

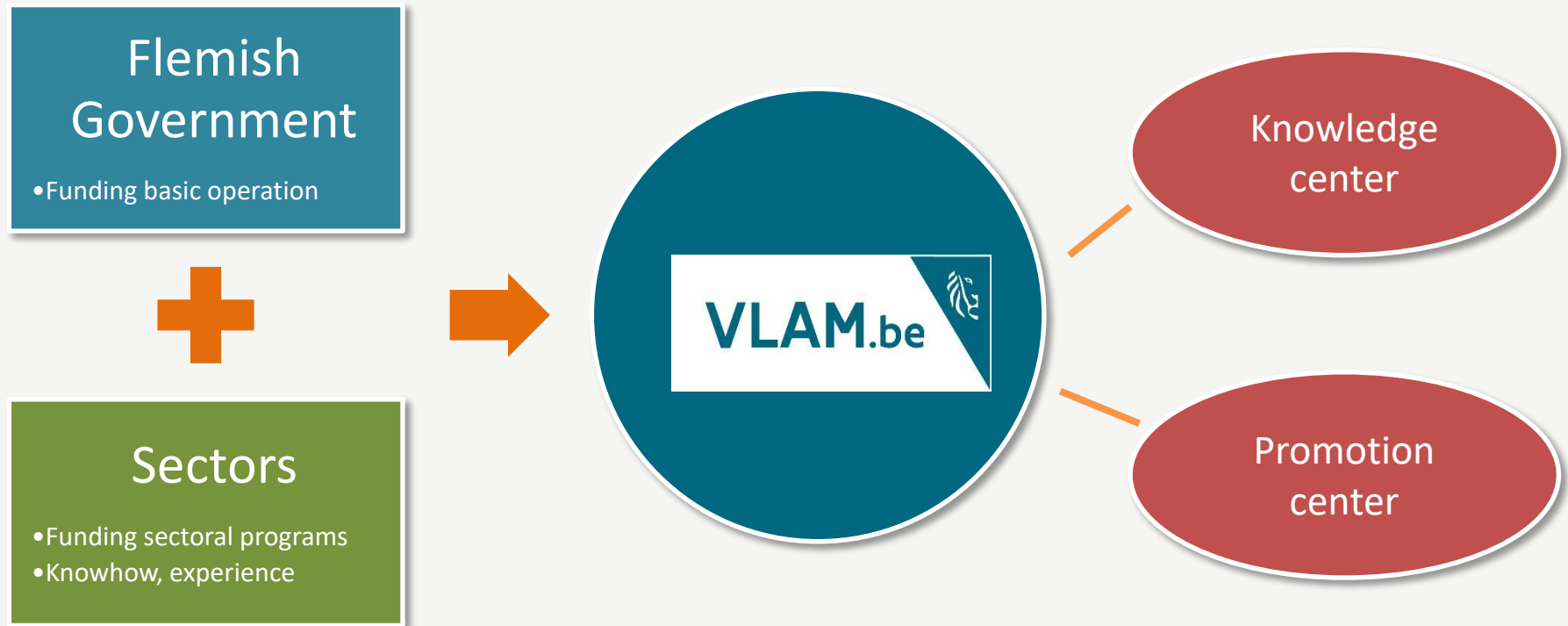
# Horticultural promotion in Flanders

Gert Van Causenbroeck, export  
Marie Arnauts, Assistant Accountmanger horticulture

# About VLAM

- Flanders' Agricultural Marketing Board
- Non-profit
- Promoting the sales, the added value, the consumption and the image of products of the Flemish agriculture sector in Belgium and abroad.
- 75 colleagues

# VLAM



# Promotion

- Generic
- Independent of brands or stores

# Strenghts VLAM

- Experience in export
- Experience in consumer promotion
- Marketing research
  - Quantitative data – GfK Panel Services
    - Yearly, Belgium
    - 5.000 households
    - Trends in consumption (household)
  - Qualitative data -“Marktmaker”
    - Online research community
    - 100 consumers
    - The why behind the trends, pre-test campaigns





