

INTERNATIONAL PROTEA NEWS

JOURNAL OF THE



INTERNATIONAL PROTEA ASSOCIATION



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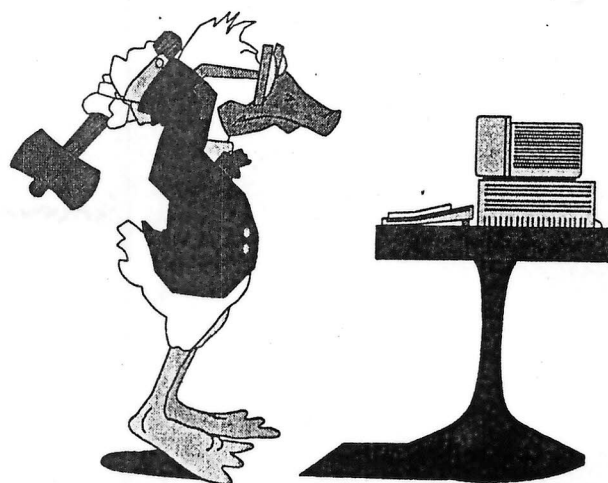


INTERNATIONAL PROTEA ASSOCIATION



Volume 40

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We are still awaiting details from Portugal and Israel as to how they will fit into the Board structure. Hopefully we can tell you more in the next Journal.

Board Profiles

I bet you have always wondered about the people who have to loose out on the fun during Conferences and who have to attend all those Board Meetings to steer the future of the IPA. Who are they, where do they come from, and how on earth did they get involved? Read on ...

Maryke Middelmann, Chairman

Born in a rural town in Holland, and having grown up in Cape Town, the move to the family's 915 ha protea farm near Botrivier (100 km from Cape Town) in 1975 was quite a change in lifestyle. The dried flower export operation built up by Walter Middelmann, moved from town to the farm and entered a rapid growth phase. Very little existed in the line of plantings and many of the items were harvested from nature and dried for export. A lot of items were furthermore bought in from other farms, a practice which is continued to this day in order to get as wide a variety as possible. Honingklip farm now has 80 ha planted with 9 different species, partially under irrigation to achieve higher quality product for drying.

Father-in-law, Walter and husband, Robert, were both involved in SAPPEX, the South African Protea Producers and Exporters Association. At that stage I did the secretarial work for Honingklip, mornings only, and got very irritated with Robert for attending to Association affairs when there was so much pressure at the office. Having spare time on my hands in the afternoons, I volunteered my services as Secretary for the Association. It was a pretty low-key affair in the early 1980's with about 125 members. There were no computers then, and each member's details were entered on a card system. Newsletters were typed on stencils and run off! In 1985 it became increasingly difficult to balance between Honingklip and Association affairs and after a new secretary was appointed for SAPPEX, I remained on as a member of the Committee, till elected as Chairman in 1989. Before accepting this position, we had to find a new secretary for Robert so that I could give all my energy to Association affairs.

Then came my first attendance at an IPA Conference in Perth in 1991 where Walter nominated me as area representative for South

Africa. (I suppose that as Founder Member of IPA he thought it was within his rights to do so!) And that is how I eventually ended up with the job of Chairman of IPA when Joyce Daws retired at the Israel Conference in 1996.

Margaret Rabie, Secretary/Treasurer

Margaret was appointed as SAPPEX Secretary in 1991 and with the IPA Secretariat moving to South Africa in 1996, she agreed to handle membership- and financial affairs of the IPA. A number of IPA members first met her at the Cape Town Conference, but she really came into her own in Tenerife where her appointment as Treasurer for IPA was ratified. Margaret works from home in Hermanus (about 20 km away), but we get together on a weekly basis to do those things that are not possible over the e-mail or telephone.

Conrad Archer, Zimbabwe

Conrad became involved in the Zimbabwean Protea Industry, alongside his father, Derek Archer, with the purchase of Zimflora Co-operative Company from the various co-operative growers in 1989. They proceeded to develop Zimflora and its growers into a major player in the protea cut flower industry. The main way in which this was done was through the establishment of a large commercial nursery to produce the necessary plants. Grower advice was provided as well as all necessary technical assistance and information on all aspects of protea growing and harvesting.

Even though Zimflora is now a private company, it has always maintained the co-operative attitude towards its growers, which has now grown to 117. Zimflora has a depot in Mutare in the East of

Zimbabwe, which comprises of cold-rooms and grading areas. The Mutare depot receives flowers from producers in surrounding areas and then transports them by refrigerated trucks

From Australian Plants (Vol. 18 No. 142, March 1995)

Although published 5 years ago, it still makes interesting reading and shows striking similarities in thinking in Australia and South Africa.

