

FloraHolland Connect

Some buyers like to have extra certainty regarding delivery times and volumes. Growers often like to sell part of their production in advance. Our intermediary organization FloraHolland Connect enables this. Our employees facilitate direct sales of flowers and plants between growers and buyers. They also make agreements about prices, quantities, delivery times and packaging methods. FloraHolland Connect is active at all FloraHolland locations as well as the Boskoop location.

Import

The Netherlands is the ultimate international trade center for flowers and plants. To further build on this position, FloraHolland has a specialized import department. At FloraHolland, buyers can choose from an extremely broad and deep assortment of flowers and plants from countries such as Kenya, Ethiopia, Israel and from South America. FloraHolland is the portal to the world market for these businesses, and allows trade companies to access the full international supply.

Product Quality Knowledge Center

At FloraHolland product quality is a high priority! The outward appearance of a flower is a good indication, but not conclusive. The internal quality of a flower or plant depends on many factors. To monitor quality, our experts from the Product Quality Knowledge Center in Aalsmeer and Naaldwijk test considerable numbers of existing and new varieties every week. On our own initiative, but also frequently at the request of growers or buyers.

The locations

FloraHolland offers suppliers and buyers a nationwide network of six centers for auction and mediation: three export centers (Aalsmeer, Naaldwijk and Rijnsburg) and three regional centers (Venlo, Bleiswijk and Eelde), and a location in Boskoop. Each location has its own characteristics, qualities and local colour. They have one thing in common: They are close to the growers. The locations are important commercial and logistical points in the FloraHolland network.



① Aalsmeer

Our Aalsmeer location is a stone's throw away from Schiphol Airport. It is an export auction with a very broad and deep range of flowers and plants. They are auctioned at thirteen clocks in five auction rooms. The center is known for its sophisticated facilities for processing and assembly, for example of small bouquets. The Aalsmeer location is the biggest trade center in the world. The auction complex houses businesses in trade, export and the processing of decorative plants. The logistical services are completely geared to processing large quantities of products quickly and efficiently. For smaller buyers, the Aalsmeer location has the Cash & Carry Cultra.

② Naaldwijk

The Naaldwijk location lies at the heart of the largest greenhouse area in the world: the Westland. Naaldwijk is also an export auction with a very deep and wide assortment. The flowers and plants are auctioned at ten clocks in four auction rooms and delivered to the customers with guaranteed turnaround times. The Naaldwijk location has an extensive logistical network. Many traders have their own buildings and processing facilities on the auction site. Buyers can build their own processing space on Trade Parc Westland. Smaller buyers can find what they need at the Cash & Carry Pyramide.

③ Rijnsburg

In Rijnsburg there is an export auction especially for cut flowers. This location specifically targets medium and large traders who supply to foreign retail trade, but also sell to exporters located at other auctions. The assortment of cut flowers is large and varied, the mainstays being roses, bulb flowers and summer flowers. Buyers build their own processing space at the Florapark industrial estate. The Rijnsburg location has six clocks in one auction room. The unusually short delivery times and modern logistical distribution are its strong points. At various spots in this location customers can make purchases smaller than clock transactions.

④ Venlo

The Venlo location is situated in the middle of the second largest horticulture area in the Netherlands. This regional auction location auctions flowers, plants and tree nursery products at four clocks in one auction hall. The location focuses on the regional wholesale and retail trade and nationally-operating exporters and brokers. Thanks to its strategic location Germany is also part of its market. The auction is part of the ZON Fresh Park, a logistical center for businesses involved in processing vegetables, fruit, plants and tree nursery products.

⑤ Bleiswijk

The Bleiswijk location is a leading regional auction for florists, street trading, garden centers and supermarkets in the Netherlands and Flanders. Buyers can find everything at one location: all buying facilities, cut flowers, house and garden plants in one auction room, early auctioning and distribution of garden plants and a modern cash & carry. In addition, the Bleiswijk location offers buyers the opportunity to base themselves at Greenparc Bleiswijk; a covered, conditioned transport line. Terra is the most modern Cash & Carry for the retail flower trade. It offers a wide range of Dutch and international floricultural products as well as a unique supply of hardware products.

⑥ Eelde

Retailers in the Northern Netherlands and Northern Germany can find what they need at the Eelde location. The Eelde location is small-scale with fast-paced logistics and has a specific cut flower and plant assortment and a strong garden plant position. The center is actively involved in developing floriculture in the northeastern Netherlands. It has an auction room with three clocks, a Cash & Carry for florist products (Eurofleure) and a Cash & Carry for tree nursery products (Groen Groep Eelde).

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FloraHolland:

The largest flower auction in the world



On 1 January 2008 Bloemenveiling Aalsmeer and the former FloraHolland merged into one company, under the name FloraHolland. As of that merger, there is no place on earth that auctions as many flowers and plants as the six locations Aalsmeer, Naaldwijk, Rijnsburg, Venlo, Bleiswijk and Eelde. FloraHolland is market leader and key player in the international floriculture sector.



continually updating this old-fashioned and successful auction method, it remains a strong selling instrument. Additionally we provide intermediary services in direct transactions via the intermediary organization FloraHolland Connect. A large import department is also part of the business.

