



RE-NATURE



European **Green Deal**

Nantes: "Fleur d'Or"

Sustainable Tram Vivas:
Blankenfelde-Mahlow

Verver Export: Network



Verver Export Magazine

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GREEN

We are delighted to present you with the Autumn Magazine 2022, a digital publication designed to save paper, but above all to inspire you. And to let you hear from Verver Export in the year between autumn catalogues.

How do we make sure that towns and villages remain liveable now that summers are getting both drier and hotter and extremely wet? The answer consists of five letters: GREEN.

European Green Deal

And that is precisely what Europe is focusing on with the European Green Deal. It's an ambitious package of measures that will help the EU towards the transformation into a fair and prosperous society with a modern, resource-efficient and competitive economy where economic growth is uncoupled from the consumption of resources.

Sustainable development cannot be achieved without dramatically changing the way in which we build, design and manage our urban spaces. So those who plan, execute, manage and supply public planting also play an important role in this social development. By designing the wider public green space more diversely (Re-Nature), we contribute to demonstrable benefits for the climate, biodiversity, health and quality of life.

Thinking in terms of solutions is Verver Export's strength. We would like to help you with ideas!

Tijmen Verver



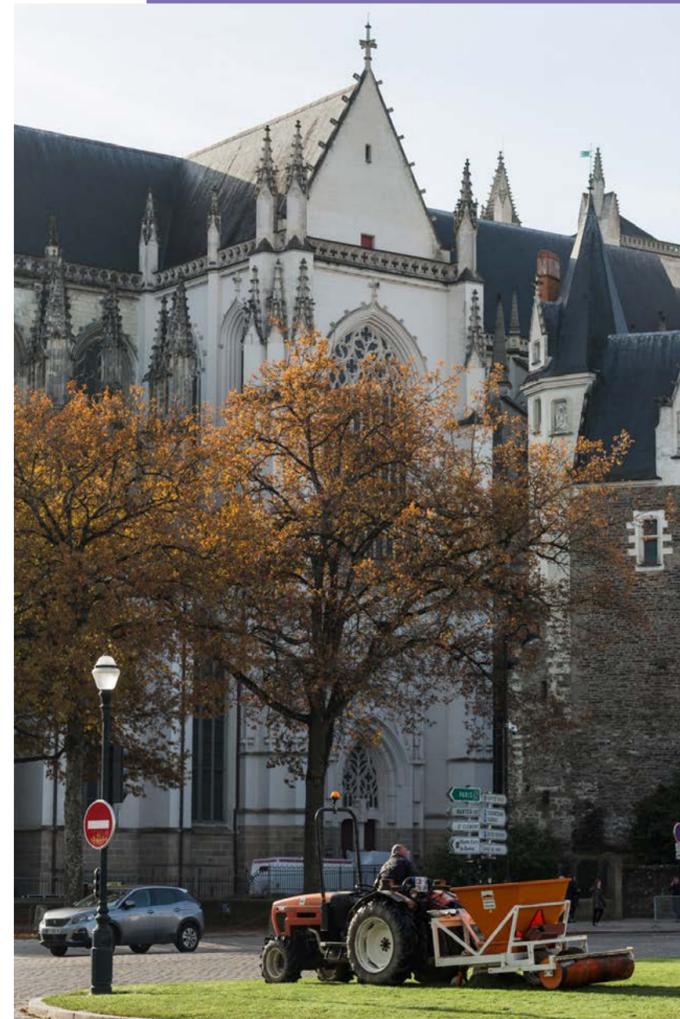
“FLEUR D’OR” WITH FLOWER BULBS

You can only let your town bloom with confidence through successful collaboration. This needs to be done with a listening ear, advice on the concept and help with the execution. From the idea through to the blooming result, Verver Export is able to support municipal councils with their flower-based projects for the well-being of people and wildlife. It was with this creative approach that a historic collaboration between Verver Export and the city of Nantes (France) was established in 2021.

The city of Nantes was driven by its dedication and substantial investments in planting and greening. The city has more than 1200 hectares of green spaces that are supported by almost 500 staff (a number that is expected to rise over the coming years). That makes the team in Nantes the second largest municipal parks service in France. These efforts have been recognised and rewarded: in 2021 the city of Nantes received the highest award from the French Villes et Villages Fleuris label, the ‘Fleur d’Or’, in acknowledgement of its investments, dedication and success in making the towns and villages of France bloom. At the start of 2022 the Jardin des Plantes, the Jardin de l’île-de-Versailles (both in the heart of the city) and the Parc Floral de la Beaujoire were all awarded the ‘Green Flag Award 2021-2022’, a prize that is awarded to parks and public spaces around the world for their management, precision and good practices. This is a recognition of the exemplary and dynamic commitment of Nantes city council and its team. These prizes also make it possible to further strengthen the impact of Nantes’ gardens on both a small and large scale: they are not only a resource for uniting people and community participation, but also for the obvious tourist appeal.

