



VARIETIES

continued from page 132

"What's new?" we feel that really innovative products will be a driving force in the industry.

And we will continue to look for ways to reduce growers' production costs through breeding. Programs like our FastraX perennials that yield the same high-quality perennials consumers demand but can reduce production times and costs for the grower will play a role in those developments.



CUT FLOWERS & BEDDING PLANTS

Chanochi Zaks

Vice President - Marketing

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The goals of classical breeding have been and still are to answer the needs of the grower, to introduce better products to the market – more attractive and with better yield that eventually will sell well in the market, thus maximizing the grower's revenues. The definition was, and is, to offer better solutions to the individual grower.

In today's global world, breeding must give answers to the world's global challenges. The little village called Earth will be the client and will take the place of the individual grower.

There are quite a number of global problems related to the existence of our environment, however the main ones are as follows:

- The global warming of the earth
- Shortage of water and earth drying up
- Contamination and intoxication of the earth

- Decline in energy resources and usage of expensive and contaminating energies

Future breeding will have to face these obstacles. The real challenge in the future is to find and offer solutions.

In the future, plant breeders of all types – ornamental, cut flowers, trees and shrubs, all those that have characteristics that can offer solutions to these above-mentioned challenges, the traits in these plants would be:

1. Low requirement for water – plants that can grow well in dry places and do not need to be watered a whole lot and often.

2. Plants that are highly tolerant to pests and diseases in order to minimize usage of chemicals, thus cutting down the environmental contamination to a minimum and saving costs.

3. Extraordinary tolerance to extreme temperatures both cold and hot. Plants that endure the cold will allow less usage of energy, which is expensive and also contaminating.

4. Plants that have high tolerance to heat and can also photosynthesize when very hot and release substantial quantities of oxygen.

I trust that in addition to improved plant habit, flower color and various performances of the plants, we shall be witnessing more and more plants whose purpose is to solve the problem of our most important client, which is the Earth.

GG

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