

# mum

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**BELGIAN MUMS**  
- by Gediflora -



## 2 CONTENTS



**04**

**04**

**WELCOME @ SPRING TRIALS 2017**

**05**

**MEET THE US TEAM**

Bernard ,Renee and Didier

**08**

**MAKE YOUR NOTES**

**10**

**MUM VIEW**

**12**

**BEHIND THE SCENES:  
WIM DECLERCQ**

Head breeder at Gediflora

**14**

**MUMS PEOPLE**

"If we start something, we see it through"

**20**

**MUMS KITCHEN**

**22**

**SUSTAINABILITY**

Elien Pieters,  
A word from the CEO

**12**



**14**



## FOREWORD



**C**ongratulations! You are holding our new magazine, and that makes us very proud! In this issue we take you behind the scenes of our dynamic company Gediflora.

Mum is short for 'chrysanthemum', and also a reference to the Belgian roots of our parent company. Our brand, Belgian Mums, is a golden combination of unique genetics, rigorous selection and daring creativity. That is our core business, in combination with outstanding quality and service. We want to be a good and reliable partner for our customers, now and in the future!

That future begins today. 2017 should be more colourful, more trendy and hip. Gediflora is a global player for a reason: the sky is the limit and Belgian Mums aim to go to the next level. The image of the chrysanthemum should be updated. Love and ambition are important, but constant improvement and innovation is our main strategy. Personally, I am motivated by my father's motto: Dream, Think, Dare, Do and... "Deuredoen"\*!

\*deuredoen: a typical West-Flemish word, characteristic of the mentality of the region. It means keep at it.

**Elien Pieters**  
**CEO Gediflora**



## MUST SEE AT THE SPRING TRIALS !



*Vigorelli Red*



*Vigorelli Orange*



*Vigorelli Purple*

“ KEEP IT IN THE FAMILY „

Gediflora is proud to present you the beautiful family of Vigorelli.  
We hope you enjoy this varities as much as we do!

“ GET MIXED  
FOR  
THE SUMMER! „



*Amiko mix*



*Jasoda mix*



*Staviski mix*

Enjoy our Lovely Trio mixes made of unique families!  
They are a great idea for increasing profits.  
Gediflora offers several different series that can be used to create beautiful and colorful combinations.



## MEET THE US TEAM



### **Bernard Chodyla**

#### **Sales and technical support since 2007**

- Born on April 19
- Started to work for Gediflora on september 1, 2014

**„I have never experienced a dull moment.”**

**B**ernard Chodyla has been providing sales and technical support for Gediflora Belgian Mums to customers and brokers across US and Canada for the past 10 years. "It has truly been a unique experience unlike anything I have done before". "I never experienced a dull moment under the leadership of Dirk Pieters and now his daughter Elien Pieters. Gediflora is a unique company where each team member is encouraged to dream, think, dare, do things and never settle for less than perfect. You put every ounce of your abilities and passion into chrysanthemums, this is what we do", Bernard explained.

Gediflora has one of the best genetics on the market so it was very easy for Bernard to get excited about Belgian Mums. Prior to becoming sales and technical support at Gediflora, he grew millions of garden mums as a grower for large greenhouse operation in Florida. More than 15 years of growing experience is invaluable when it comes to advising and helping other growers with their garden mum crops. Bernard's favorite part of the season is when garden mums finally come into bloom. Each variety is unique and has a specific name. Bernard is involved in naming new introductions, he makes sure

that the name reflects the unique characteristics and the "soul" of each variety. The new names must be catchy, short, pronounceable and easy to remember.

"You have to stay excited about the product you promote. I feel immense satisfaction when my customer stands in front of his Belgian Mum bed and says: those mums turned out pretty darn good, or the advice you gave me worked very well this year". "Growers never had so many options in garden mums so it is important for us to provide good and trustworthy customer and broker support" explains Bernard.

"I am very fortunate to have great help from Gediflora in Europe. Rene den Hoed who is our sales and customer support in Europe visits US and Canada at least 4 times a year. He brings a wealth of knowledge and somewhat different European perspective on growing garden mums. I am sure many of you enjoyed having that passionate Dutch guy around and discussing garden mums with him.





### Rene den Hoed

#### Sales support USA since 2014

- Born on June 6
- Started to work for Gediflora on January 1, 2009
- Has played soccer his entire life, but stopped in 2016 due to the risk or injuries.