The integration of nature into the city to enhance biodiversity and sustainable development is a carefully considered mission that is supported and made possible by both small and large actions. Based on a folder with simple ideas (installing nesting boxes, cleaning a pond, guiding wildlife with fences, building or restoring old stone walls for small animals, etc.), each of the twenty-five teams of gardeners need to carry out an ecological action every month. Alongside these actions that shape the day-to-day activities of the dedicated teams, there is also an emphasis on creating an ‘event site’ every two years, always aimed at enhancing and protecting biodiversity. For example: constructing a pond with softly sloping banks, building a fully adapted square, installing beehives, etc.

The challenge and the development of communal greenery is another factor for success within Nantes city council’s general mission. Flower bulbs play various important roles: Nantes currently has one of France’s largest camellia collections, and the bulbs perfectly complement these camellias so that the city enjoys flowers all year round. M. Perrocheau, director of parks for Nantes, remarks that planting in the city makes participatory greening more accessible and more feasible: citizens see that it’s a task that they can participate in more easily.



© Carole Piveteau



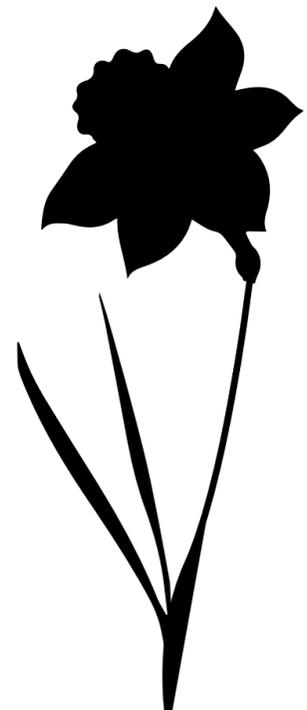
Flowers also make the efforts to promote biodiversity more tangible for them: it is easier to get people to recognise greater biodiversity if there are insects and native plants present. He also comments that flowers are a way to make ecology “a pleasure rather than a chore”. This also applies to the parks teams, who are seeing their workload lightened in other respects as well, such as a reduction in the number of times they have to mow, which can now be carried out later.

The collaboration project between the city of Nantes and Verver Export resulted from the announcement of the 2021 winners for the Villes et Villages Fleuris label: Nantes’ directors wanted to celebrate winning the ‘Fleur d’Or’ by wrapping the city in gold, and therefore in yellow. To turn this idea into reality, Verver Export compiled and developed a kit which contains only a mixture of yellow crocuses, tulips and narcissi. Hence the ‘Jaune de Nantes’ kit was born, and planted in a volume of 237,000 bulbs over three days at the start of December 2021. The results were very impressive!

Mr Perrocheau believes flower bulbs are particularly eye-catching, both because they appear early in the year (before the bulbs that bloom in the spring) and because of how their spectacular appearance impresses both specialists and residents. His motivation for working with Verver Export was the quantity and quality of the flower bulbs on offer. “I wanted to plant one bulb per resident, and I think we’re not far off that!”



© Carole Piveteau



WORKING TOGETHER ON THE GREEN NETWORK!



Legenda

larger) park / nature reserve = eat & breed

Small islands of greenery ('step stones') = feeding & resting, sometimes breeding.

Green corridor / green links = space to move between different types of green space

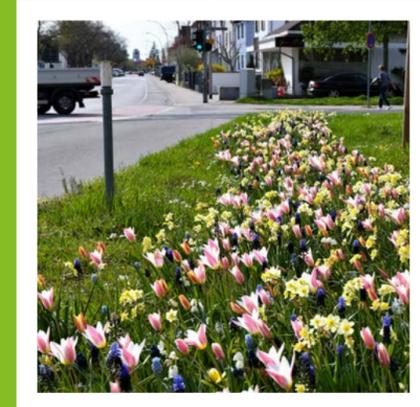
"Varied urban planting that is linked to the exurban area or other green hotspots in the town gives greater biodiversity."



Our clients use the selection of perennials in the Tram Robuste concept in various locations alongside roads and popular parks. That is exactly what they've been selected for: easy to maintain, and salt-resistant.



