



**Renato Ferretti**  
**Flowers and nurserey plants commission**

**8 - 9 MARS 2012**

**Assemblée Générale**  
**Saint-Trond - Belgique**

**March 8<sup>th</sup> - 9<sup>th</sup> 2012 • General Assembly • Sint-Truiden - Belgium**

# AREFLH Commission activit

- Meeting in Euroflora 28 april 2011
- Presentation proposal for promotion 7 september 2011 – Bruxelles
- Presentation proposal for sector in flowers and plants sector commission COPA-COGECA 11 october 2011



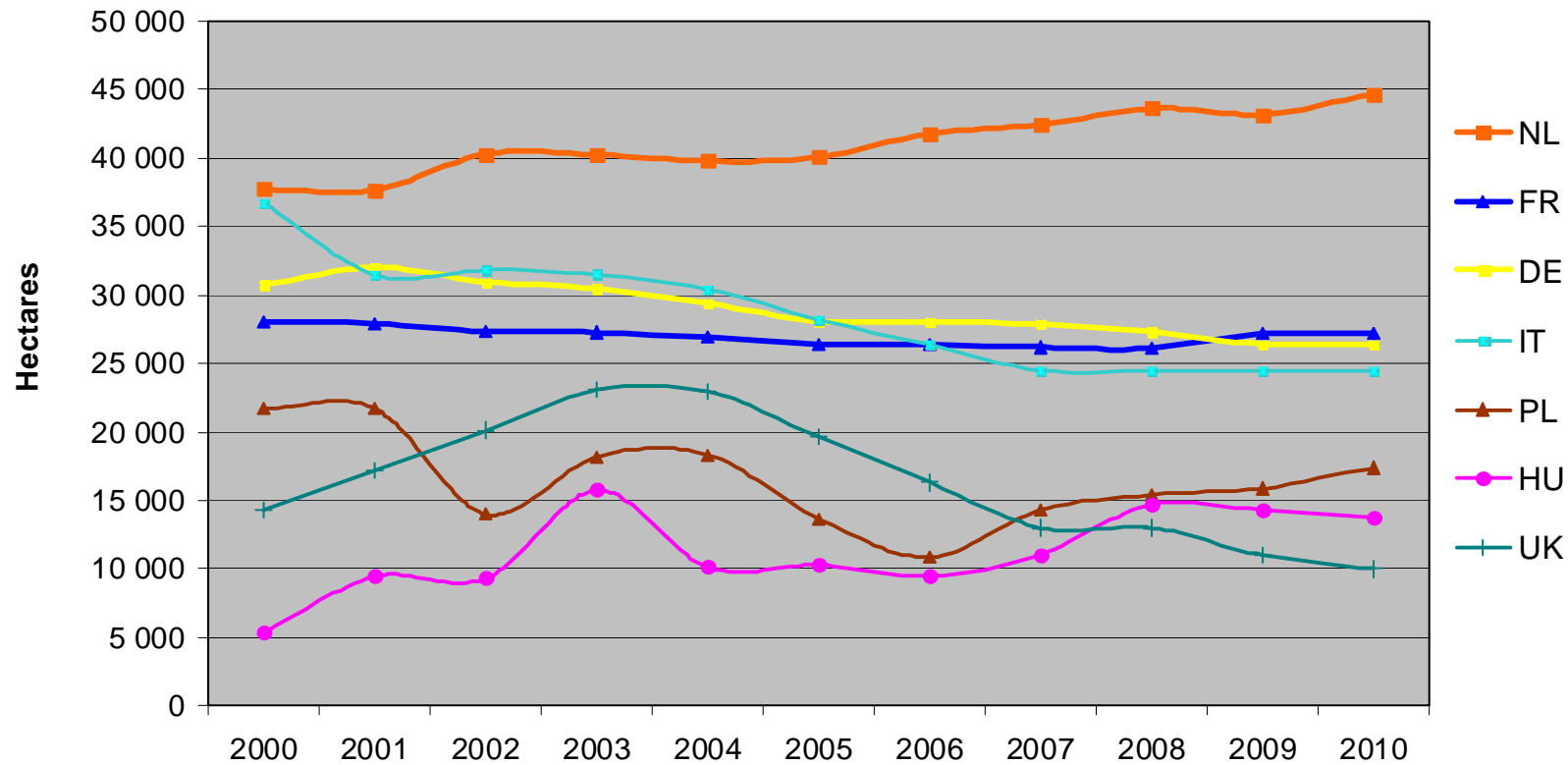
# Presentation of the Flower and Nurserery Plants sector

