Dutch ambassador opens Royal Van Zanten's location in Colombia

Royal Van Zanten's new location in Colombia is now officially open. This was carried out last week by Jeroen Roodenburg (Ambassador of the Kingdom of the Netherlands to Colombia), Sjoukje Heimovaara (CEO, Royal Van Zanten), Andres Toro (owner, Colibri Flowers) and Augusto Solano (President, Asocolflores).

This development means the fulfilment of one of Van Zanten's long-cherished wishes: a location in 'Sabana de Bogota' where its entire assortment of young plants intended for the American market can be produced and presented in a single place. This new site will now start exhibiting various variety trials of Alstroemeria, Chrysanthemum and Limonium.



Sjoukje Heimovaara: *'We are constantly improving our breeding processes. We want to serve our customers even better and keep providing them with innovative genetics. This new location will make a substantial contribution to this.'*

Ambassador Jeroen Roodenburg: *'It's great to see that Royal Van Zanten is working to drastically reduce the use of chemical crop protection products in floriculture in order to make production more sustainable.'*







During the official part of the opening, presentations were made by Signify (Erik Jansen), Koppert Biological Systems (Benjamin Bremen) and FlowerWatch (Jeroen van der Hulst).
These gave the invitees a glimpse into the future of new cultivation techniques, sustainability and logistics developments.

Royal Van Zanten
Royal Van Zanten's breeding programme includes the development of Lilies; cut flowers including Alstroemeria, Bouvardia, Chrysanthemums and Statice; and pot plants such as Alstroemeria, Aster, Celosia and different types of Chrysanthemums. The market demands and customer's wishes are fundamental to our breeding efforts. Our aim is to develop innovative, high-quality products for the professional grower who contribute to a sustainable world.

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