

PRESS RELEASE

Dekker Chrysanten nominated for the Dutch Horticultural Entrepreneur Award 2019

Dekker Chrysanten in Hensbroek is one of the four finalists of the Dutch Horticultural Entrepreneur Award 2019. The winner will be announced on 9 January. The professional jury nominated Dekker Chrysanten for the contribution it has made to the development of the chrysanthemum sector. The company plays a prominent role in the international expansion of the range. Dekker Chrysanten has 125 employees in the Netherlands and a further 1,200 across the world.

The Dutch Horticultural Entrepreneur Award is a prestigious award with significant national and international impact. Previous winners include leading companies from the sector. In 2019, Dekker Chrysanten is in the running to receive this illustrious horticultural award. The company attributes its nomination to the significant contribution it has made to innovation in cultivation.

Innovations in the range

These innovations can be found in all the various specializations within chrysanthemum cultivation. Dekker Chrysanten developed the popular green chrysanthemum for the spray chrysanthemum variety, which remains the most commonly grown variety. Breeders also created the Kennedy: the only variety in the world which can be painted in two colours. The company has a particularly dominant influence in the Santini range, a variety with a large volume of small flowers. Half of the Santinis cultivated across the world come from this company in Hensbroek and its locations in Tanzania, South Africa, Colombia, Malaysia, and Japan. The company further developed the Santini range with its Madiba®, which is an entirely new variety.

Innovations in cultivation

The company has also had a major impact on innovations in chrysanthemum cultivation with the development of the first cutting planter. The breeding department is currently also using marker technology. Through this DNA technology, the characteristics of a variety can be detected at an early stage, which drastically reduces the usual lengthy time-to-market duration for ornamentals.

Family company

Founded in the 1950s, Dekker Chrysanten remains a family company to this day, as can be seen in the way that the company cares for its employees. This is especially true in Africa, where the business is committed to improving circumstances in the region where they operate. This is just one aspect of

Dekker Chrysanten's dedication to sustainable business. The company also strives to achieve as small a carbon footprint as possible in its production processes.

'In the last few years, we committed a great deal of time and energy to making sure that the company can take on future challenges,' says director Cees Dekker. 'That organization now exists, while still maintaining its identity as a family company. This nomination has been a wonderful acknowledgement of the pioneering work that we have done these last few years and serves as motivation for the years to come.'

The other three companies nominated for the Dutch Horticultural Entrepreneur Award 2019 which will be awarded on 9 January are Anthura from Bleiswijk, Opti-flor from Monster, and Wim Peters Kwekerijen from Someren.

Note for the editors (not for publication)

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