



CBI

Ministry of Foreign Affairs of the Netherlands

Buyer Requirements for Hortensia

Market Analysis by
ProFound



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Product specifications

Quality requirements

- Standard stem length: 60 cm
- Straight stems
- 2-3 leaves
- Vase life >7 days
- Strong and hard flowers
- Colours depend on buyer preference

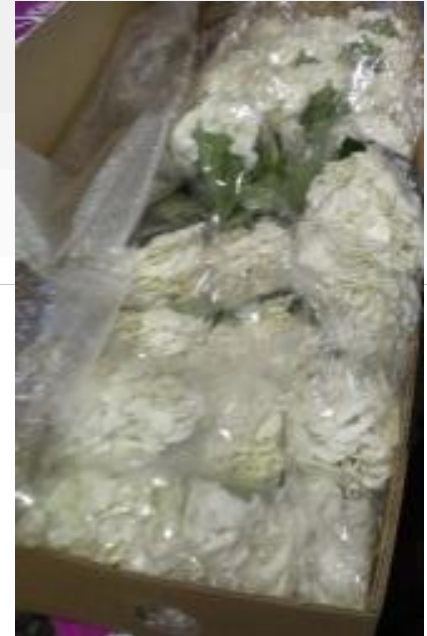
Hortensia grade	Flower head size	Blooming stage (% of flowers opened)
Mini	< 15 cm	20 – 40 %
Select	15 – 17 cm	80 %
Premium	18 – 23 cm	80 %
Jumbo	> 23 cm	100 %

Most in demand!



Labels and packaging

- **Labelling** on packaging unit:
 - Name
 - Supplier number at auction
 - Variety name
 - Amount of stems
 - Grading codes of auction
- Labelling on the product :
 - Codes for tracking/tracing
 - Certification details
- Pre-treat hortensia before transport
- **Package** hortensia with plastic sleeves in cardboard boxes





Legal requirements

- Phytosanitary certificate for demonstration of ***plant health***
- Compliance with requirements regarding ***Intellectual Property Rights*** of breeders of new hortensia varieties
- There are no ***import tariffs*** for Colombian hortensia exported to the EU since Free Trade Agreement of 2013





Additional requirements

- Retailers increasingly demand **certification of CSR**
 - [ETI](#) (common in United Kingdom)
 - [GLOBALG.A.P.](#) (common in UK, France)
 - [MPS-A](#) (common in France, Netherlands, Switzerland)
- Growing buyer demand for proper **cold chain management** to ensure quality and vase life





Requirements for niche markets

- Demand for **Fairtrade** certified flowers is growing, especially in supermarkets
- Demand is strongest in the UK
- Extremely high quality requirements for **weddings and special events**:
 - Flower head size
 - Strength of flowers





Requirements for marketing materials

Include in your ***promotional materials***:

- *Detailed description* of hortensia with *photos*
- *Delivery capacity per year and possible delivery date(s)*, especially in EU off-season (November-March)
- How you ensure *quality and delivery reliability incl. information on storage and processing* to bring hortensia into cold chain quickly
- *Quality certificates* to build trust and credibility
- *Company branding*
- *Export references* from business partners
- *CSR policy*, especially for supermarket channel



Promotion opportunities

- Improve your credibility with a *high-quality website*
- Participate in *shows and trade fairs* to showcase your company and hortensia

For example: [IPM Essen](#), [Flora Holland Trade Fair Aalsmeer](#), [IFTF](#)

- The use of social media in international trade remains limited
- Link your marketing to existing *flower/hortensia campaigns*



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Delivery terms

- Trade-off between responsibility of exporter and control over cold chain:
 - *Carriage Paid To* (CPT): make demands of forwarder on cold chain management
 - *Free Carrier* (FCA): lower responsibility of exporter
- Ensure freshness and optimal vase life of your hortensia with fast air freight delivery





Payment terms

- E-mail communication about order serves as formal agreement
- Buyers prefer open accounts instead of CAD or L/C
- Payment terms:
 - **Consignment**: buyers determine price after selling products to clients, sometimes with minimum price
 - **Commission**: buyers act as agents who receive a commission for sales
 - Particularly common for auction sales