In the world, the productions of flowers and nurserery plants cover a **ground surface of 1,3 million hectares:**

- flowers and plants in vase (530.000 hectares)
- nursery plants (more than 700.000 hectares)
- bulbs (70.000 hectares)

In value, the production of flowers and potted plants, of nursery plants and bulbs reached about **37.000 million euro** and involves approximately 170.000 businesses. (2009)

# Land area of flowers and nursery plants (1)



# Land area of flowers and nursery plants (2)

⇒ *Estimated at 19,7 billion Euros in 2010*

⇒ *Main producers:*

- *NL 33%*
- *IT 15%*
- *DE 12%*
- *FR 11%*
- *ES 10%*

⇒ *EU27: Growth in the long run, stopped in 2009. Back to a positive trend in 2010: + 2%*

- *OMS +2%*
- *NMS +4% (influenced by the exchange rate)*

⇒ *Main contributors to the increase:*

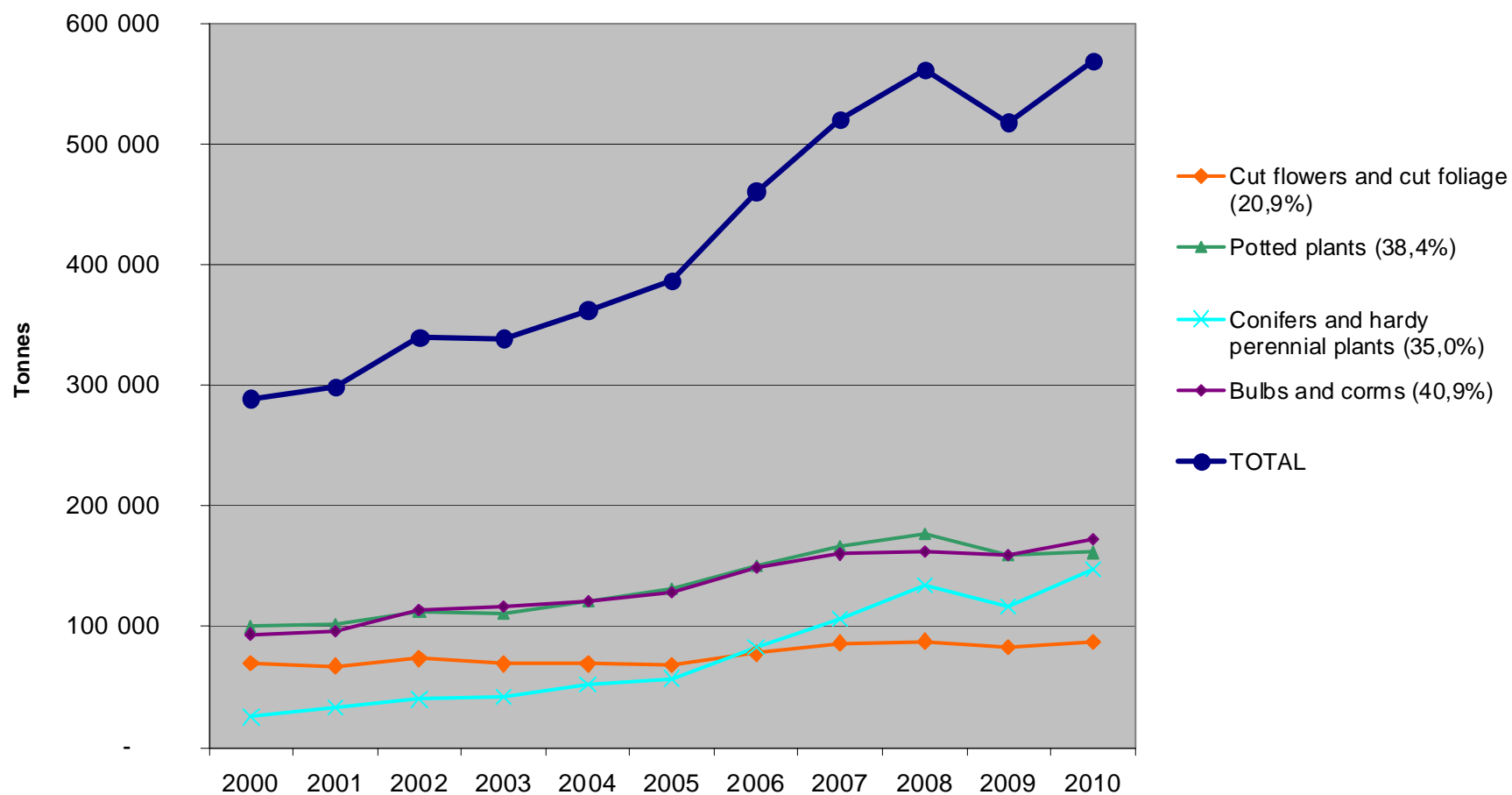
- *NL+ 6,6%, IT + 3,2%, FR +1%*
- *Decrease in DE – 5% and ES -4,9%.*

