



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

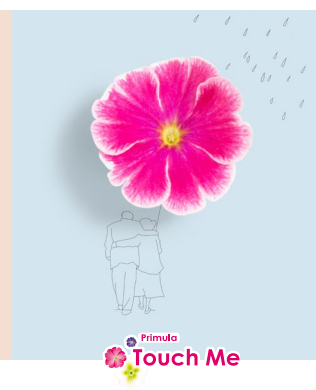
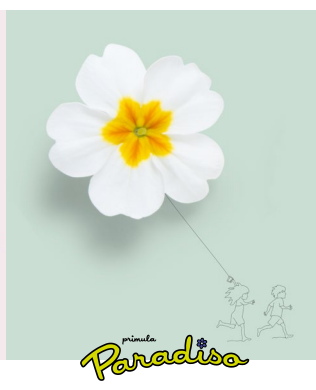
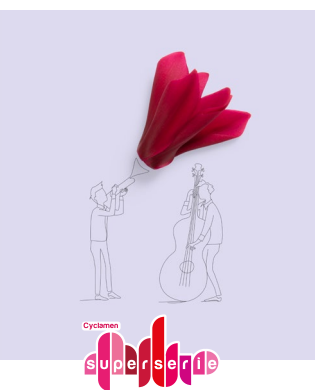
We breed for sustainable flowering pot plants. Our products are floriferous, have a long shelf life and a round compact plant structure. For growers, our products can be grown more efficiently as they often require less growth regulators and lower fertilization rates.

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.



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PRIMULA

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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.



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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.



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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.





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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



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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

PRIMULA PARADISO®



primula
Paradiso

PRIMULA ACAULIS

PARADISO

PRIMULA POLYANTHUS

PEROLA

ABOUT PARADISO

- Uniform growth and compact plant shape
- Uniformity within and between the colours
- Minimum use of growth regulators

ABOUT PEROLA

- Extremely long shelf life
- Uniform and very sturdy flower stem

EARLY

EARLY FLOWERING



EARLY

PARADISO EARLY F1

Round shaped leaves
Suitable for early season flowering

MID

MID FLOWERING



MID

PARADISO MID F1

Less issues with leaf yellowing
Best for early to mid season flowering

PARADISO MINI F1

Minimal cold treatment required
Mid Season flowering

PEROLA F1

Suitable for mid-late season flowering
Extremely long shelf life

LATE

LATE FLOWERING



LATE

PARADISO LATE F1

Good shelf life
Suitable for mid to late season flowering



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

COLD CLIMATE



TOTAL CROP TIME
SOWING - FLOWERING
(GROWING WEEKS)
WARM CLIMATE

WARM CLIMATE

EARLY

Early F1	9 - 12cm / 10,5 - 12cm	5 - 10cm / 10 - 14cm	12 - 15cm / 14 - 18cm	35 - 60 / 35 - 60	17 - 27	22 - 25
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MID

Mid F1	9 - 12cm / 10,5 - 12cm	5 - 10cm / 10 - 14cm	12 - 15cm / 14 - 18cm	35 - 60 / 35 - 60	25 - 28	24 - 27
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Mini F1	9 - 10,5cm / 9 - 10,5cm	5 - 10cm / 10 - 14cm	12 - 15cm / 14 - 18cm	35 - 60 / 35 - 60	25 - 28	24 - 27
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Perola F1	10,5 - 12cm / 10,5 - 12cm	12 - 15cm / 15 - 20cm	15 - 20cm / 16 - 20cm	35 - 60 / 35 - 60	28 - 30	25 - 28
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LATE

Late F1	9 - 12cm / 10,5 - 12cm	5 - 10cm / 10 - 14cm	12 - 15cm / 14 - 18cm	35 - 60 / 35 - 60	27 - 31	26 - 30
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primula
Paradiso

PRIMULA ACAULIS

PARADISO

PRIMULA POLYANTHUS

PEROLA

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

	COLD	WARM	COLD	WARM	COLD	WARM	COLD	WARM	COLD	WARM	COLD	WARM
EARLY												
Early F1	25 - 32	28 - 34	6	6	31 - 38	34 - 40	11 - 20	16 - 20	44 - 6	1 - 6	2 - 4	2 - 4
MID												
Mid F1	29 - 34	30 - 36	6	6	35 - 40	36 - 42	19 - 22	18 - 22	2 - 10	3 - 8	2 - 4	2 - 4
Mini F1	29 - 34	30 - 36	6	6	35 - 40	36 - 42	19 - 22	18 - 22	2 - 10	3 - 8	2 - 4	2 - 4
Perola F1	28 - 34	32 - 36	6	6	34 - 40	38 - 42	22 - 24	19 - 23	4 - 12	4 - 10	2 - 5	3 - 5
LATE												
Late F1	31 - 34	32 - 38	6	6	37 - 40	38 - 44	22 - 25	20 - 24	7 - 13	7 - 12	2 - 4	2 - 4

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Paradiso

PRIMULA ACAULIS

PARADISO EARLY F1

About Early F1

- Round shaped leaves
- Little to no cold treatment needed to induce flowering
- Suitable for early season flowering



Yellow



White



Red



Blue



Pink



Orange



Wine Red



Violet



Carmine Bicolour



Apple Blossom



primula
Paradiso

PRIMULA ACAULIS

PARADISO MID F1

About Mid F1

- Less issues with leaf yellowing
- Minimal cold treatment required
- Best for early to mid season flowering



Light Yellow



Yellow



Orange



Salmon



White



Red



Violet



Violet Bicolour



Blue



Apple Blossom



Pink



Pink Bicolour *



Wine Red



Yellow Red



Cream Yellow *

*Only available as separate colour



primula
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MID

PRIMULA ACAULIS

PARADISO MINI F1

About Mini F1

- Genetically smaller and compact plant
- Minimal cold treatment required
- Mid Season flowering



Lemon *



Yellow



Golden Orange



White



Red



Violet



Blue



Apple Blossom



Pink with Edge

*Only available as separate colour.



primula
Paradiso

LATE

PRIMULA ACAULIS

PARADISO LATE F1

About Late F1

- Good shelf life
- Requires cool temperature for finishing
- Suitable for mid to late season flowering



Yellow



White



Dark Blue



Red



Pink



Golden Orange



Cream Yellow



Wine Red



Blue



Violet Bicolour



Primula
Perola

SPECIALTY

PRIMULA POLYANTHUS
PEROLA F1

About Perola F1

- Sturdy and uniform flower stems
- Suitable for mid-late season flowering
- Extremely long shelf life
- Ideal for landscaping



White



Yellow



Cream Yellow



Red



Blue



Wine Red



Yellow Red Bicolour



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