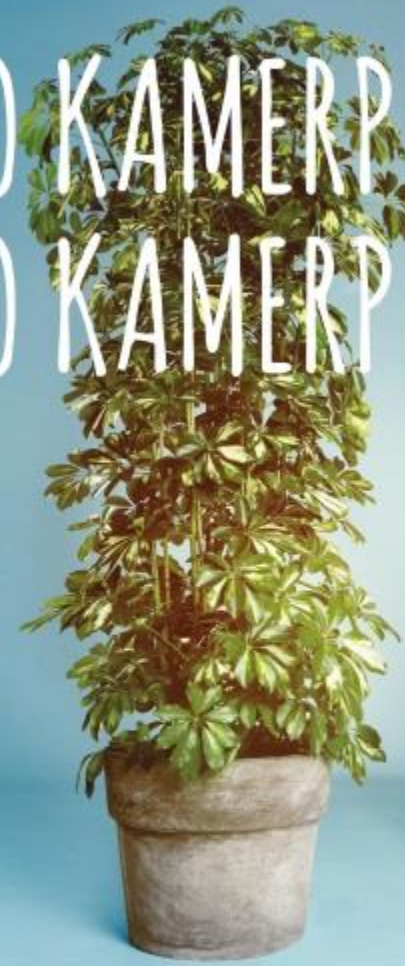
# Horticultural promotion





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O KAMERPLANT,  
O KAMERPLANT



KERSTBOOM ERUIT,  
KAMERPLANT ERIN!

BLOEMEN EN GROEN DA'S ECHT GEZELLIG

Groen  
VAN BIJ ONS  
[www.groenvanbijons.be](http://www.groenvanbijons.be)

- Indoor plants



# JIJ BENT ER EENTJE UIT DE DUIZEND!

OF BETER NOG:  
UIT HET MILJOEN.



