



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

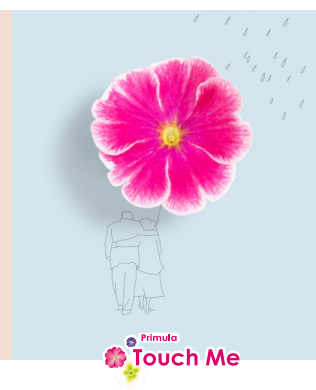
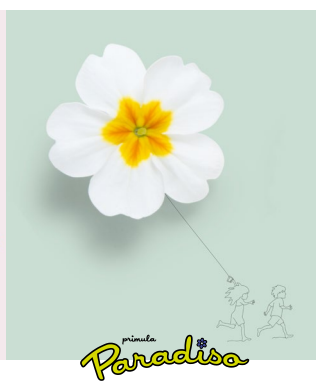
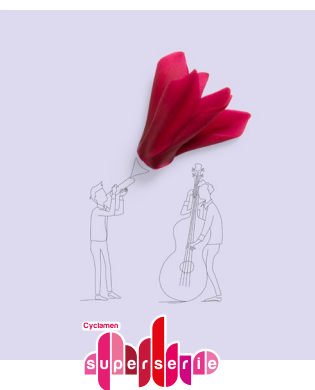
We breed for sustainable flowering pot plants. Our products are floriferous, have a long shelf life and a round compact plant structure. For growers, our products can be grown more efficiently as they often require less growth regulators and lower fertilization rates.

## 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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**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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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



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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.



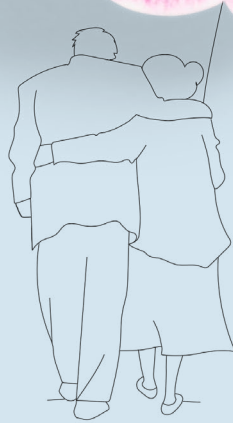


**#PLANTMOREVALUE**



**#FOREACHGENERATION**

# PRIMULA TOUCH ME®



Primula  
**Touch Me**

PRIMULA OBCONICA  
**TOUCH ME**

**ABOUT TOUCH ME**

- Primin free
- Sturdy flower stems and uniformity within the colours
- Broad range of bright colours
- Long shelf and flower life
- Little to no issue in transport

**MINI**

MINI PLANT SIZE



MINI

**TOUCH ME MINI F1**

Suitable for retail, 9-10,5 cm pot  
Uniform growth

**MIDI**

MIDI PLANT SIZE



MIDI

**TOUCH ME MIDI F1**

Suitable for 10,5-12 cm pot  
Genetically compact plant shape

**PRICANTO F1**

Suitable for 9-12cm pot  
Vintage flower colours

**LARGE**

LARGE PLANT SIZE



LARGE

**TOUCH ME LARGE F1**

Suitable for 12-15cm pot  
Large plant structure

**ORIGINAL F1\***

Natural resistance to insects, contains primin  
Robust plant with firm flower stems



POT SIZE  
Ø

COLD / WARM



PLANT  
HEIGHT

COLD / WARM



PLANT WIDTH  
Ø

COLD / WARM



PLANTS  
PER M<sup>2</sup>

COLD / WARM



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



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

	POT SIZE Ø	PLANT HEIGHT	PLANT WIDTH Ø	PLANTS PER M <sup>2</sup>	TOTAL CROP TIME SOWING - FLOWERING (GROWING WEEKS) COLD CLIMATE	TOTAL CROP TIME SOWING - FLOWERING (GROWING WEEKS) WARM CLIMATE
<b>MINI</b>						
Mini F1	9 - 10,5cm / 9 - 10,5cm	12 - 16cm / 13 - 18cm	12 - 20cm / 12 - 22cm	20 - 50 / 25 - 40	17 - 24	17 - 19
<b>MIDI</b>						
Midi F1	10,5 - 12cm / 10,5 - 12cm	16 - 22cm / 20 - 28cm	16 - 24cm / 18 - 28cm	16 - 22 / 16 - 20	17 - 24	19 - 21
Pricanto F1	9 - 12cm / 9 - 12cm	16 - 22cm / 18 - 25cm	16 - 22cm / 15 - 22cm	16 - 22 / 16 - 22	17 - 24	19 - 21
<b>LARGE</b>						
Large F1	12 - 15cm / 12 - 15cm	18 - 28cm / 25 - 32cm	24 - 34cm / 22 - 30cm	12 - 16 / 12 - 16	17 - 24	19 - 21
Original F1*	12 - 15cm / 12 - 15cm	18 - 28cm / 28 - 35cm	24 - 34cm / 25 - 35cm	12 - 16 / 12 - 16	17 - 24	19 - 21

\*The Original serie is not included in the Touch Me series as it contains Primin. This Original serie has a good pest resistance.

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PRIMULA OBCONICA  
**TOUCH ME**

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
<b>MINI</b>												
Mini F1	20 - 51	28 - 40	6 - 7	7	26 - 7	35 - 50	10 - 15	10 - 11	38 - 18	48 - 8	2 - 3	2 - 3
<b>MIDI</b>												
Midi F1	20 - 51	28 - 38	6 - 7	7	26 - 7	35 - 46	10 - 15	12 - 14	38 - 18	48 - 8	2 - 3	2 - 3
Pricanto F1	20 - 51	28 - 38	6 - 7	7	26 - 7	35 - 46	10 - 15	12 - 14	38 - 18	48 - 8	2 - 3	2 - 3
<b>LARGE</b>												
Large F1	20 - 51	28 - 38	6 - 7	7	26 - 7	35 - 46	10 - 15	12 - 14	38 - 18	48 - 8	2 - 3	2 - 3
Original F1*	20 - 51	28 - 38	6 - 7	7	26 - 7	35 - 46	10 - 15	12 - 14	38 - 18	48 - 8	2 - 3	2 - 3

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Primula  
**Touch Me**

PRIMULA OBCONICA

**TOUCH ME MINI F1**

**About Mini F1**

- Suitable for retail, 9-10,5 cm pot
- Uniform growth
- Genetically small and compact plant



White



Magenta



Dark Blue



Dark Orange



Red White



PRIMULA OBCONICA

**TOUCH ME MIDI F1**

**About Midi F1**

- Suitable 10,5-12 cm pot
- Medium plant structure
- Genetically compact plant shape



Red White



Blue White



White



Dark Orange



Magenta



Violet



Dark Blue



Rose



LARGE

Primula  
**Touch Me**

PRIMULA OBCONICA

**TOUCH ME LARGE F1**

**About Large F1**

- Suitable 12-15cm pot
- Large plant structure
- Strong plant



Red White



Blue White



White



Pink



Dark Orange



Magenta



Violet



Rose



Blue



Galaxy Magenta \*

\*Impure, 10% is white.



LARGE

PRIMULA OBCONICA  
**ORIGINAL F1\***

**About Original F1**

- Natural resistance to insects, contains primin
- Rich flowering
- Robust plant with firm flower stems



Red White



Blue White



White \*\*



Pink



Dark Orange



Magenta



Violet



Blue

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\*\*Can have a Pink discolouration.





# Pricanto

PRIMULA OBCONICA  
**PRICANTO F1**

**About Pricanto F1**

- Vintage flower colours
- Unique flower shape
- Suitable for 9-12cm pot
- Unique



Blue



Lime



Red



Red Bicolour





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