Save the Bush from Wild Picking

Many thousands of wildflower blooms and even whole plants are harvested from the wild every year. Much of this is done quite legally, but rarely with adequate supervision. A much larger amount is done illegally. Rich rewards are there for the pickers to meet the demands of the horticultural trade. The export trade in wildflowers earns Australia millions of dollars annually, only a small proportion being from wildflower farms.

Experience has shown that, even if a desired species is abundant in the wild, the market prefers cultivated forms because they are of superior form and are of consistent and reliable quality. The relevant state departments of agriculture/industry/conservation recognize this and attempt to foster this industry with very mixed results. Why are their efforts largely frustrated?

The scientific community is anxious to engage in research into the commercial

propagation and cultivation of selected species. Many conservation conscientious science pioneers have completed such studies but their results are usually confined to scientific reports and filed away. Why this frustration and waste of a valuable resource? The Australian Flora Foundation is very heavily committed to the promotion of this research and is in desperate need of funding and official encouragement.

On the other hand, the horticultural market is desperately seeking suitable species to meet the growing demand of a local and export market. The demand, with huge money potential at one end and a desire to develop and produce the product at the other end, has a large hole in the middle. Government initiative could correct this and this is one of the objectives of the Society. Adoption of this and other recommendations will bring employment to thousands of Australians and inject a level of prosperity into the farming community.

AUSTRALIA From Buds and Bracts, March 2000

Waratah – the floral emblem in legend, art and industry

'State of the Waratah' is an endorsed Olympic Arts Festival project and has been included in the Arts Festival Program. It is a two-venue exhibition focusing on all aspects of the Waratah, its history, cultivation and application as an image in art and commerce. The National Trust's S.H. Erwin Gallery will host the historic part of the exhibition, sponsored by the Royal Botanic Gardens. This will run from 1st September until 8th October 2000.

The displays in the Royal Botanic Gardens will include:

- ❖ The botanical story of the Waratah, including the original specimen sent to England by Surgeon John White in 1791 and books from the Royal Botanic Gardens collection.
- ❖ Fresh Waratah plans and flowers.
- ❖ A display of contemporary arts and crafts featuring Waratahs.
- ❖ An extensive range of merchandise including gifts, souvenirs, print cards and posters all featuring the Waratah.

Sad news appeared in the November issue of the CPA Newsletter; we learnt that **Fred Meyer** passed away in May 1999. One of the pioneers of the California protea growers, he was the one who convinced his father to put in 25 acres of Protea, which he felt were one of the up and coming products in the cut flower market. He worked with Howard Asper and Bob Price, always searching for and propagating new and exciting varieties of Protea. According to an article in the *California Garden* "some who knew him well claim that this was the greatest plant mind in the world in the last half of this century" while in a tribute which appeared in "*A Flora of San Diego County*" it said that "The selection of plant materials beneficial to mankind has been achieved by only a special, small group of individuals ... These people developed a strong base for our horticultural and economic botany industries today. Among these late, great plants men must now be placed Fred Meyer". Fred was primarily known for his work with Gladiolus, Alstroemeria and Hippeastrum and visited many areas around the globe in search for new and exciting products.

Better news came from the February 2000 issue in which mention was made that **Herb Sulsky** has been made an Honorary Life Member of their Association in recognition of his service to the CPA from 1989 to 1994.

More good news followed in the July issue, which mentions that **Howard Asper** was nominated for induction into the California Floriculture Hall of Fame. Mr. Asper is considered the founder of the commercial Protea industry in California. In 1961 he obtained Protea seeds from South Africa and successfully propagated them. Three years later he began selling plants through his nursery in Escondido and by 1965 he was marketing flowers. Soon others were planting Protea plantations as an alternative to avocados and citrus and a new industry was formed in California.

Although none of the above are or were members of IPA, they have become well known in Protea circles around the globe, and therefore deserve mention in our Journal.

HAWAII CONFERENCE 2002

Protea farmers in Hawaii must be different to the rest of the Hawaii population who are extremely laid-back and think nothing of not going to work when the surf is up! The next conference steering committee is hard at work already! I had hardly landed back from Tenerife when I got the news that they have set the dates for the 2002 Conference: Sunday March 3rd to Friday 8th March. So get out those electronic diaries and book the dates!

I have it on good authority that they are looking not only for the best deals on hotels, but also the best deals on Mai Tai's – and if you don't know what a Mai Tai is, come to the conference and see for yourself!

**If your address details are not correct, or you are moving,
please send us a note, fax or e-mail**

A combination of what are known as the 'four P's' (product, price, placement and promotion) are used as focus points in this matching process. It is the best mixture of these variables, which makes up the marketing mix to satisfy a particular group.

