

Fifth Dutch Lily Days completes the picture of lilies with Orientals in bloom

The fifth Dutch Lily Days has been shifted to June 2 - 5. This is the organisation's response to the wish expressed by many visitors to be able to see flowering Orientals in bloom as well. Another advantage is that the Flower Trials are held a week later, and foreign visitors can now combine their visit to both events.

The fifth Dutch Lily Days builds on the successful formula first introduced in 2011. Now sixteen lily breeders and exporters open their doors for four consecutive days. This formula makes it easier for



customers and other relations to obtain a complete picture of the lily varieties all at once. And more and more people are taking advantage of that op-

portunity. Visitors plan it in their calendars as soon as the dates are announced. Interest from abroad has also been growing consistently over these past four years.

This initiative has contributed to a major extent to putting lilies back in the spotlight. The Dutch Lily Days are a display case for the entire sector. The significance of the event is putting Dutch lilies back on the map. And by combining forces with other exporters and breeders, the attention is drawn to the broad palette of lilies. Given the years it takes to develop new varieties, trends in breeding are difficult to follow, but it is striking that the market seems to prefer brighter colours. White will traditionally remain the most important colour, but the market is also looking for colours like cherry and purple.

The sixteen participants of this fifth edition will be: Van den Bos Flowerbulbs, De Jong Lilies, Bot Flowerbulbs, Laan Flora Facilities, Lily Company, Mak Breeding, Marklily, Onings Holland Flowerbulbs, The Originals, C. Steenvoorden, GAV's Lilies, Gebr. Vletter & Den Haan, VWS Flowerbulbs, World Breeding, Zabo Plant and Royal Van Zanten.

Official Opening of the "Dutch Lily Days" at VWS - Broek op Langedijk

The "Grand Opening" of the "Dutch Lily Days" will take place at VWS Export - Import of Flowerbulbs BV. It starts on Tuesday, the 2nd of June at 11:00 in the morning. One of the highlights will be the baptism of a variety of Liliium, exclusive for VWS, by Mrs. Sarah Dikker, the winner of the Dutch television "Best Floral Stylist Holland." At 12:00 Dr. K. Valliappan, VWS agent for India, shall make a presentation of his country in relation to flower bulbs.



Mrs. Sarah Dikker