# „The huge quantities of MUMS in the US caught me, it was love at first sight.”

**R**ene den Hoed is the exceptional Dutch Sales Support of the USA sales team. He brings more than 20 years' experience and passion to the table. His core business: inside black cloth production of chrysanthemums.

Getting in touch with horticulture and chrysanthemums was a mere coincidence. An uncle got Rene a student job at a production site of pot chrysanthemums. He has been working with chrysanthemums ever since. His career is dedicated to mums, he has never even worked with any other type

of plant. This makes him a real expert in the field of mum production. He started working for Gediflora team as a sales representative in the Netherlands in 2009. Thanks to his passionate approach, the Dutch market has boomed over the past few years.

As from 2013 Rene started exploring the American market. His first work trip to the USA dazzled him: the huge quantities caught him right away. It was love at first sight: "America is a great country with opportunities for everybody." Nevertheless, the

USA is a large and challenging market to enter. "It hasn't always been a smooth road, but now in 2017 I feel that our Belgian Mums really start to conquer the USA." His large experience makes the difference. He shares the knowledge he has gained over the years which helps to assess production and assist growers in this vast market.





## Didier Beydts

### Sales and customer support since 2015

- Born on December 22,
- Started to work for Gediflora on November 1, 2015
- Likes to spend time on his founded record label and being a DJ.

# „The challenge of living a few weeks in the US was the reason he immediately went for it.”

**L**ast but not least we like to present you Didier Beydts.

Didier joined Gediflora in 2015. At that time, the company had decided to act on the US market directly and was looking for someone who would handle the incoming order administration and customer support, identify the needs and follow up on the development of in-house built software and procedures. Having worked for fifteen years in an IT company, he was no stranger to the subject, and the challenge of having to go live in a few weeks time

was the reason he immediately went for it. He also designed a lot of promotional material and campaigns. He is moving to Florida in the busiest weeks of the season, which he is looking forward to a lot - the sun, the sea, the colleagues at Aris and his love for USA, where he spends most vacations too. Even the snakes and alligators are not holding him back from traveling with a lot of energy and full of joy to visit his favorite place on earth.

In his spare time he is constantly busy with music:

he founded a record label - Coincidence Records, he has been a DJ for 26 years on festivals all over Europe, he hosts his own stage on Tomorrowland festival and he also produces music.

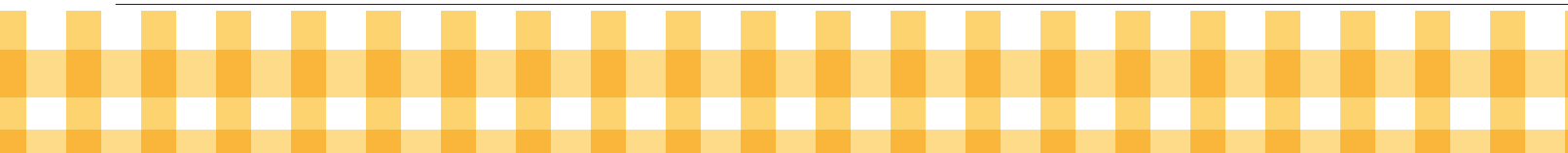


## 8

Do you see or hear something interesting?

Make your quick notes here and make sure you don't forget them along the way!

Enjoy your Spring Trial day!

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.







# 10 MUM VIEW











Wim Declercq

Head Breeder at Gediflora

- Has propagated and created 400 varieties for Gediflora and counting.
- Felt the need for own varieties and produced new chrysanthemums varieties that have been commercialised as Belgian Mums in 1991.
- Worked his way up, attended a breeding course from 1994 to 1996, and combines theory, experience and extensive market knowledge to create top-notch Belgian Mums.



“ Once I could recognise which variety I was holding. Nowadays, I am too little involved in the operational side, to be able to do that anymore, but of course I can recognise ‘my’ varieties easily.”



## Did you know that ...

... Gediflora has developed some **400** chrysanthemum varieties over the years? It takes **10 to 12** years to produce a new family.

# „They say that a breeder has to be a bit crazy. You certainly need passion.”

**Wim Declercq | Head breeder at Gediflora**

Wim Declercq, head breeder at Gediflora, talks about chrysanthemums with love and passion. ‘His’ chrysanthemums, because Wim has been breeding the plants in Oostnieuwkerke since 1988. Together with the company, he specialised and went from grower to head breeder.