A **marketing plan** is a written statement of the strategy of who the target market is and which combination of the product, price, placement and promotion (or marketing mix) will be used. The marketing plan also describes the time-related details of how this will be carried out. The matching of capabilities of a producer with the wants of a target market suggests a two-way communication process with information flow in both directions between the producer and the customer.

For any decision to be made for the development of a marketing mix for a product, information must be gathered on what is wanted in the market – what do people want to consume? **Market research** is this information gathering process and entails:

- Defining the problem
- Analyzing
- Getting problem specific information
- Interpreting the data
- Solving the problem

Is your **customer** a person or a company? Is it a wholesaler or exporter? Or is it the person who buys from them? If the customer is to be satisfied, the requirements of customers at each level within the distribution chain must be known and satisfied.

DO YOU HAVE INTERNET?

Then you can look up the 6th edition of the **International Protea Register**. The address is: www.nda.agric.za

Go to Publications on the Menu tab on the left, then to General Publications and scroll down until you get to the International Protea Register. Click on the listed document to find the index and click on any of the subjects listed.

Joan Sadie, the registrar of the International Protea Register informed us that if you want a hard copy, you would have to contact her:

Mrs. Joan Sadie
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South Africa
Fax: +27-21-887 2264
e-mail: JoanS@nda.agric.za

Websites for keen surfers:

California Protea Association: www.californiaprotea.com

South African Protea Producers and Exporters Association: www.sappex.org.za

Australia: www.afpga.com.au

This trial describes the effect of hail net protection on the first year of growth of a range of Proteaceae cultivars.

MATERIALS AND METHODS

Rooted cuttings potted on into 12cm pots and held in the nursery for six months were established on the farm Kontantplaas, Esbee Estates, Naboomspruit (24°34'37" S, 28°40'2" E) during February 1999. Between forty and one hundred and nineteen of each of the Proteaceae cultivars were established under 20% shade net and in the open field. The cultivars used were *Leucadendron* "Blush", *Leucospermum* "Ballerina", *Leucospermum* "Scarlet Ribbon", *Protea* "Guerna", *Protea* "Susara", *Protea* "Sylvia" and *Protea* "Sheila". The soil analysis prior to planting indicated low levels of Ca, Mg and B and low pH (KCl) of 4.3. No soil amendments were made prior to planting although calcitic and dolomitic lime applications were recommended. Top dressing of N, Ca, Mg, B and microelements were applied regularly during the year. Chemical treatment against nematodes was done prior to planting and at three monthly intervals. General fungicide and insecticide applications were made at irregular intervals. Irrigation was applied during the dry periods at a rate of eight litres per plant during the cold months and 16 litres per plant during warm periods. Due to high rainfall during the summer of 1999/2000 no irrigation was required from October 1999 to April 2000. Serious hail falls were experienced twice during the summer growing season, causing extensive wounds to the stems of the plants grown in the open field.

The established plants were pruned back to 15cm to 20cm bearers two months after planting in April 1999. Measurements recorded in February 2000 were basal stem circumference, average length of the five longest stems per plant and the plant height and number of plants still alive. The live plant counts were compared by Chi² analysis of the proportions of live and dead plants. In April 2000 the number of stems per plant were recorded and plant samples collected for confirmation of the presence of pathogens causing known diseases. Measurements,

except for number of live plants, were recorded for 10 random plants within the row of each cultivar. The means, standard error and the 95% confidence intervals were determined to compare the growth of the plants. Analysis of variance was done on the data using Statistika (Version 7).

RESULTS

The proportions of live and dead plants differed significantly only for the *Leucadendron* "Blush" and *Protea* "Guerna". Significantly more *Leucadendron* "Blush" survived in the open field, despite receiving two hail falls. Significantly fewer *Protea* "Guerna" survived in the open field than under the shade net. There were no significant differences between shaded and open field plant survival for the other cultivars (Table 1). The plant samples revealed the presence of *Phytophthora* and *Botryosphaeria* in wilted plants, indicating these to be the cause of plant deaths. The results of the plant measurements indicated minimal differences between the plants grown under shade net and in the open field for the traits measured (Table 2).

Significant differences between the basal stem circumferences were observed for *Protea* "Susara", but for no other cultivars. *Leucadendron* "Blush" exhibited significantly longer stems under the shade net than in the open field. The plant height *Leucadendron* "Blush", *Leucospermum* "Ballerina" and *Leucospermum* "Scarlet Ribbon" was significantly lower in the open field than under shade net. The total number of stems since the pruning in April 2000 differed significantly only between the shade net and open field *Protea* "Guerna".