But what actually happens at an auction? How does a bunch of flowers or a plant get from the grower to its destination? It becomes clear as we follow a batch on its way through the auction building.

FloraHolland in figures

Number of locations	6
Number of auction halls	12
Number of auction clocks	39
Average number of clock transactions per day	115,981
Number of processed trolleys	2007 8,163,819
Surface area buildings	2,2 mln m ²
Number of suppliers	9,500
Number of traders	5,600
Number of employees	4,600
Annual turnover	€4 bn

And with good reason. For the vast majority of floricultural businesses the auction is the World Trade Center: the best way to realize an assortment of flowers with as broad a scope as possible, produced across the world, and available for market price. The auction provides a hugely diverse selection of trade companies with equally diverse quantities of flowers and plants. From large uniform batches for exporters and store chains to a couple of bouquets for flower shops and market stalls. FloraHolland also provides the needed logistics. From all parts of the world, large batches, with hundreds of thousands of units of one variety, are brought to auction. Exporters then take these flowers and plants, divided into smaller batches and combined with countless other varieties, from the Netherlands to anywhere in the world. Every retailer, exporter or wholesaler acquires exactly the flowers and plants they want. Unique in the global market!

FloraHolland is a cooperative. This means that the members - approximately 6,000 growers - are the owners of the business. They select the board and decide on policy together. They sell all their flowers and plants via FloraHolland. For over a hundred years this structure has proven to guarantee a stable, broad and international supply as well as ensure the best pricing process. The sale of flowers and plants takes place in various ways. The one you are probably most familiar with is the auction clock. By

One day at the auction: Around the clock

Many hands are involved before a flower or plant reaches your home or garden. Growers, transporters, auction employees, wholesalers and exporters all do their utmost to get the best products to you in as fresh a condition as possible.

5.00 pm: nursery

The auction process begins at the nursery. Growers, cultivation specialists par excellence, make it their everyday business to grow those flowers and plants that consumers want most. The right varieties, species and colours, and most importantly the best quality! Some tens of thousands of growers from the Netherlands, as well as other European countries, Africa, South America and the Middle East, grow their products with the utmost care. Once ready for auction, they need careful handling. That's why all products are packaged in 'fust', a container designed to safely transport the product and see it through auction. Not all flowers and plants are packed in the same container. Sometimes a flat cardboard box is the best solution, sometimes a high plastic bucket. All containers are stacked on a moveable cart, called a trolley. After filling in and electronically sending the delivery form, the products are taken to the auction. This lets the auction employees know exactly what products are on their way.



8.00 pm: transport

Every day thousands of trolleys with flowers and plants are transported from nurseries to the auction. The grower delivers them personally or arranges for a specialized transport company to do so. Products from other parts of the world often come by plane to the Netherlands and are transferred to containers and stacked on the trolleys in the auction buildings.



10.00 pm: arrival

The flowers and plants arrive at the auction. The electronic delivery form of the grower is scanned by an auction employee, and is used to cross-check the listed number of items. The grower (or transporter) then takes the empty trolleys and containers back for the next day of delivery.

10.30 pm: refrigerated area

As soon as the electronic delivery forms have been scanned, products go into the refrigerated area. There are various refrigerated areas with different temperatures, so that the best climate for each type of product is achieved. This maintains the quality of the flowers and plants. In the refrigerated areas, products are grouped by variety, so all the roses are together, all the chrysanthemums etc.

4.00 am: quality inspector

In the course of the night, the auction quality inspectors perform random quality controls on the flowers and plants supplied. In his electronic delivery form the grower has indicated what the quality of his product is. After a last inspection by the inspector, the buyer can be assured that the quality as indicated is correct, as well as other product information. The flowers and plants are now ready for the auction clock.



6.00 am: clock

The clock is the beating heart of the VBA. Every day thousands of buyers attend the twelve auction halls of FloraHolland. They can read all the information they need on the clock front. In a matter of hours, the auction sells millions of flowers and plants through tens of thousands of transactions. All over again, every day. Speed is important at auction, because the sooner the flowers or plants get to you, the better.

7.00 am: distribution

Directly after the flowers and plants are sold, they move to the distribution area. Here the FloraHolland employees make sure the sold products get to the customers as quickly as possible. FloraHolland trades over twelve billion flowers and plants every year. Thanks to the efficient distribution system, the products arrive at the right destination and on time, every day.



11.00 am: auction customer

There is a wide variety of customers who buy at FloraHolland. Ranging from a street corner stand to the largest export company of all. Once the buyer has his purchase at his or her place, he prepares it for dispatch. The products are dispatched the same day. To a supermarket in Dusseldorf, a garden center in Prague, a chic specialty shop in Moscow or a pretty flower stand in London. Most of the transport is done by road, but the plane is also sometimes used.

4.00 pm: consumer

The sold flowers and plants usually arrive in the shops on the same day or the very next day. For distant destinations transportation takes more time of course, and deliveries are made all over the world. The shop is the last link in the chain, before the flowers or plants arrive in your hands. At that moment the circle is complete. Meanwhile at the nursery the next cycle has already begun. Because tomorrow there must be fresh plants and flowers again for people who love to have the scent and colour in their house. And so it goes, year in year out, day in day out...