**16 APRIL**  
**SECRETARESSEDAG**

BLOEMEN EN GROEN DA'S ECHT BEDANKT

 **Groen  
VAN BIJ ONS**  
[www.groenvanbijons.be](http://www.groenvanbijons.be)

- Cut flowers



- Nursersies



# Financing

- Every sector pays a contribution

# Horticultural promotion in Flanders



**Floor**



# CASE: Generic promotion of flowers & plants

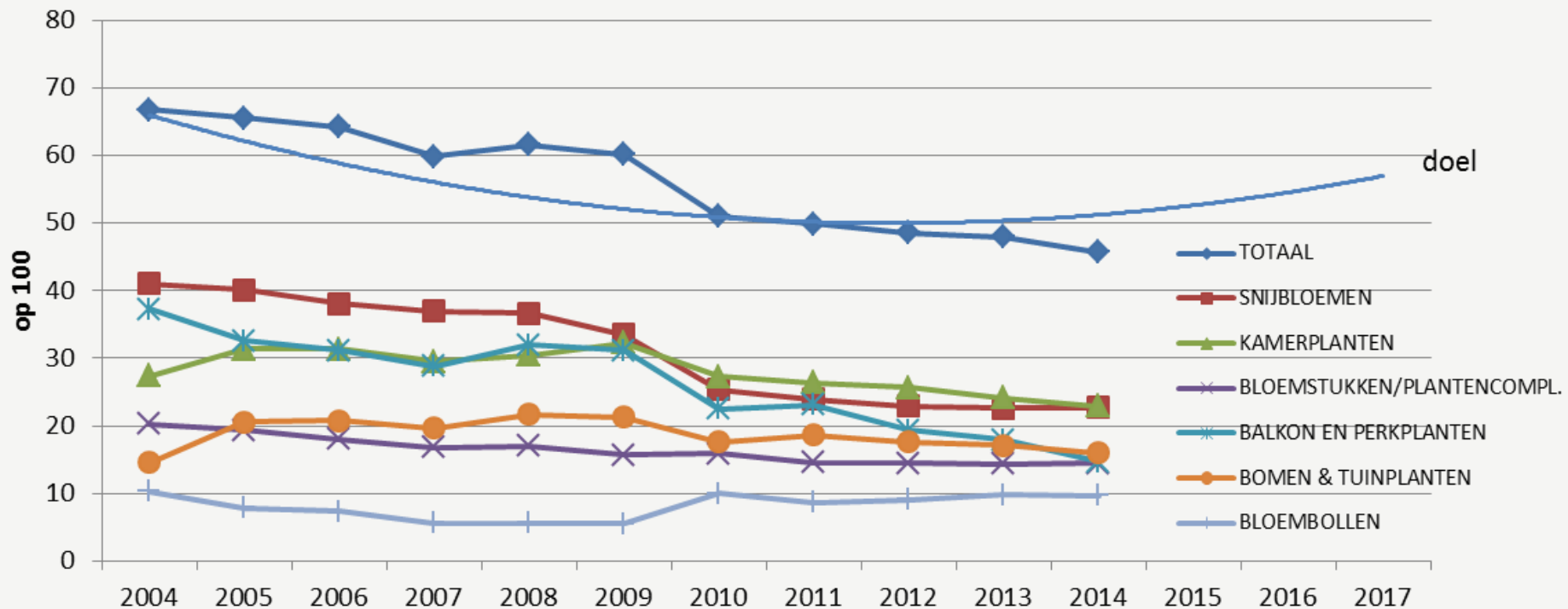




# Decrease in number of buyers of horticultural products.



Aantal kopers van sierteeltproducten in Vlaanderen per segment



Bron: GfK Panelservices

nb: vanaf 2010 wijziging methodiek van 'paper' naar 'online'

# Strategy

- Goals
  - Attract more buyers
  - Eliminate obstacles
- Targetgroup
  - Non-buyer, 25-54 year olds
  - Special focus on gen Y

Message: “ the value of flowers and plants for the wellbeing and quality of life.”

Convince the consumer on the effect flowers and plants have on our wellbeing.



# What will VLAM do?

- Start from the consumers mind.
- Consumers make a distinction between indoor and outdoor plants.
- They follow the seasons
- Use products in the message but they are not the message themselves
- 2 big campaign moments a year (spring and autumn).



Communication = authentic, pure,  
nature, emotion, real

- “Flowers and green are real(ly)... “

- Sign with

Groen  
**VAN BIJ ONS.be**



# 3 phases: awareness, knowledge & inspiration

1. Increase awareness : make flowers and plants something the consumers wants and needs
2. Increase knowledge: lots of people don't buy because they think they know to little about flowers and plants
3. Provide inspiration

# Awareness

- Make flowers and plants something the consumer wants and needs
- Change mindset: 'i don't need flowers & plants' → 'flowers and plants could be something for me'.

→ Relevant communication  
focused on experiencing plants and flowers



# Knowledge

- Lots of people don't buy because they think they know too little about flowers and plants
- Change mindset: 'i don't know anything about flowers and plants' → 'i know enough to enjoy flowers and plants'.



→ Lower obstacle by communication of simplicity.  
Consumer should react 'it isn't that hard after all'.

