

## Press release

### Royal handshake for Danish horticultural gardeners

*Three Danish nurseries were awarded the Floradania Innovation Award by HRH Princess Benedikte at IPM, the world's largest plant industry fair, in Essen, Germany.*

Princess Benedikte of the Danish royal family has lived in Berleburg, Germany, since 1968 and is consequently well known to the German public. With her Danish background, the princess is in more senses than one a bridge-builder between Denmark and Germany, which is the largest export market for Danish plants.

#### **The Floradania Innovation Award: Best New Plant Variety**

There were 16 nominations in the category of best new plant breed or variety, which was won by the Stendemose Nursery from Odense for its Wasabia japonica, the steadfast companion to sushi.

"A sculptural and futuristic plant that will harmonise well with any residence, regardless of its style. Good features which can be used together with sushi and other food. A plant that will appeal to all age groups, but primarily the young."

– were some of the criteria for the award mentioned in the judges' remarks.

Second place went to the Kærby Horticultural Nursery, also from Odense, for its Chirita tamiana Maysie®, which had a touch of nostalgia about it, while the 2009 winners, the Råhøj Nursery from Aarhus, took third place this year, and once again moved nature into the home with a brand new Oxalis (clover) under the name 'Yellow'.

#### **The Floradania Concept Award: Best Concept**

The award for Best Concept went to the Jutlandish nursery Dan-Elite in Fredericia for its Gourmet Garden seasoning concept. The concept consists of a single pot with five different herbs.

"The idea has wide applicability, and would seem to be the ideal host or hostess gift. The concept harmonises well with the current trend to combine experiences with utility value, and at the same time provides a package solution which will appeal to people with busy everyday lives."

– were the judges' remarks on the presentation of the Floradania Concept Award.

#### **Floradania Environmental Award: Best Environmental Initiative**

Of four nominations within the category of best environmental initiative, the award went to the Rosanova Nursery from Odense for its "Green from top to bottom" concept.

"Saving energy via climate checking is a method that could easily spread to more or less all hothouse nurseries."

This aspect of wide applicability, combined with much lower energy consumption per plant, impressed the panel of judges.

A great day for Danish plants and Danish horticulture, with the accent on innovation and the future.

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**Facts:**

The Floradania Innovation Award for new plant products was jointly founded in 2008 by the plant industry. The prize is awarded in the categories Best New Plant Breed/Variety, Best Concept and Best Environmental Initiative. The prize has previously been awarded by Bendt Bendtsen (2008), the then Danish Minister for Economic and Business Affairs, and Mariann Fischer Boel (2009), European Commissioner for Agriculture and Rural Development.

The winning new product is selected from among the nominations by a panel of judges, which includes experts from both the plant industry and lifestyle and environmental areas, in order to achieve the highest possible standard of professional assessment.

**Facts:**

Floradania Marketing is the marketing organisation of the Danish plant industry, and is owned by the Danish nurseries and sales companies. Read more at: [www.floradania.dk](http://www.floradania.dk).