None of the cultivars had produced inflorescences at the time of measuring, but visually identifiable flower buds had developed on almost all the long shoots of *Leucadendron* "Blush", *Leucospermum* "Ballerina", *Leucospermum* "Scarlet Ribbon". A few inflorescence buds were visually distinguishable on *Protea* "Guerna" and *Protea* "Sheila", *Protea* "Susara" and *Protea* "Sylvia". There were no differences in the

Table 2. The mean number of stems per plant, basal stem circumference, length of longest stems and the plant height of the Proteaceae cultivars grown under 20% shade net and in the open field.

CULTIVARS	LOCALITY	MEAN NUMBER OF STEMS PER PLANT (\pm SE)	MEAN BASAL STEM CIRCUMFERNECE (\pm SE) (mm)	MEAN LENGTH OF LONGEST FIVE STEMS PER PLANT (\pm SE) (cm)	MEAN PLANT HEIGHT (\pm SE) (cm)
Blush	Shade	23.6 \pm 1.93	69.2 \pm 2.31	86.7 \pm 3.66	77.36 \pm 1.79
	Open	25.0 \pm 2.99	70.1 \pm 1.53	58.9 \pm 1.50	56.98 \pm 2.21
Ballerina	Shade	38.9 \pm 3.45	75.5 \pm 3.29	49.8 \pm 2.52	59.26 \pm 4.34
	Open	30.1 \pm 2.98	82.1 \pm 3.63	37.3 \pm 1.16	53.28 \pm 2.54
Scarlet Ribbon	Shade	21.3 \pm 1.78	86.0 \pm 2.33	43.1 \pm 0.94	49.30 \pm 1.06
	Open	15.8 \pm 1.81	91.2 \pm 3.73	34.8 \pm 1.60	43.76 \pm 1.58
Guerna	Shade	10.2 \pm 0.77	56.0 \pm 1.79	50.7 \pm 2.48	52.06 \pm 3.29
	Open	5.4 \pm 0.81	55.9 \pm 3.09	41.9 \pm 2.09	47.10 \pm 3.14
Susara	Shade	24.5 \pm 1.82	80.0 \pm 4.01	54.2 \pm 2.24	49.86 \pm 2.08
	Open	28.4 \pm 2.37	96.7 \pm 1.92	50.6 \pm 2.00	50.28 \pm 2.67
Sylvia	Shade	23.7 \pm 1.61	83.2 \pm 4.26	61.6 \pm 2.70	63.56 \pm 3.63
	Open	25.8 \pm 1.80	97.4 \pm 2.71	66.1 \pm 2.56	63.66 \pm 2.82
Sheila	Shade	23.4 \pm 1.94	77.0 \pm 3.35	37.5 \pm 1.47	42.74 \pm 1.31
	Open	22.8 \pm 0.71	83.1 \pm 1.93	43.0 \pm 1.22	44.24 \pm 1.97

ADVERTS

The following publications are available ex stock from Proteaflora

Protea Diseases. Handbook of diseases of cut flower proteas, 1989 by Sharon von Broembsen *Special offer* by surface mail world-wide:

1 copy	Aus\$ 8.50	2 copies	15.00
3 copies	21.00	4 or more at	Aus\$ 6.00 each

Acta Horticulturae of the Third International Protea Research Symposium, Zimbabwe 1995
Special offer by surface mail world-wide:

1 copy	Aus\$29.00	2 copies	51.00
3 copies	69.00	4 or more	20.00 each.

Payment: by credit card (Mastercard or Visa only)

Order via e-mail: protea@protea.com.au

or contact David Mathews at Proteaflora Nursery, Box 252, Monbulk 3793, Australia
Tel. + +61-3-9756 7233 Fax: + +61-3-97756-6948



INTERNATIONAL PROTEA ASSOCIATION

Research Scholarship

The International Protea Association represents cut flower and foliage industries based on the family Proteaceae. The Association has a worldwide membership and actively pursues research of the Proteaceae aimed at:

1. *Breeding, selection, evaluation and propagation of superior cultivars.*
2. *Disease control.*
3. *Post harvest handling.*
4. *Nutrition.*

A number of scholarships are available for Honours (or equivalent) and postgraduate research projects in the Proteaceae in one of the above areas. Other topics will however also be considered.

Scholarship applications will be considered and awarded during the biennial IPA Conferences. The funding is made available over a two year period to a maximum of US\$ 5000.

Applications should include/to a maximum of 1000 words:

- **Project title**
- **Objectives** (and milestone dates for stages of the project)
- **Methods** (brief description of how you propose to achieve the objectives)
- **Supervisor (s) name (s) and relevant publications**
- **Budget**
- **Endorsement by supervisor(s) and host institution and local Protea Association where applicable**

Applications should be sent to:

The Chairman: IPWG
Dr Gail Littlejohn
ARC: Fynbos Unit
Private Bag X1
Elsenburg 7607
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E-mail: gail@igs5.agric.za or arcelsenburg@worldonline.co.za
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