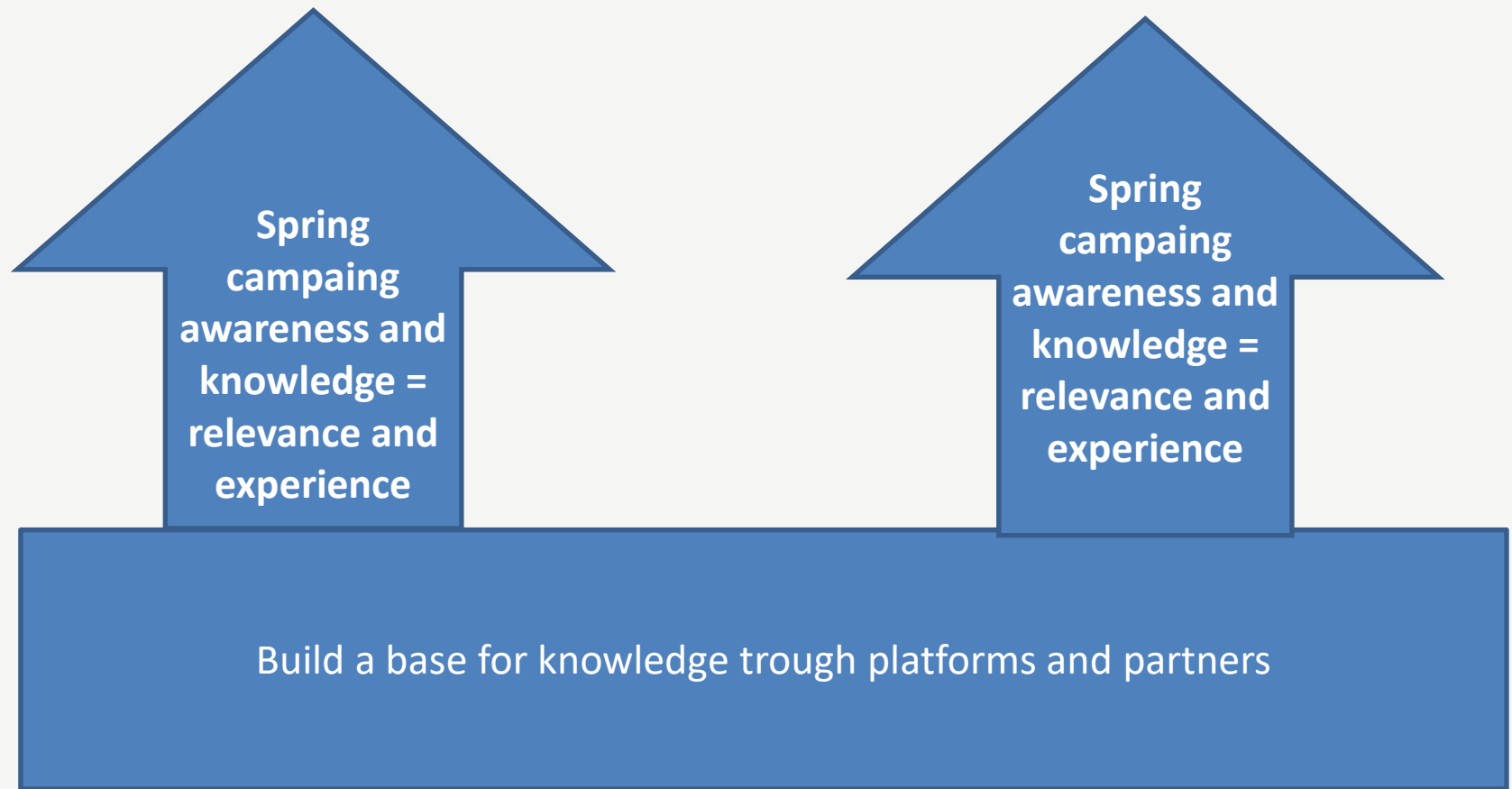


# Inspiration

- Keep the fresh interest alive with new ideas
- Change mindset: 'I like flowers and plants' → 'flowers and plants form an incredible source of inspiration for me'.

Communication : link inspiration to simplicity and velocity. A fast entrance to a lot of ideas.



