



Schoneveld
breeding



Variety Guide

2020 / 2021

ASIA & MIDDLE EAST 

PLANT MORE VALUE

Schoneveld Breeding stands for innovative breeding and flower seed production of genetically strong flowering pot plants that provides living pleasure to every generation. We offer more than just a quality seed. Growers worldwide can come to us for growing advice and sales support as well as sustainable product-market combinations. At Schoneveld Breeding you will find a sustainable, high-quality product for every generation. We create more value for all chain partners through smart partnerships and professional support in cultivation and the marketing of products.

STRONG GENETICS

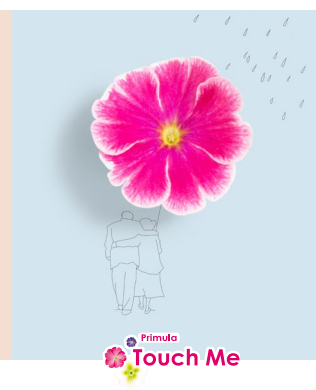
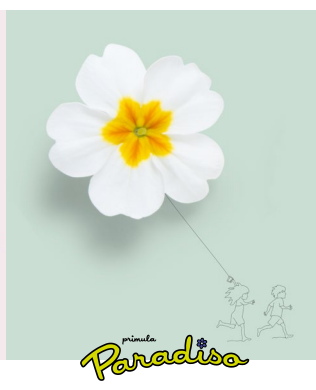
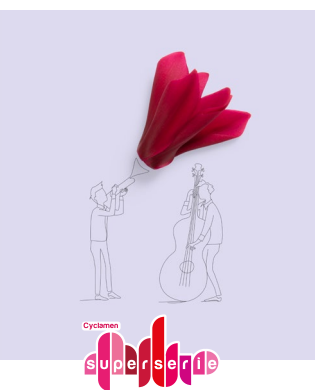
We breed for sustainable flowering pot plants. Our products are floriferous, have a long shelf life and a round compact plant structure. For growers, our products can be grown more efficiently as they often require less growth regulators and lower fertilization rates.

ADDED VALUE FOR ALL PARTNERS

It does not stop with the sales of seeds. To ensure the best products for consumers and a better return for the grower, we offer growing advice and sales support to all chain partners. We offer various selections within our product groups, unique product-market combinations and are affiliated with leading producer organizations.

NEXT GENERATION

Schoneveld Breeding supplies products for every generation. The products are sustainable and of high quality and our way of cultivation is also sustainable for the future generations. We always strive for a compact, round plant structure, long shelf life and great flowering. We always keep in mind that products must be grown efficiently with as few growth regulators and fertilizers as possible.



Sluinerweg 15
7384 SC Wilp (GLD)
the Netherlands

T +31 (0)571 271717

info@schoneveld.nl
www.schoneveld-breeding.com

TABLE OF CONTENT 2020 - 2021



SCHONEVELD BREEDING

Strong Genetics	4	Next Generation	8
Added value for all partners	5		



CAMPANULA

Overview	11	Avida F1	13
Planning table	12		



Schoneveld
breeding

STRONG GENETICS

STRONG GENETICS

Strong genetics and creating added value is in our DNA. Our breeders are looking every day for the best gene combinations for a strong, richly flowering, full-bodied plant with appealing colours. As the son of an arable farmer, it was a daily occurrence for Peter van de Pol: the question of which variety is most resistant to heat, cold, moisture and certain diseases. But also, how do I realize a better price for my product? In short: with which variety can the highest efficiency be achieved? With that mindset, Peter van de Pol is now leading Schoneveld Breeding. How can growers achieve the maximum efficiency from our seeds? That starts with strong genetics.



Peter van de Pol

Owner/Director

+31 571 28 78 57

petervandepol@schoneveld.nl





Schoneveld
breeding

ADDED VALUE

GROWING ADVICE & SALES SUPPORT

Schoneveld Breeding provides added value. We are doing this, for example, through extensive growing and sales support. Our advisors are ready to work proactively and on request. They can advise you on the best growing methods and ways to create a higher market value. All of this always in collaboration with our chain partners.