# Land area of flowers and nursery plants (3)

For the cut flowers and the potted plants the decline of the surface cultivated in Europe is attributable:

- to the **high energy costs**,
- to production costs relative to the **work cost**,
- to the **taxation** and in the **environmental requirements**,
- to the **stagnation of demand, which results in a reduction in prices on the international market**,
- to the high value of the euro, which echoes on the exports in a negative way.
- to a **difficulty of positioning with regards to the demand**.

# Exports of live plants and products of floriculture



# flowers and nursery plants sector

## perspectives EU

- The perspectives at the European level can be summarized, in a theoretical but likely way, by an increase in consumption, especially from the semi-autonomous regions, in a context of increasing competition on the standard products, and as a consequence, by the requirement to develop new specific products for the diverse territories, ecologically capable of succeeding in front of the climate change challenges and the globalization of the parasites.
- A new trend is to be mentioned: the consumption passes of the disposable in the sustainable, the consumer seems to restore a particular value in the plant.
- As regards the potential of productions, the evaluations or the inventories realized by professional organizations are, in several member states, superior to those of the public utilities.



# The contribution of the sector to the public goods for the society

- Creation of green spaces in cities and developments and embellishment of the rural landscapes
- Contribution to the leisure activities of families (family gardens)
- Strong contribution to the fight against climate change
- Preservation of the biodiversity

# European Union could give directives for the definition of criteria and models for relative homogeneous geographical zones

- The quality of the productions of decorative plants
- The quality of the productive process of plants and ornaments
- The quality of the project and the realization of the "green works"
- The quality of the management of the green zones

# The main issues

- Protecting the perpetuity of the production tool (climatic and phytosanitary insurance on economic conditions compatible with production costs)
- Assuring an economic safety net (single payment, aid to the hectare - beyond the base level, the contribution to the environmental protection)
- Helping in the creation of green spaces in cities (aid to municipalities by the Rural Development) in relation to local productions
- Helping the producers to regroup (aid to the constitution and the running of producers' organizations)
- Rationalization of the public action with an adequate and organic support for the research of process but especially of product.
- Simplifying and harmonizing the phytosanitary measures within the European Union
- Promotion: simplification of the administrative procedures for the presentation of projects and for the actions in the country
- Foreign trade:
  - Development of the agreements of free exchange in the respect of the principle of reciprocity
  - Lowering of the constraints in the export

# AREFLH Commission programm

- Meeting EU commission
- Proposal programm for creation of green spaces in cities
- Proposal programm research for sustenaible development cut flowers and nurserey plants
- Collaboration flowers and plants sector commission COPA-COGECA

