). This indicates a relatively high expenditure on cut flowers by the people who do buy flowers. The high level of per capita consumption also indicates saturation of the market. Only by extensive marketing (by for instance the Flower Council of Holland) can further expansion of the market be realised.

Cut flowers are mainly bought as gifts (57%). 41% is bought for own use and a mere 2% of cut flowers is destined for funerals and graves. As a gift, flowers are mainly bought for birthdays (29%), no reason (13%) and visits (13%). The major special day for cut flower sales is Mother's Day. 26% of people older than 15 bought flowers for their mothers in 2004. Nowadays, another important occasion for buying flowers is Valentine's Day.

The main reasons to buy flowers are their contribution to a cosy atmosphere in homes and the fact that flowers are colourful and make people happy. A negative characteristic, according to the Netherlands consumers, is the product's short lifetime.

Product groups

Mono-bunches accounted for 48% of all flower sales in 2005, mixed bouquets for 37% and compositions for another 15%. Mono-bunches have become more popular in recent years at the expense of mixed bouquets and compositions.

Market segmentation

- Flowers and/or plants are bought by 60% of the Netherlands women. Only 36% of men buy flowers or plants.
- Flowers are mostly bought by people older than 50 years.
- The institutional market is an important market segment for flowers and plants. Of the medium and large-sized companies, approximately 81% bought flowers and plants in 2003. This penetration level was 7% lower than in 2000 which was related to the economic slowdown. In 2005, companies accounted for 23% of the total flower market. The main reasons for enterprises to buy flowers are cosiness, decoration and representation.

Trends in consumption

As flowers are mainly bought as gifts, they compete with other gift items. Flowers account for approximately 20% of the gifts with a price below € 13.50. However, as flowers are faced with increased competition from other gift articles like toys, books and gift certificates, their share is decreasing slightly.

There is an increasing consumer demand for variation in personal gifts and new, surprising items.

Production

Total production

The value of the production of cut flowers amounted to € 2 billion in 2005. Between 2001 and 2005, this value increased by 1.3% on average annually.

Table 1.1 Netherlands development of area and growers, area and size in ha

	Under Glass			Open Area		
	Area (hectares)	No of growers	Average size of companies	Area* (hectares)	No of growers	Average size of companies
1995	3,668	4,889	0.75	1,977	2,863	0.69
1996	3,682	4,690	0.79	1,958	2,760	0.71
1997	3,646	4,530	0.80	1,990	2,548	0.78
1998	3,640	4,334	0.84	2,080	2,477	0.84
1999	3,757	4,242	0.89	2,248	2,359	0.95
2000	3,727	4,112	0.91	2,369	2,169	1.09
2001	3,606	3,788	0.95	2,221	2,030	1.09
2002	3,578	3,576	1.00	2,517	1,900	1.32
2003	3,499	3,454	1.01	2,471	n.a.	n.a.
2004	3,427	3,255	1.04	2,405	n.a.	n.a.
2005	3,250	3,026	1.07	2,435	n.a.	n.a.

* Area for the production of cut flowers and related products

Source: Flower Council of Holland (2006)

The concentration of the production area within 50 km of the auctions is a very important aspect of the strong position of the Dutch production in the world. Growers further away from the auctions often aim their assortments more at bulk products, which are directly sold to larger wholesalers.

Major players

In 2005, 3,026 growers of cut flowers were active in The Netherlands (Source: CBS Landbouwstatistiek). While the number of growers is decreasing, the average size per company is increasing by the same rate. Examples of leading growers and their main products in The Netherlands are:

- Lansbergen (Gerbera): <http://www.lansbergen.com>
- Zuurbier (Rosa): <http://www.zuurbierrozen.com>
- Weerdenburg (Cymbidium Orchids): <http://www.weerdenburg.com>
- A.P. Van der Voort (Lilium): <http://www.apvandervoort.nl>
- Bouman (Anthurium): <http://www.bouman-anthuriums.nl>
- Moerman (Lilium): <http://www.moermanlilium.nl>

Trends in production

The number of growers and the production area experienced developments different to those of total production value. As shown by Table 1.1, the number of growers is decreasing sharply. The area for the production of flowers under glass is also decreasing. The open area for the production of flowers and plants is not developing in one clear direction. In general, production scale is increasing, especially at companies producing in open area. The scale increases compensate for the decrease in the number of companies and resulted in the continuation of total production growth measured in value.

