



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

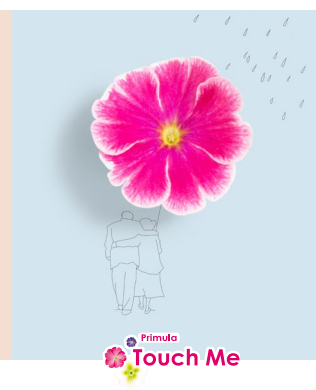
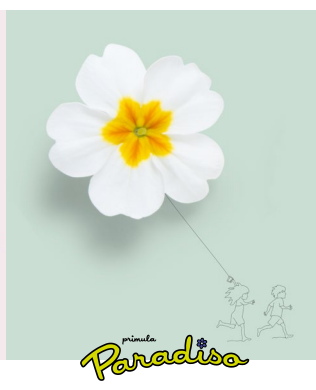
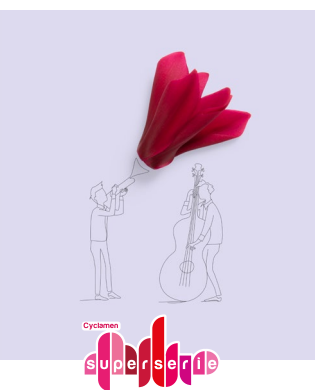
We breed for sustainable flowering pot plants. Our products are floriferous, have a long shelf life and a round compact plant structure. For growers, our products can be grown more efficiently as they often require less growth regulators and lower fertilization rates.

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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RANUNCULUS

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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

RANUNCULUS SPRINKLES®





RANUNCULUS ASIATICUS
SPRINKLES

ABOUT SPRINKLES

- Firm flower stems and rich flowering
- Uniformity in height and timing within the colour range
- Abundant new buds and continual blooms

COMPACT HEIGHT

COMPACT PLANT HEIGHT



COMPACT

SPRINKLES DWARF F1
Compact, round plant shape
Little to no use of growth regulators

MEDIUM HEIGHT

MEDIUM PLANT HEIGHT



MEDIUM

SPRINKLES ORIGINAL F1
Medium-high, regular plant shape
Wide range of colours



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

COMPACT HEIGHT

Dwarf F1	10,5 - 12cm / 10,5 - 12cm	15 - 25cm / 18 - 25cm	15 - 25cm / 15 - 22cm	25 - 45 / 35 - 45	31 - 32	31 - 35
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MEDIUM HEIGHT

Original F1	10,5 - 13cm / 10,5 - 13cm	15 - 30cm / 20 - 30cm	15 - 25cm / 18 - 25cm	25 - 45 / 25 - 35	31 - 34	30 - 34
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RANUNCULUS ASIATICUS
SPRINKLES

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)

COLD WARM COLD WARM

SOWING - POTTING
(GROWING WEEKS)



POTTING PERIOD
(CALENDAR WEEKS)

COLD WARM COLD WARM

POTTING - FLOWERING
(GROWING WEEKS)



BLOOMING PERIOD
(CALENDAR WEEKS)

COLD WARM

FULL FLOWERING
(GROWING WEEKS)

COLD WARM

COMPACT HEIGHT												
Original F1	30 - 36	26 - 32	10	10	40 - 46	36 - 42	22 - 25	21 - 24	10 - 15	7 - 13	2 - 4	2 - 3
MEDIUM HEIGHT												
Original F1	30 - 36	26 - 32	10	10	40 - 46	36 - 42	21 - 24	20 - 22	9 - 15	4 - 11	2 - 4	2 - 3

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RANUNCULUS ASIATICUS
DWARF F1

About Dwarf F1

- Compact, round plant shape
- Long flower life
- Small sized plant
- Little to no use of growth regulators



Red



Dark Pink



Yellow



White



Orange



Light Pink





RANUNCULUS ASIATICUS
ORIGINAL F1

About Original F1

- Medium-high, regular plant shape
- Wide range of colours
- Medium-sized plant
- Limited use of growth regulators
- Genetically compact



Red



Pink



Yellow



White



Pink Bicolour



Orange



Violet Bicolour *



Violet



Light Pink



Yellow Red Bicolour

*Impure, 40% is Pink Bicolour





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