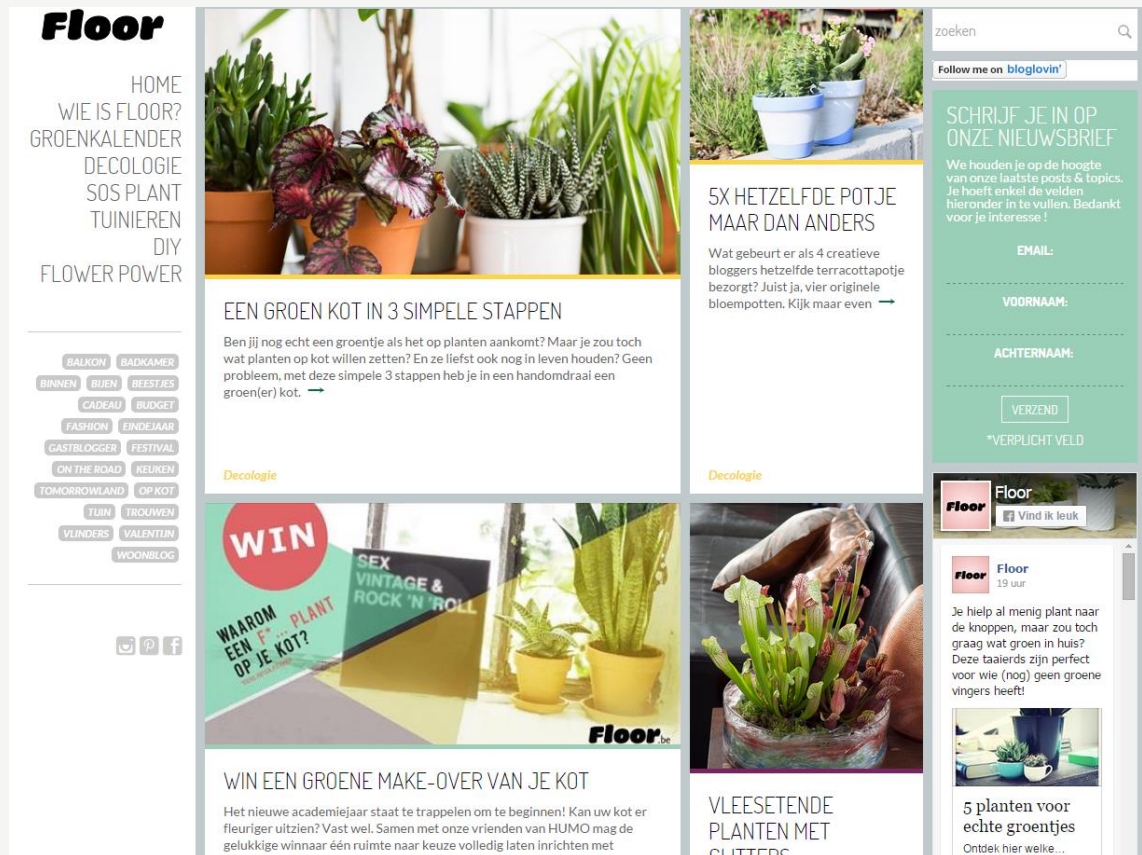


# CASE: Floor.be

- Amount of <35 yearolds who buy horticultural products decreases
- 2013: Floor
  - Platform to communicate to youngsters about flowers and plants in an original way
  - Facebookpage
- 2014: blog with inspiring posts

# Knowledge and inspiration yearround

- Floor.be (own media)

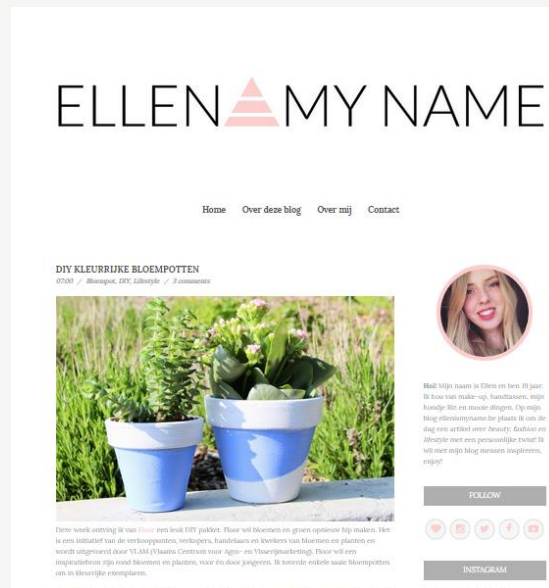
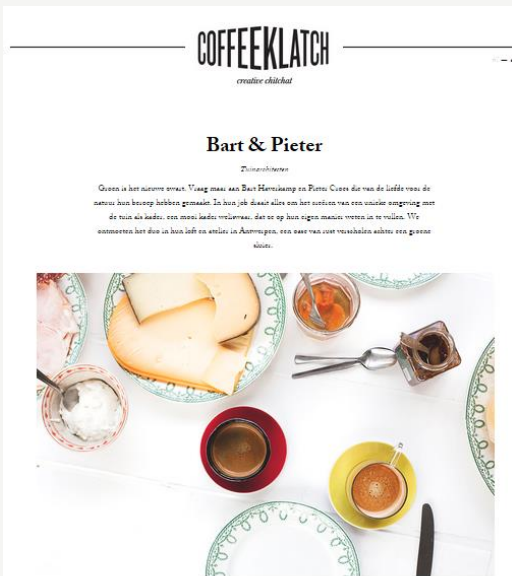






# Knowledge and inspiration year round

- Collaboration with different bloggers



# A big action to increase awareness = relevance and experience



- 2013 partnership Tomorrowland
- 2014 partnership Tomorrowland
- 2015 'Floor on the road' – giveaway free plants for studentdorms



# Results

- Floor on the road
  - Lots of media attention (national & regional)
    - News
    - Radio
    - Newspapers
    - Online communities