More and more Dutch growers organise themselves into growers' associations (in Dutch 'telersvereniging'). Examples of this kind of growers' associations are:

- Dutch United Group: <http://www.dutchunitedgroup.nl>
- Holland Combi Roses: <http://www.hollandcombiroses.nl>
- Santiteam: <http://www.santiteam.nl>
- Unicum Freesia: <http://www.unicumfreesia.nl>

Opportunities and threats

Expectations for the flower market in The Netherlands are positive. Total consumption is expected to increase. However, the saturation of the market hampers significant growth.

The production of flowers in The Netherlands is strong. Production value continues to increase while the number of producers and even the production area decreases. The area around the auction houses is particularly specialized and offers fierce competition.

Useful sources

Floricultural magazines in The Netherlands:

- Vakblad voor de Bloemisterij: <http://www.vakbladvoordebloemisterij.nl>
- Bloem en Blad: <http://www.bloemenblad.nl>
- Bloemen en Planten: <http://www.bloemenenplanten.nl>
- Groot Handelsblad: <http://www.vgb.nl>
- Bloemenkrant: <http://www.uitgeverijverhagen.nl/kranten/bloemenkrant>

2. Trade: imports and exports

Imports

The Netherlands is by far the most important player in the EU trade of cut flowers and foliage. The demand from domestic traders is, to a high degree, met by local production. Imports, however, also enable traders in The Netherlands to supply a broad selection of cut flowers to its European customers throughout the year. Therefore, despite its large production capacity, The Netherlands is still the third largest EU importer of cut flowers and foliage, accounting for 14% of total EU imports. Its total imports decreased by 4% between 2001 and 2005, amounting to € 465 million in 2005.

The value of imports sourced in developing countries increased by 3% between 2001 and 2005, amounting to € 345 million in 2005, signifying an import share of 74%. In contrast to most other EU countries, the import share of developing countries is by far the largest in The Netherlands. The Netherlands sources its flowers in a rather large number of different developing countries. Its most important developing country suppliers are Kenya (36%) Ecuador (11%), Zimbabwe (6%) Colombia (5%) and Uganda (5%). Kenya experienced the strongest absolute growth (+11% annually). Ethiopia experienced the largest relative annual growth (+271%), amounting to an import value of € 6 million in 2005. The main non-developing country suppliers of cut flowers and foliage to The Netherlands are Israel (13%) and Spain (3%). However, both countries saw their export decrease between 2001 and 2005, by 12% and 20% annually respectively.

Table 2.1 Imports by The Netherlands and leading suppliers to The Netherlands, 2001 - 2005, € million / share in % of value