**M**y title is on a business card, but – needless to say – the work is done by an entire team. I spend little time in the field any more. My core activity nowadays consists of writing cross-breeding programmes and conceptualising the breeding process. The only exception is the trial field, where I keep track of every single pot. We plant the cuttings, and select the best plants. They are planted again the following year, tested and selected or rejected for a new trial year. Only plants that have performed well over several test years are added to the range and brought on the market as a new variety.”

## Future-oriented

Wim works in and for the future. “My work is special because I am now finalising

the commercial range of 2019. Breeding and creating new varieties simply takes time. Every flowering cycle inevitably takes a year. Chrysanthemums flower in autumn, and therefore are a seasonal product. We test all breeds outdoors, so we only have one opportunity every year. Crossing and pollinating, harvesting and sowing the seeds and confirming, it takes at least three years to complete a breed. Moreover, Gediflora sets up an additional trial to be 100% sure that the commercial range is of excellent quality. We deliberately take the time to perfect our varieties and to be completely sure.”

Wim Declercq has developed 400 varieties for Gediflora since 1988. The goal is constant improvement. “Just like sports records are meant to be broken, there is always room

for improvement in chrysanthemums. This is becoming increasingly more difficult because we have made enormous progress. Nonetheless, continuous improvement is still our goal,” he says with a smile. In his opinion, breeding is very simple. “And it is, in fact,” Wim says, laughing. The chrysanthemum is a vegetatively propagated crop, which means that you use cuttings or rhizomes for reproduction. Seeds are only used in the initial phase, when we create a new plant. We try to propagate a superior plant using a good father plant and a good mother plant. At the beginning this means applying pollen on the pistil with a little brush. The seeds are harvested and planted anew, and the plants are vegetatively propagated by shoots and clones.”

## Top notch

Creating new things is part of the job. Monitoring the existing production varieties is a second important task: the flowering time, the colour (which must be and remain the same). Furthermore, we are constantly looking for improvements. The Belgian Mums have accordingly become a *pièce de résistance* and Wim is rightfully proud of them. “The beautiful rounded shape is something that we have created here. Belgian Mums have a uniform flowering, are of excellent quality, and highly disease resistant. Occasionally, a new breed makes the breeder truly proud. “I was sure that “Primo Pistache” was a first. A green chrysanthemum had never been created before. Such moments are precious.”









**GEDIFLORA**  
—Belgian Mums—



... there are scientific reasons to suppose that certain substances in chrysanthemums can help us in the **fight against cancer?**

# „If we start something, we see it through.”

The headquarters of Gediflora are located in Oostnieuwkerke. Every day, a motivated team of 32 permanent employees works with the mums that makes the company one of the most important breeding and propagating companies. One group of employees stands out in this respect.

**T**here are seven of them. Turkish Belgians. Belgian Turks. Above all, good workers who drive from Charleroi to Oostnieuwkerke in a van every day. Hüseyin Demirhan: "We travel 300 kilometres back and forth every day to go to work. That means spending four hours in the car. Is this exceptional? I know people who work even further away from home." Ethem Katkaya is the only one who moved to Roeselare a couple of years ago. Hüseyin thought carefully about it, but has never done so. "My wife, our family, we are rooted in Charleroi. The children are growing up there so there is always a reason not to move. In the meantime, the years go by, and all of a sudden, you realise you have been commuting for 27 years."

The group of workers from Charleroi was even larger at one point. "There has been a time we had to commute using two vans. Up to 18 people from Charleroi and surroundings. People have left and others have joined us, but this group of seven is a stable factor in the company. It is a good group that has acquired extensive experience in the meantime. And we are hard workers, you can be sure of that. When we start something, we see it through. Needless to say, after all these years, we know the company and the sector of industry through and through."

## Who is who?

Get to know us a  
bit better



**Sahin Sezai**

13 years at Gediflora.  
From Charleroi.



**Katkaya Ethem**

17 years at Gediflora.  
The only one of the group who  
lives  
in Roeselare



**Ceslm Irfan**

27 years at Gediflora  
From Charleroi.



**Demirhan Hüseyin**

27 years at Gediflora.  
From Charleroi.



