



## **German perennial business season report 2012-10-11**

- a. During december 2011 and february 2012 it was really mild climate, that let the perennials grow fast. For a lot of nurseries to fast. The winter was there, harder than we usually have combined with a lot of wind in the different regions. The problems were dramatically at a lot of the nurseries. Some of the nurseries have losses from more than 50%. Gaillardia, Coreopsis, Delphinums, Misanthus, Lavandula and even Paeonias were affected extremely.
- b. In the German Horticulture organization were discussions going on for funds for the nursery that should help in the difficult situation.
- c. The frost was hard, but not long. So I would say long enough to give the consumers the feeling that there was winter and that they want to have spring. The spring came and with good circumstances for the classical perennial industry. Not to warm, so that there was longer period to stay away from the annuals, but warm enough to work in the garden in order to plant our wonderful product.
- d. The b2b customers got afraid that there were not enough plants on the market and we aren't allowed to say that just we had losses in our production. Also the final consumers had big losses in their gardens. A huge demand on plants was in Germany in the beginning of April and May.
- e. Prices were stable or even increasing according to the bad news about the losses in the different nurseries were going around.
- f. The total perennial industry got their biggest year after many difficult years. It doesn't matter if you specialized in final consumers, landscapers, retail, discount, box – stores, auction. The plants were selling like crazy. The consumers accept the prizes.
- g. Also there a lot of upcoming smaller mail-order companies that increase sales rapidly.
- h. Away from the demand concerning to the losses in the gardens from the final consumers and the lower volume of plants are available on the market there is another point that is more upcoming in the horticulture industry. Perennial are getting really popular and more famous. Statistically perennials are one of the number one growing branches of the horticultural business besides ecological produced herbs and vegetables. Perennials have the image of a real sustainable product. It's one of the closest products harmonizing with the nature.
- i. Perennials are still more or less unknown in Germany, but it's really getting better. A big help is here also the use of perennials in public gardens (streets, roundabouts, cities e.g.)
- j. In addition to the product perennial, the producers put a lot of effort in added value to the sales. The added value could be softselling, spectacular labels, better cleaned products, wide modern range in their assortment, POS- Material, pest free produced small order- quantities....
- k. The horticultural industry isn't influenced too much by the crisis in Europe. People like to stay in their garden if they want to save money. They save their money on their holiday trips. They spend the money in their garden or balcony.
- l. If you have to make a conclusion: The winter was terrible, but for those who kept at least the biggest part of their production, it was a year to grow and finally sell plants.

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