Product	2001 € mln	2005 € mln	Leading suppliers in 2005 (share in %)		Share in imports in The Netherlands
Total cut flowers and foliage	483.6	465.0	Intra-EU: Extra EU excl DC: DC*:	Spain (3), Germany (2), UK (2), Italy (2). Israel (13). Kenya (36), Ecuador (11), Zimbabwe (6), Colombia (5), Uganda (5), Zambia (3).	13% 13% 74%
Rosa	224.1	240.4	Intra-EU: Extra EU excl DC: DC*:	Belgium (2). Israel (2). Kenya (57), Ecuador (11), Uganda (9), Zimbabwe (98), Zambia (5), Ethiopia (2).	2% 2% 96%
Dianthus	51.8	41.9	Intra-EU: Extra EU excl DC: DC*:	Spain (18), Portugal (7), Italy (3). Israel (2). Colombia (51), Kenya (7), Gaza (4), Ecuador (4), Turkey (3).	30% 2% 68%
Orchids	4.1	5.0	Intra-EU: Extra EU excl DC: DC*:	Germany (19), Poland (1). New Zealand (6), Singapore (3), USA (2), Taiwan (2). Thailand (57), Malaysia (2), South Africa (7)	21% 14% 66%
Gladiolus	0.5	0.2	Intra-EU: Extra EU excl DC: DC*:	Poland (62), Spain (15), Italy (6). Israel (13). Brazil (1).	85% 13% 2%
Dendranthema	0.3	1.2	Intra-EU: Extra EU excl DC: DC*:	Poland (59), Belgium (5), Denmark (4), Germany (4), Russia (1). Tanzania (8), Costa Rica (7), South Africa (3).	78% 1% 21%
Other fresh cut flowers	185.2	160.6	Intra-EU: Extra EU excl DC: DC*:	UK (5), Italy (4), Spain (4), Germany (3). Israel (33). Kenya (16), Ecuador (14), Zimbabwe (6), South Africa (3).	21% 34% 45%
Prepared cut flowers	3.2	3.1	Intra-EU: Extra EU excl DC: DC*:	Germany (21), Italy (14), Poland (7), Belgium (3). Israel (23), Australia (3). India (14), South Africa (4), China (2).	48% 27% 25%

Product	2001 € mln	2005 € mln	Leading suppliers in 2005 (share in %)		Share in imports in The Netherlands
Foliage	14,3	12,6	Intra-EU:	Germany (22), Italy (3).	28%
			Extra EU excl DC:	Israel (2), USA (2).	5%
			DC*:	China (23), India (16), Turkey (14), South Africa (5), Brazil (3).	68%

Source: Eurostat (2006)

*Developing Countries

In the period reviewed, only imports of Dianthus (5% annually) and Dendranthema (35%) increased considerably. The strong growth in the latter product group can completely be contributed to the remarkable performance of Poland; it only started supplying Dendranthema into the Netherlands in 2004. Nowadays, Poland accounts for 59% of Dendranthema imports by The Netherlands. Total imports of Dianthus and Gladiolus decreased significantly by 5% and 14% annually respectively.

Between 2001 and 2005, the developing countries' import share increased the strongest for Dendranthema (46% annually) and Orchids (8% annually). Their import share only decreased for Gladiolus (2% annually) and prepared cut flowers (15%). Rosa, Dianthus and other fresh cut flowers are the most interesting product groups for developing countries in terms of import share and value.

As can be seen in table 2.1, Rosa is by far the most imported flower species in The Netherlands, accounting for almost half of total imports. Developing countries traditionally have a strong position in The Netherlands import market for Rosa, accounting for 96% of total Rosa imports in 2005, worth € 240 million. Kenya is the largest developing country supplier of Rosa to The Netherlands, accounting for € 124 million, achieving still-increasing exports (12% annually) for the period 2001 -2005. Ethiopia experienced the strongest relative annual growth (308%), amounting to an import value of € 5.1 million in 2005.

Colombia is the largest supplier of Dianthus, accounting for 51% of the Netherlands imports of Dianthus, amounting to € 21.5 million in 2005. Colombia's supply of Dianthus to The Netherlands increased by 6% annually for the period 2001 -2005. Kenya, the second largest developing country supplier of Dianthus to The Netherlands, experienced strong annual growth (13%), amounting to € 2.7 million in 2005.