**Ördek Bünyamin**

5 years at Gediflora.  
From Charleroi.



**Keles Hüseyin**

14 years at Gediflora.  
From Charleroi.



**Ildiz Mehmet**

13 years at Gediflora.  
From Charleroi.









# MUMS kitchen

## ON IT'S WAY TO THE US

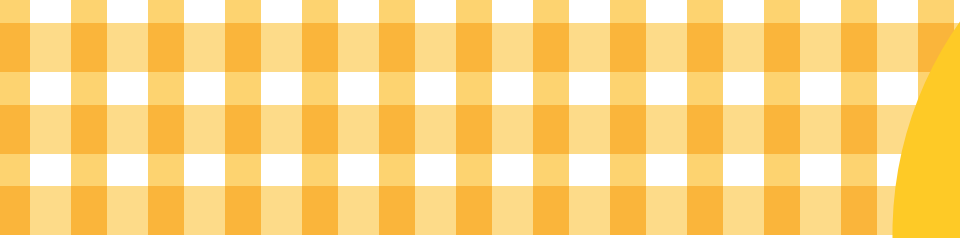
**Gediflora wants to boost the image of the chrysanthemum, by showing all sorts of possible application on trade fairs and magazines, including the chrysanthemum beer. Undeniably unexpected, but the beer puts a smile on people's faces. Gediflora hopes that this positive association will improve the image of the chrysanthemum.**

**G**ediflora is working on a range of edible and drinkable products, in which the taste of the chrysanthemum stands out. Special plants are cultivated with the utmost care and respecting hygiene protocols. The petals of the blooming flowers are harvested and dried. A unique and delicate extract is refined from the dried mix of petals, which ensures the unique taste in Mums kitchen.

Gediflora is proud to present the result of the product development: Belgian Mum Beer N°1. It is an amber-coloured, craft beer with a complex, even persistent flavour. Gediflora wants to expand the range: chocolate, sausages, liqueur, ... everything is possible.

For more information, visit our website: [www.mumbeer.be](http://www.mumbeer.be)!









**Elien Pieters &  
David Daenens**

**The CEOs of Gediflora** have been running Gediflora since 2013, and are turning the company into a world player in chrysanthemum breeding thanks to their passion and drive.



## Did you know that ...

... Since she took over in 2013, Elien Pieters is the third generation to run Gediflora? Her father Dirk Pieters was manager from 1982 to 2013. Her grandfather Georges Pieters founded Gediflora in 1952.

# Sustainability as quality label

Sustainability is a comprehensive concept linked to social development, environment, ecology, and future-oriented thinking. This is the definition of the United Nations (1987): “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Elien Pieters, CEO, explains how sustainability is part of modern entrepreneurship each and every day

**G**ediflora tries to incorporate sustainable development on many levels. We use waste heat from the local heating grid MIROM, and thus save 70% of CO<sub>2</sub> emissions compared to using natural gas for heating. The cultivation processes make use of a closed water circuit in order to recycle water and fertilisers. Biofilters and solar panels have become part of the production process.”

Benefits of Nature is an organisation that measures, improves and innovates sustainability in the horticulture sector. Being one of the founding fathers, Gediflora has been surveyed as well. “The aim was to gain insight into the company’s current environmental impact. Ultimately, this should lead to the improvement of the sustainability of the entire production process: from the very start, until the product leaves

Gediflora. Climate change plays an important role in this process, but no fewer than 27 impact categories are examined and adjusted if necessary.”

Additionally, Gediflora is MPS GAP certified. “Obtaining this certificate was an important goal for Gediflora. The MPS standards are internationally accepted and serve as a guide in the horticultural sector. The environment, quality assurance and the social aspects are all related. It is a matter of seeking a sound balance,” Elien explains. “Gediflora is still a company in the end. But that does not change the fact that we have to care for people and the environment. And this goes beyond own staff or own environment. Trying to have no environmental impact at all is impossible, but we aim at a sound balance.”





A close-up photograph of a person's hand holding a small plant cutting. The cutting has several green, lobed leaves and a dense, dark brown soil plug at its base. The roots are white and fibrous, extending from the bottom of the soil plug. The background is a soft, out-of-focus green.

## Gediflora gold

A cutting from a Belgian Mum. White roots, black earth, and green leaves. Only the flower is still missing. Love and passion have been invested in breeding for years.