# VLAM export promotion for horticulture

## Mission:

support the growers by creating a demand for Belgian products abroad

## Means:

Budget allocated by and for the sector

## How:

5 steps



# VLAM export promotion: horticulture

1. Analyse markets
2. Team up with Flanders Investment and trade
3. Prospections
4. B2B initiatives with exporters
5. Press relations
5. Communication: [www.flandersplants.be](http://www.flandersplants.be)

# 1. Analyse markets

## Desk research:

import and export statistics

consumer trends

Weather / soil conditions

Trade barriers

Phytosanitary measures

FLOWERS  
& PLANTS  
  
FLANDERS  
BELGIUM

## **Estland - *productie***



## 2. Flanders Investment and Trade

### Partnership

The export promoting agency of the Flemish Government: FIT

+ 80 offices worldwide

Strong connections between the two agencies

Estonia: Mr. Frank Van Eynde

# 3. Prospections

Field research

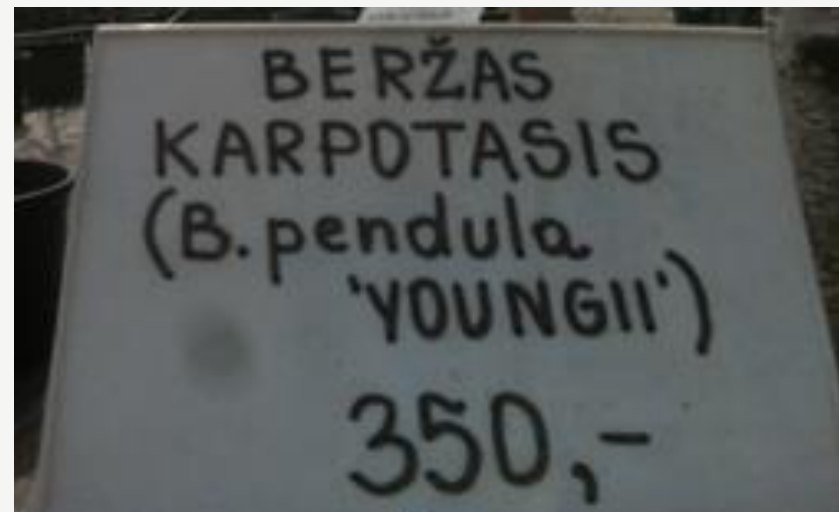
What is behind the statistics?

Site visits to nurseries

Attend exhibitions

Check prices

Speak to journalists,...





# 4. B2B initiatives with exporters

Press missions

Business missions

Exhibitions

- IPM Essen
- Salon du Végétal in Angers
- Gardenia Poznan
- Elmia Garden in Jönköping









# 5. Communication

[WWW.FLANDERSPLANTS.BE](http://WWW.FLANDERSPLANTS.BE)



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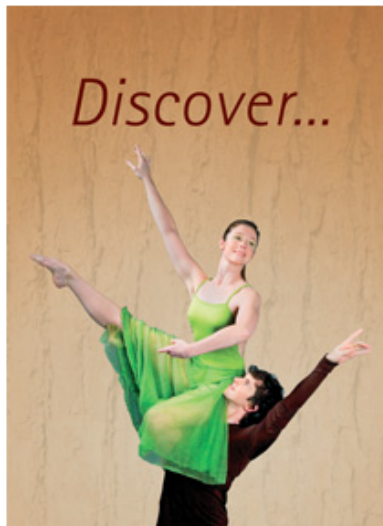


Welcome to flandersplants

Belgian ornamental plant cultivation, around 95% of which takes place in Flanders, is renowned for its variety, tradition, craftsmanship and quality.

For more than a decade, **tree cultivation** has been the most important subsector, with international reach.

Flemish indoor plants also boast an enviable market position. **After the Netherlands and Denmark, Belgium is the most important**



**Het Wilgenbroek has festive decoration in mind with its small Helleborus**

 07.10.2015

Het Wilgenbroek is constantly investing in the renewal of its Helleborus range. This year, this Belgian company will market a selection specifically for smaller pots: the 'Wilgenbroek selection' Helleborus niger is offered in 6.5 cm pots. With its limited height of about 15 cm and its fine wh ...