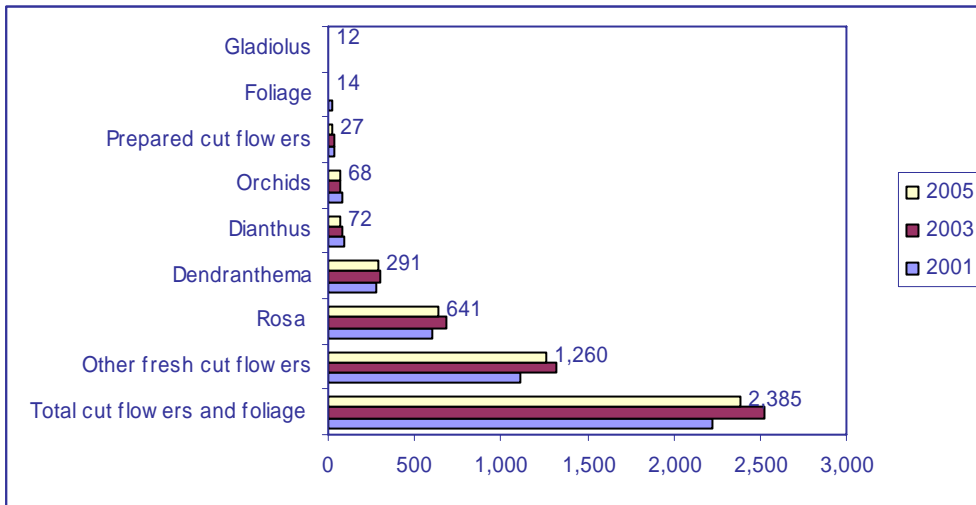
Kenya is the largest developing country supplier of other fresh cut flowers (16%), followed at close distance by Ecuador (14%). Kenya's supply of other fresh cut flowers increased annually by 5%, amounting to € 25.7 million in 2005. Ecuador's supply increased annually by 12%, amounting to € 23 million in 2005.

Exports

The Netherlands is the largest exporter of cut flowers and foliage in the EU. Compared to other countries in the EU, a large part of its exports consists of domestic production and re-exports alike. Exports increased by 7% between 2001 and 2005, amounting to € 2.4 billion, turning the country into the only strong EU net exporter of cut flowers and foliage. Its top three export destinations are Germany (€ 697 million), the UK (€ 522 million) and France (€ 368 million).

As can be seen in figure 2.1 exports by The Netherlands are mainly composed of 'other fresh cut flowers' and Rosa. Exports of the smaller product groups increased relatively most.

Figure 2.1 The Netherlands exports of cut flowers and foliage, 2001-2005, in € millions



Source: Eurostat (2006)

Opportunities and threats

The Netherlands is a very interesting market for developing country suppliers of cut flowers and foliage, because of the following reasons:

- The main EU flower auctions are based in The Netherlands;
- The Netherlands is the third largest EU importer of cut flowers and foliage and its imports still showed continuous strong growth between 2001 and 2005 (4%);
- Developing countries traditionally have a very strong position in the Netherlands import market of cut flowers and foliage, accounting for an import share of 74%. This is large compared to other EU countries;
- The Netherlands sources its flowers in a wide variety of different developing countries.

Useful sources

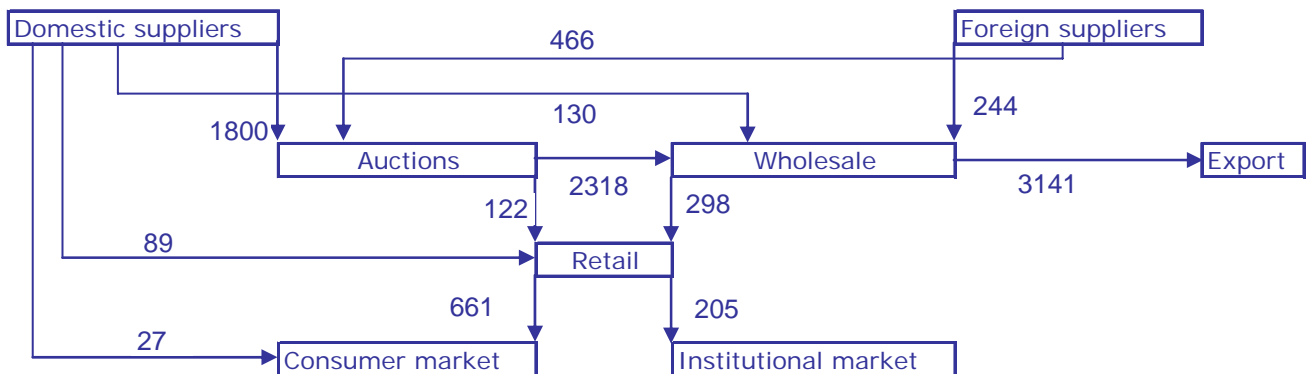
- EU Expanding Exports Helpdesk - <http://export-help.cec.eu.int/>
Go to: trade statistics.
- Eurostat – official statistical office of the EU - <http://epp.eurostat.cec.eu.int>
Go to: ‘themes’ on the left side of the home page - ‘external trade’ - ‘data – full view’ - ‘external trade - detailed data’.