Ton Koers

Growing Advisor
+31 6 54 97 73 76
tonkoers@schoneveld.nl



Nico de Haan

Growing Advisor
+31 6 30 23 42 90
nicodehaan@schoneveld.nl



Hay Lamers

Growing Advisor
+31 6 20 88 03 36
haylamers@schoneveld.nl



Dinja Lankhorst

Area manager North & Central Europe
+31 6 20 21 18 33
dinjalankhorst@schoneveld.nl



Gianfranco de Leo

Area manager South Europe
+39 340 84 514 18
gianfrancodeleo@schoneveld.nl



Helene Daumas

Local area manager France
+33 6 09 67 14 98
helenedaumas@schoneveld.nl



Kathy McKay

Area manager North America
+1 360 202 53 33
kathymckay@schoneveld.nl



Jerry van der Spek

Area manager South America
+55 19 988 05 22 81
jvanderspek@schoneveld.nl



Huub van Oorspronk

Area manager Asia & Middle East
+31 6 10 58 36 74
huubvanoorspronk@schoneveld.nl



Yi (Elliot) Zhao

Assistant Area manager China
+31 571 27 17 17
yizhao@schoneveld.nl



Niels Zoetelief

Commercial Director
+31 6 83 65 65 91
nielsoetelief@schoneveld.nl



Liza Braat-Thies

Sales Support
+31 571 27 17 17
lizabraat@schoneveld.nl



Catharine van den Bosch

Sales Support
+31 571 28 72 41
catharinevandenbosch@schoneveld.nl



Schoneveld
breeding

ADDED VALUE

PRODUCT-MARKET COMBINATIONS

When developing new varieties, we are already thinking about how they can be put on the market. Which retailer would suit the variety and which grower can best grow and supply this variety? For example, we supply the Djix Cyclamen in The Netherlands, Germany and France exclusively to a Dutch, German and French retailer and it is grown by a select group of growers.



GROWERS' ASSOCIATIONS



Schoneveld Breeding is part of the Touch Me + growers' association. This association is committed to selling the Primula obconica. Under the name Sweet Kisses, the colorful Primula is brought to the attention of consumers to bring colour into your home.

ADDENDA

In the Campanula Florentes product group, Schoneveld Breeding works exclusively in the field of product development, marketing and sales in Europe with growers' association Addenda. This means that the abundantly flowering and long-lasting Ambella and Adansa are positioned strongly in the market.





Schoneveld
breeding

ADDED VALUE

BEST FOR OUTDOOR



Best for Outdoor is a quality label for products which are best for outdoor use.

Garden Selections



Packs with the Garden Selections label are marketed exclusively for the first three years and bear the quality label Best for outdoor.

Veranda Selections



The Veranda Selections are the best for outdoor and provide great ease of use and long flowering pleasure for the consumer. These products are marketed in a recognizable manner.



ODORA SELECTIONS



The most amazing fragrance comes to you if you choose Odora Selections. These plants are specifically selected for their appealing scent. The use of the Odora label is required.

COLD/WARM



We breed for specific climates. We have suitable products for both warm areas with high light levels and also for cool, moist areas. The Super Serie Vintro Cyclamen is an example of such a well thought-out seasonal product. This plant flowers profusely and full in the dark and damp winter days. Another example is the large-flowered Leopardo which is ideal for warm areas where it blooms profusely especially in the heat of the summer.

NEW New colour or series in our assortment

IMP Existing product, improved by breeding

OUT Available while supplies last



Schoneveld
breeding

NEXT GENERATION

NEXT GENERATION

The products of Schoneveld Breeding are not only beautiful and genetically strong, they are also sustainable in the broadest sense of the word. We have a suitable product for every generation and future-proof is our focus in all business processes. For example, we continuously think about how sustainable cultivation at the grower and our own production of seeds can be maintained for the next generation. How can the products be grown more efficiently, and can we further reduce the use of growth regulators?

We do business sustainably and, thanks to our strong genetics, ensure that growers can grow more efficiently because they have to use less labor, inhibitors and / or fertilizers. Higher production per square meter, less purchasing production resources and therefore a higher yield. We also keep thinking about our own production. We use a closed water system and give all our plants their nutritional recipe. We also use hybrid lighting, purchase green energy and are always looking for more sustainable alternatives to our current working method.