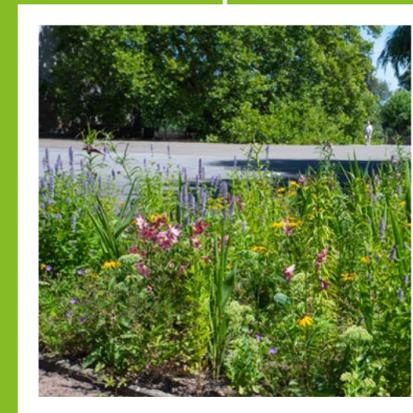
With flowering verges you can literally link locations together. Possibly combine this with a perennial seed mix to have flowering verges throughout the summer.



Bee Wise mixes for planting in grass consist of flower bulbs that attract the first bees and butterflies with their flowers. They become the first fuelling stations in spring!



With flower bulbs you can bring colour to various plantings in and around the town earlier. The correct choice of species can also enhance biodiversity during the early part of the season.



In the town centre, large sealed areas have been created unthinkingly over the years with paving or tarmac. It's time to transform part of these paved surfaces with planting areas. Tram Vivas perennial plant concepts ensure early flowering, and diverse flowering that enhances biodiversity.

"A strip of flower-filled grass in a grassed area adds a very useful source of food for bees."

"The more variety in verges, neighbourhoods, parks and natural areas, the more balance and resilience."

"Roundabouts or central reservations serve as a calling card for the neighbourhood, the industrial park of the village."

"Hedges, shrubs and other perennials create a green vista throughout the year and provide food and shelter for birds and bats."



GREEN NETWORK!

Optimal traffic accompanying greenery for people and animals

THINK GLOBAL, ACT LOCAL!

Traffic in urban and rural areas must be able to use the roads safely. be able to use the roads safely. That is important and there is no discussion about it. However, there are many measures to take to optimise your traffic calming green for people and animals. Apply the global research and recommendations on a local scale with Verver Export solutions.



In Blankenfelde-Mahlow (Germany) perennial plant with flower bulbs concepts are widely used as planting on traffic islands. We asked Mr Bertram of Blankenfelde-Mahlow town council about the reason and his experiences with the Tram Vivas perennial plants concept.

What role does public planting play in your town?

“Public planting is very, very important in the town. It’s the town’s showpiece. And it has a big impact on leisure activities and design.”

What role do flower bulbs and perennials play in your public planting?

“We have a lot of areas with flower bulbs and perennials. The bulbs kick off the season in the spring, and the perennials extend the season with their long flowering.”

Do you get positive feedback from the residents?

“Yes, I’m happy to say we get lots, by e-mail and phone calls, but also letters. We are pleased with the positive responses from residents and visitors.”

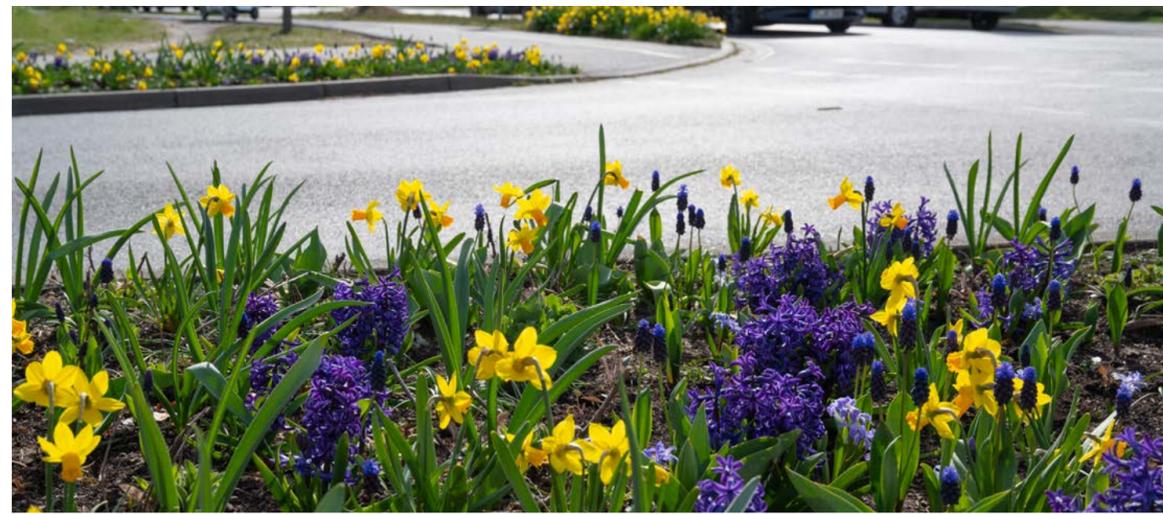
What is your experience with the Tram Vivas and other products from Verver Export?