3. Trade structure

Please refer to the market survey ‘The market for cut flowers and foliage in the EU’ for a detailed explanation on the trade channels in this sector.

Trade channels

Figure 3.1 Distribution of flowers in The Netherlands, 2005, in million



The auctions play a dominant role in the distribution of flowers in The Netherlands. Approximately 82% of all trade passes through the auctions. 14% of the cut flowers and foliage goes directly from growers to wholesalers. However, this share is significantly higher for supplies from outside The Netherlands (34%).

There are approximately 45 Cash & Carry outlets in The Netherlands. In 2002, they derived 74% of their turnover from sales to florists. Garden centres accounted for 7% of their sales, street vendors/markets for 4% and supermarkets for 2%. The number of wholesalers supplying directly from their trucks to buyers in The Netherlands amounted to 40 in 2005. They supply mainly to florists, but a few supply to garden centres or supermarkets.

Retail trade

The retail trade in The Netherlands is characterised by a wide variety of outlets. Although their market share is decreasing, florists still represent the leading retail channel, accounting for 46% of the total Netherlands sales of cut flowers in 2005. As also shown in the table, supermarkets became more important during the years under review. The share of supermarkets selling flowers rose from 60% in 2001 to 66% in 2003.

Table 3.1 Share of retail channels in The Netherlands, % of total sales, 2003-2005

	2003	2004	2005
Florists	48	47	46
Street and markets	23	24	24
Supermarkets	13	15	15
Garden centres	6	6	5
Others	10	8	10
Total	100	100	100

Source: Flower Council of Holland (2006)

There are approximately 3,450 florists in The Netherlands, although their number decreased by 7% in 3 years. To compete with other retail channels, florists offer larger assortments, higher quality and better service. Consumers are expected to continue buying flowers at florists, especially regarding flowers as gifts.

Florists are followed in ranking by street and market sales outlets. Salespeople from the markets buy part of their products directly at the auctions. Street and market sales are characterised by the supply of more traditional cut flowers, by stem or in bouquets, with simple packaging and at low prices. Due to low overheads, street and market vendors are able to trade at lower prices than florists. They are also often situated at prime sites, thereby encouraging impulse buying. Street and market vendors target consumers who buy flowers for their own use.

The sales of flowers by supermarkets increased from € 84 million in 2003 to € 105 million in 2005. Supermarkets not only sell flowers because of the profit they make on the sales, but also use their flower department to attract customers. A good presentation of the flowers creates a happy atmosphere and also shows people that the supermarket gives special attention to fresh produce.

Sales via the Internet only account for 0.5% of total sales. Their share is expected to increase slightly in the next years.

Trends

Consumers have an increasing demand for convenience shopping. This is reflected in a higher demand for ready-for-use products, one-stop shopping and sales through the Internet. As a result, supermarkets have gained market share in the flower market by offering the possibility to buy flowers while shopping for groceries.

Useful sources

- Dutch Floricultural Wholesale Board (HBAG): <http://www.hbag.nl>
- Flower Council of Holland: <http://www.flowercouncil.org>
- Product Board for Horticulture: <http://www.tuinbouw.nl>
- Association of Dutch auctions (VBN): <http://www.vbn.nl>
- Association of Dutch Wholesalers in floricultural products (VGB): <http://www.vgb.nl>
- International flower auction in Aalsmeer (VBA): <http://www.vba.nl>
- Flower Auction FloraHolland: <http://www.floraholland.nl/>

