



Fresh Flower Solutions

Introducing Fresh Flower Solutions

New end-to-end solution delivers fresher flowers to maximize profitability

Flower Auction Aalsmeer and TransFRESH have joined forces in a new strategic alliance to form *Fresh Flower Solutions*. We are dedicated to improving quality in the floricultural supply chain from the field to the vase. Combining the knowledge and expertise of these two industry leaders makes it possible to deliver fresher flowers to maximize your profitability.

- Flower Auction Aalsmeer is the largest and the best stocked sales and distribution center in the world. Every day more than 20 million stems of flowers and more than 2 million plants are sold, producing total annual sales of approximately €1.8 billion. For nearly a century, Flower Auction Aalsmeer has been trading flowers and plants throughout the world, which makes it a unique center in the horticultural world.
- TransFRESH, a subsidiary of Chiquita Brands International, Inc., is a leader in modified and controlled atmosphere technology, having provided customers with a “world of freshness” for more than four decades. Each year, the company ships more than 500,000 tons of the highest quality chilled perishables all over the world under the protection of its TECTROL© Natural Atmospheres.

Combining Expertise to Meet Customer and Consumer Needs

Fresh Flower Solutions is a strategic alliance that brings together the exceptional credentials and hands-on experience of both TransFRESH and Flower Auction Aalsmeer. It is dedicated to meeting the challenging needs of today’s global floricultural industry. *Fresh Flower Solutions* will provide storage and transportation solutions to growers all over the world with a simple yet powerful goal: to improve the vase-life of their products. Together with local partners in the primary flower producing and consuming regions of the world, *Fresh Flower Solutions* will strive to ensure that the most beautiful and long-lasting products reach consumers - just the way the grower intended.



• Post-Harvest Advice

Flower quality starts in the field, since the product begins to lose quality from the moment it has been cut. Expert advice on good preparation and post-harvest handling techniques throughout the supply chain give flowers a better survival rate.

• Cold-Chain Advice and Monitoring

Each flower variety has an optimal temperature to maximize freshness, and it’s crucial to maintain this temperature consistently throughout the cold chain. We monitor the entire supply chain and offer expert advice on best practices in cold-chain management.



- **Storage of Flowers**

Controlled atmospheres extend the storage life of flowers. By using proven controlled atmosphere technology, growers have the opportunity to improve pricing or extend the flower season.

- **Transporting Flowers (Sea/Air/Land)**

While in storage, flowers can be transported by air, over land or by sea. Whatever the mode of transport, we deliver fresh flowers. In addition, you may be able to significantly reduce transportation costs compared to air freight by switching to sea or land transportation options. Our solutions also offer the opportunity to expand to new geographies that were previously too costly to serve. In addition, marine or land freight may also be a more environmentally friendly choice by reducing total emissions of greenhouse gases.

Marine Transport Testing from Ecuador

Fresh Flower Solutions has been shipping different varieties of flowers from Ecuador to the United States and Europe.

We start with a visit to the farm to adjust the post-harvest processing. We examine the cold-storage facilities and advise growers on how to optimize product temperatures prior to transport. We load containers at a consolidation centre with products from other farms. Unloading and vase-life testing is performed at the product auction.

Using our total-control process, all flowers performed well with good vase-life.



- **Vase-life Tests & Benchmarking**

The best way to improve product quality is to understand how it performs with consumers – and what you can do to improve your processes and logistics. We offer vase-life tests and can benchmark the results against other product varieties and different means of transportation. From these reports, our local representatives will offer you specific post-harvest advice to further improve your processes to maximize quality.

**Bloemenveiling
Aalsmeer**
Around the clock
around the world



More information?

For more information on Fresh Flower Solutions please contact Jaap Buis (for South America) at +31 (0)297 39 26 90, Jelle Tas (for Africa) at +31 (0)297 39 26 51 or Martin de Rooter (for Europe) at +31 (0)297 39 25 90. You could also send an email to info@freshflowersolutions.com.