“We have been customers of Verver Export for years, and bought flower bulbs a few years ago. But because there are constantly new varieties in the product lines, we have obviously tried them, and we are very satisfied and buy the summer trams every year as well as the Tram Vivas (to supplement the permanent planting). We also worked with other Dutch companies, and we are happy with them, but they don’t offer the all-round solutions (product lines), particularly not for summer plantings.”

How much of a role do the aspects of biodiversity and sustainability play in shaping how you spend your budget on public planting?

“Both aspects play a role, and since we buy the summer trams every year, we automatically have a lot of biodiversity in our summer beds. Tram Vivas are very sustainable, and their composition also offers a lot of value for biodiversity.”

Mr. Bertram - City of Blankenfelde-Mahlow



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”

INTERVIEW: BLANKENFELDE-MAHLOW

CHANGING RANGE!

The range and sales of flower bulbs have changed significantly over recent decades. In the 1980s, turnover grew through the sale of lilies to countries such as the United States, Italy and Japan. In the 1990s, dry sales increased significantly through a shift towards and growth in other sales channels such as supermarkets alongside the traditional garden centre. This was followed by the rise of the Dutch forcing nurseries, which became significantly more professional and influenced the export of flower bulbs. A lot of bulbs are grown on to become cut flowers in the Netherlands, and now ship all over the world in the form of flowers.

These changes in the (export) market were also crucial in shaping changes in the range. For a breeder, it is more important to develop good forcing cultivars in their incubator rather than specifically breeding for the (declining) dry sales market. On average, this leaves only 0.1 to 0.2 percent of all the new tulip cultivars in the breeding sector. So one or two of the thousand new cultivars. The testing of new cultivars is therefore particularly forcing-related: rapid growth of the bulb at the grower; disease/virus-resistant at the grower; good, strong stem during forcing (on water); preferably a good flower from a smaller bulb.

The importance of forcing for the sale of dahlias, for example, means the decision is being made earlier to remove (old) less profitable cultivars from the range. This has an immediate impact on the availability of these cultivars for the public planting market. It is almost impossible to prepare a catalogue a year before the selling season, and definitely not to print one to cover two years. We therefore hope that you will understand why we have to mark a number of cultivars as unavailable immediately at the start of the season and need to offer a suitable replacement for it.

As a supplier of bulbs for public planting we thereby have (been forced) to follow the heavily economically-oriented supply market for flower bulbs. We are therefore pleased with developments in breeding which are looking at genuinely virus-resistant cultivars, for example. These are needed in order to reduce the use of chemicals in the bulb sector even further than has already been done.



Bouton Bordure



Bravo



City of Leiden



Karma Purple Corona



Saint Saëns



Striped Vulcan



Evening Breeze



All Directions



Purple Pearl



Prämie 18

ASSORTMENT: IN/OUT

GREEN NETWORK | CEMETERY

Cemeteries with their often old trees and old walls as enclosures are special oases of rest in a city.

Cultural heritage with a biological/ecological character

Cemeteries are a reflection of the changing circumstances of the living and represent the way of life and death of a cultural group. Modern cemeteries as we know them today are the result of a development that began in the nineteenth century. It was decided that burial should no longer take place in and around the church but it was then decided that burials should no longer take place in and around churches, but outside the city to combat odour nuisance and the spread of disease. In the decades since, urban and village expansion has meant that many cemeteries have become enclosed by construction. As a result, cemeteries have now become special places. They are now special places that are part of the urban context, but are also separate from it.