4. Prices and margins

Prices and margins

Table 4.1 Average auction prices of selected flowers in euro cents per stem, 2001-2005

Type	2001	2003	2005
Cymbidium (big-budded)	326	308	329
Cymbidium (small-budded)	139	129	138
Dendranthema, spray	19	21	22
Dianthus, standard	14	15	15
Dianthus, spray	9	10	10
Phalaenopsis	41	52	38
Rosa, large-budded	28	27	26
Rosa, small-budded	13	11	11
Rosa, spray	19	20	24

Source: VBN (2006)

Useful sources

The main source for information on price developments in The Netherlands are the auctions. The VBN statistical yearbook contains records of average prices paid for the products auctioned during the 3 most recent years. Be aware that prices are averages for all sizes and qualities.

- Federation of Dutch Flower Auctions (VBN): <http://www.vbn.nl>

5. Market access requirements

As a manufacturer in a developing country preparing to access The Netherlands, you should be aware of the market access requirements of your trading partners and The Netherlands government. Requirements are demanded through legislation and through labels, codes and management systems. These requirements are based on environmental, consumer health and safety and social concerns

Legislative requirements

Adherence to national legislation in EU countries is compulsory for all products traded within the country concerned. Therefore, as an exporter in a developing country you have to comply with the legislative requirements which are applicable to your products. For information on legislation for the market for cut flowers and foliage, go to 'Search CBI database' at <http://www.cbi.nl/marketinfo>, select your market sector, and the EU country of your interest in the category search, click on the search button and click on legislative requirements for an overview of all documents on legislation in your country of interest.

Non-legislative requirements

Social, environmental and quality-related market requirements are of growing importance in international trade and are often requested by European buyers through labels, codes of conduct and management systems. For information on non-legislative requirements applicable to the market for cut flowers and foliage, go to 'Search CBI database' at <http://www.cbi.nl/marketinfo>, select your market sector and the EU country of your interest in the category search, click on the search button and click on your subject of interest under non-legislative requirements for an overview of all documents on the subject concerned in your country of interest.

Packaging, marking and labelling

In general, the requirements for packaging, marking and labelling should be determined in cooperation with the buyer or auction.

Refer to the market survey 'The cut flowers and foliage market in the EU' for more information on packaging, marking and labelling.

Tariffs and quota

For information on import tariffs, please refer to the CBI market survey covering the EU market. The VAT rate in The Netherlands is 19% as of February 2006 although the VAT rate generally applied to cut flowers and foliage is 6%.

6. Business practices

For general information on business practices, exporters should refer to the CBI market survey covering the EU market, CBI's Export Planner and CBI's Image Builder manual.

Selecting a suitable trading partner

Finding a trade partner in The Netherlands should not deviate from the general EU method as described in the CBI market survey covering the EU market. Their preferred mode of looking for new suppliers is through trade fairs, through recommendations or sometimes by visiting the country of interest. The most common ways for developing country exporters to approach Netherlands customers are through direct (e)mail, personal visits as follow up, inviting potential Netherlands customers to visit them, building a network and visiting international trade fairs.

After obtaining contacts, evaluating potential trade partners should be done according to criteria such as information quality, geographic coverage, the kind of trade relation the partner is interested in, the position of the partner and the financial status and credibility.

Coming to terms with your trade partner

As in the rest of Europe, both general and specific offers are common in The Netherlands. Therefore, common practices as detailed in the CBI market survey covering the EU market apply. When establishing an overseas price for your products, factors involved are competition; costs such as production, packaging, transportation and handling, promotion and selling expenses; the demand for your product or service and the maximum price which the market is willing to pay. Conformity to market prices depends on the product's novelty. How you price

your product is worth a good deal of thought and effort since it directly affects your ability to make a profit.

The most commonly used terms in the flower trade are *open account* and *payment in advance*. Selling on open account carries the greatest risk for the exporter. Sometimes, initial export shipments are partly pre-paid before the products are shipped. In case of co-operation agreements with overseas companies, payment terms could also include periodical payments.