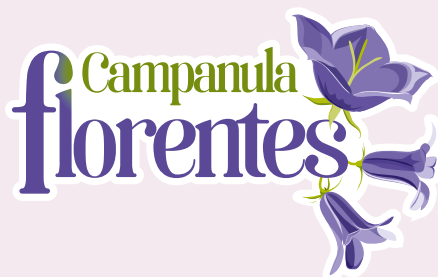


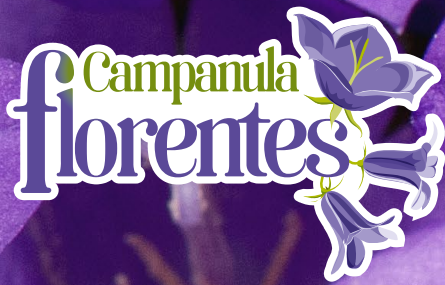
#PLANTMOREVALUE



#FOREACHGENERATION

CAMPANULA FLORENTES®





CARPATICA
FLORENTES

ABOUT FLORENTES

- Firm and compact plant shape
- Minimum use of growth regulators
- Rich flowering

CARPATICA

UPRIGHT TYPE, SEED



UPRIGHT TYPE



SEED

FLORENTES AVIDA F1

Round and strong branched plant shape
Large flowers



POT SIZE
Ø

COLD / WARM



PLANT
HEIGHT

COLD / WARM



PLANT WIDTH
Ø

COLD / WARM



PLANTS
PER M²

COLD / WARM



TOTAL CROP TIME
SOWING - FLOWERING
(GROWING WEEKS)

COLD CLIMATE

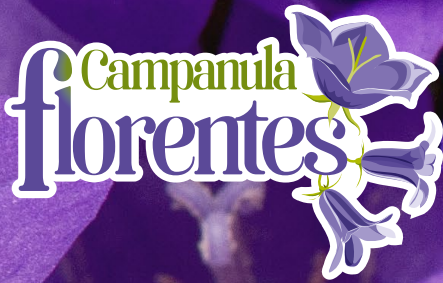


TOTAL CROP TIME
SOWING - FLOWERING
(GROWING WEEKS)

WARM CLIMATE




CARPATICA

Avida F1	10,5 - 12cm / 10,5 - 12cm	8 - 15cm / 10 - 16cm	10 - 16cm / 12 - 18cm	25 - 55 / 25 - 55	17 - 23	17 - 23
----------	---------------------------	----------------------	-----------------------	-------------------	---------	---------



CARPATICA
FLORENTES

The planning table for cool and warm conditions serve as a guide when making your choice for a particular variety. Due to the considerable variation in regions and climates, our growing advisors would be pleased to advise you for your particular growing conditions.

												
	OPTIMAL SOW PERIOD (CALENDAR WEEKS)		SOWING - POTTING (GROWING WEEKS)		POTTING PERIOD (CALENDAR WEEKS)		POTTING - FLOWERING (GROWING WEEKS)		BLOOMING PERIOD (CALENDAR WEEKS)		FULL FLOWERING (GROWING WEEKS)	
	COLD	WARM	COLD	WARM	COLD	WARM	COLD	WARM	COLD	WARM	COLD	WARM
CARPATICA												
Avida F1	45 - 12	45 - 12	6 - 7	6 - 7	51 - 20	51 - 20	12 - 14	12 - 14	13 - 34	13 - 36	1 - 2	1 - 2

All our intellectual property, trademarks, designs and domain names are registered. All given technical information is subject to our disclaimer, which you can find on our website: www.schoneveld-breeding.com/disclaimer





CAMPANULA CARPATICA
AVIDA F1

About Avida F1

- Round and strong branched plant shape
- Large flowers
- Uniform flowering
- Strong plant



White



Blue



Disclaimer 2020-2021 © Schoneveld Breeding Despite the fact that Schoneveld Breeding has taken all possible steps to ensure that the information given here is correct, Schoneveld Breeding cannot be held liable for any inaccuracies and/or incomplete information in this catalogue. Schoneveld Breeding cannot be held liable for any damage as a result of the information provided. The information provided is based on Schoneveld Breeding's own experiences and may differ due to alternative climate or glasshouse conditions. The text and photos, complete or in part, may only be used for Schoneveld Breeding genetic material and may not be copied or reproduced for other purposes without obtaining prior written consent from Schoneveld Breeding. All our intellectual property, trademarks, designs and domain names are registered with the trademark and patent bureau NLO Shieldmark.

Schoneveld Breeding is a registered trading name of Schoneveld Twello bv.

Read the disclaimer in the language of your choice at www.schoneveld-breeding.com/disclaimer



Sluinerweg 15
7384 SC Wilp (GLD)
the Netherlands

T +31 (0)571 271717

info@schoneveld.nl
www.schoneveld-breeding.com