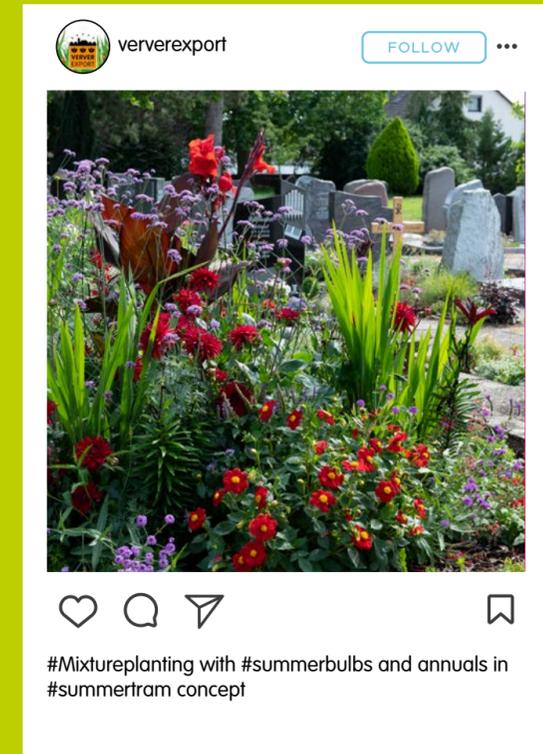
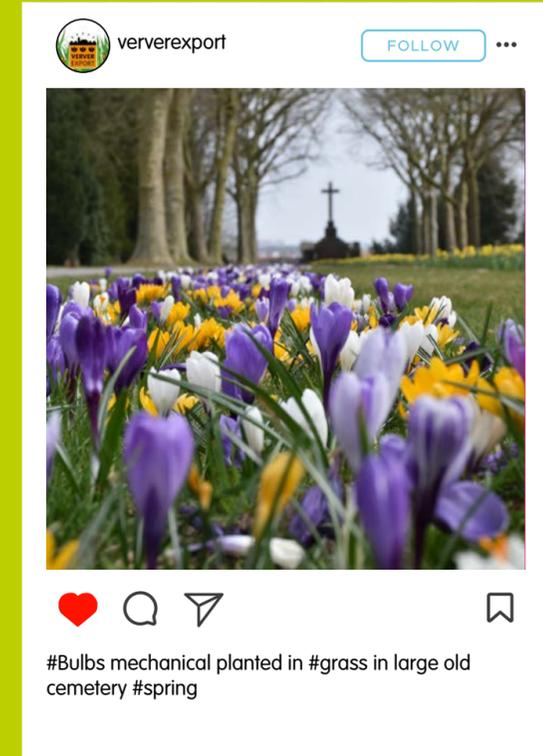
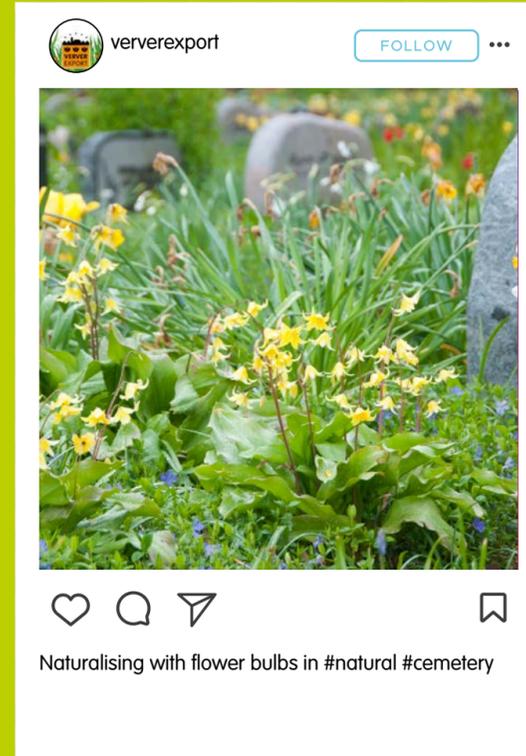
When one thinks of a cemetery, one associates it first with a place of mourning and contemplation. In many places and various cultures a recreational function. This has led to the term 'cemetery park' being coined. There are three important reasons for dealing carefully with our funerary heritage, in addition to the tranquil character of cemeteries in a busy urban environment.

1. First of all, from a cultural-historical perspective, cemeteries are a reflection of how people and cultures have dealt with death over the years. On a limited surface signs, symbolism, funerary texts, types of graves, types of tombstones, architecture (including landscaping), the degree of maintenance and art-historical styles reflect developments in maintenance and art-historical styles reflect developments in funerary culture.

2. Because of the emotional and intimate bond with the deceased, and the space needed to express it properly, it is important that cemeteries have a sheltered and 2. Because of the emotional and intimate bond with the dead, and the space needed to express them properly, it is important that cemeteries have a secluded and private appearance, often through the use of certain greenery typical of cemeteries. Special plants and animal species can often thrive in these quiet places.

3. For this reason, thirdly, cemeteries play a role in the preservation of flora and fauna, giving them a biological and ecological character.

In traditional cemeteries we are seeing that many managers are experiencing a reduction in the number of graves, empty land which cannot be used in the short term, and increased public traffic as an oasis of peace in the city. They are working with Verver Export on filling the open land in the park/cemetery.



Verver Export
Hasselaarsweg 30
1704 DX Heerhugowaard
Holland

T : 00 31 72 505 1481
E : info@ververexport.nl
I : www.ververexport.com



Certificate