Export terms of sale determining costs are covered in the price of the cargo, at what point ownership transfers to the buyer and at what point responsibility for the cargo is transferred. The most commonly used terms of sale are FOB (Free on Board), CFR (Cost and Freight) and CIF (Cost, Insurance, Freight). Special attention should also be given to contract fulfilment in reference to contingencies which might occur while the sale order is being processed, shipped etc.

Cultural differences

A profound knowledge of The Netherlands' business culture is one of the main keys to a durable relationship. In spite of all modern communication tools, the personal relationship with a trading partner often decides a durable co-operation. The general business culture of people in The Netherlands is described below:

- They are rather informal and are quick to use first names.
- They treat their counterparts as equal and are friendly in their communication.
- They are direct in their approach and they prefer short, clear lines of communication.
- Often they do not have a secretary to bring coffee; instead they ask you to accompany them to the coffee machine somewhere in the corridor; coffee is offered throughout the day.
- Dutch trading partners expect you to take the initiative in the conversation such as by asking "What do you have to show or tell me?" They like to ask questions and take a proactive attitude.
- Dutch counterparts are empowered by their organisation to make decisions.
- There is no need to refer to their bosses; responsibilities are delegated to purchasers.
- They are very task-oriented and do not like extensive social talk; they like to come straight to the point; being very price-conscious, Dutch importers will be quick to ask the price.
- Showing off is frowned upon. 'Act normal' is their way of doing business. Therefore, expensive and colourful brochures are often counter productive.
- Dutch purchasers like to work with strict deadlines.

Internet provides many sources on business practices and culture, such as <http://www.cba.uni.edu/buscomm/InternationalBusComm/world/europe/netherlands/netherlands.html>. Please keep in mind that the above concerns general remarks. Therefore, when conducting business, use your intuition and an understanding attitude.

Sales promotion

Common practices of trade promotion should not differ much from other European countries. Most inhabitants of The Netherlands speak English (and sometimes French, German and Spanish), especially when they are in the trade business. In general, good care should be taken of existing contacts, by applying prompt, constant and reliable communication. Letters of inquiry should always be replied to. An essential tool used in sales is a detailed and up-to-date customer database.

In the case of flowers, some importers in The Netherlands are not in favour of trade fairs as a means to promote suppliers in developing countries. However, their opinion is not truly objective as they are threatened by the increasing exclusion of the middle chains in the distribution chain. Visiting or even participating in a trade fair can be an efficient tool for communicating with prospective customers. It can also be a valuable source of information on market developments, production techniques and interesting varieties.

Assistance with market entry can also be sought through local business support organisations, import promotion organisations such as CBI and branch organisations focusing on the flower sector.

Trade associations

- Association of Dutch auctions (VBN): <http://www.vbn.nl>
- Association of Dutch Wholesalers in floricultural products (VGB): <http://www.vgb.nl>

Trade fair organisers

- International Horti Fair: <http://www.hortifair.nl>

Trade press:

- Agrarisch Dagblad: <http://www.agrarischdagblad.nl/>
- Bloem en Blad: <http://www.bloemenblad.nl/Home.asp>
- BloembollenVisie: <http://www.cnb.nl/bloembollenvisie/>
- Bloemen en Planten: <http://www.bloemenenplanten.nl/>
- Bloemenkrant: <http://www.uitgeverijverhagen.nl/kranten/bloemenkrant.php>
- Bollen nieuws: <http://agro.basf.nl/portal/NL>
- Groot Handelsblad:
<http://www.missmag.nl/db/direct/detail1.html?nummer=2248%20Groot%20Handelsblad>
- Het Land- en Tuinbouwblad: <http://www.agripers.nl/lezers/wlto.htm>
- Tuin & Landschap: http://www.hortipoint.nl/tel_inf_r.htm
- Vakblad voor de Bloemisterij: <http://www.zibb.nl/tuinbouw/bloemisterij/index.asp>

This survey was compiled for CBI by ProFound – Advisers in Development and Milco Rikken of ProVerde in collaboration with Mr. Jan Lanning.

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