[+ Read more](#)

# Companies

- Allaert
- Boweco
- De Martelaer
- De Waele – Wilwoodii
- Florarbo
- Floreac
- Geka-Plant
- Het Wilgenbroek
- Heyeveld
- Jules Block
- Neyt – Van Sante
- Van Poecke en zn
- Vandeputte



# Allaert BVBA

- Specialized in bare root production
- Wide range ornamental plants, hedging plants, forest plants, landscape plants, shrubs, bushes, conifers
- [www.allaert-nurseries.be](http://www.allaert-nurseries.be)





# Boweco BVBA

- Group of 6 Belgian nurseries
- Wide assortment of outdoor nursery stock
- Combined production skills and transport facilities
- They offer liners, bare rooted perennials, shrubs and trees
- [www.boweco.be](http://www.boweco.be)



# De Martelaer Tree Nursery bvba

- Mixture production-trade
- Ornamental trees, Rhododendrons and Roses
- [www.demartelaer.be](http://www.demartelaer.be)



# De Waele – Wilwoodii bvba

- Azalea, rhododendron, camellia
- Current markets: Belgium, Sweden, Norway, Finland, Denmark, The Netherlands, France, Italy, Poland, UK, Germany, Russia and Austria
- [www.dewaele-wilwoodii.be](http://www.dewaele-wilwoodii.be)





# FlorArbo bvba

- Specialized in hedge plants, flowering bushes
- Special shapes: spheres and cones for pot plants
- MPS) Corporate Social Responsibility certification → Fair Flowers Fair Plants label
- [www.florarbo.com](http://www.florarbo.com)



# Floréac nv

- Trade and distribution of pot plants in Europe
- Indoor plants, garden and balcony plants, Danish products, plant arrangements
- Customers = retailers specialized in pot plants
- [www.floreac.com](http://www.floreac.com)





# Geka-Plant bvba

- Tree nursery
- Customers: retail, landscaping, export and wholesale
- [www.geka-plant.be](http://www.geka-plant.be)



# Het Wilgenbroek bvba

- Aim: to create a new range of Helleborus
- Growers all over the world can obtain the exclusive right to deal in the new range of Helleborus for the flower market
- [www.hetwilgenbroek.be](http://www.hetwilgenbroek.be)



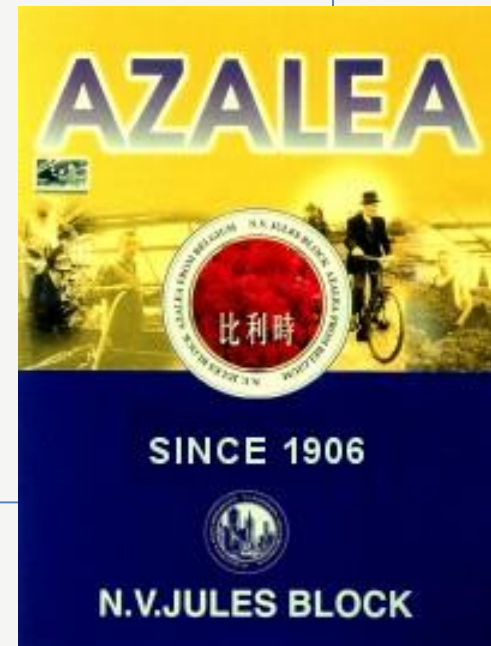
# Heyeveld nv

- Outdoor Plants in container and open field.
- Hedge-and dwarf conifers, shrubs and grasses.
- [www.heyeveld.be](http://www.heyeveld.be)



# Jules Block nv

- Export company of Belgian potted plants.
- Azalea's, Rhododendron, Hydrangea, small conifers.
- Markets: Norway, France, Italy, Spain and Germany, Asia
- [www.nvjulesblock.com](http://www.nvjulesblock.com)





# Neyt – Van Sante bvba

- Cultivates over 22ha of roses
- 350 different types : Old Garden , Rambler, Groundcover, ...
- Bare root and container roses
- [www.neyt.com](http://www.neyt.com)





# Van Poecke & Son bvba

- Hegde conifers, rock conifers, roses, taxus and shrubs
- Customers: wholesale, garden centers and nurseries
- [www.vanpoecke-zn.be](http://www.vanpoecke-zn.be)



# Vandeputte Belgium nv

- Production of young plants (conifers and shrubs)
- 95% produced from cuttings
- New produced plants every season
- [www.vandeputtebelgium.be](http://www.vandeputtebelgium.be)







Since 1808

# FLO RAL IËN

Gent

