Horticulture
Outdoor Cut Foliage

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Teagasc Horticultural Development Department

The Irish Agriculture and Food Development Authority
Cut Foliage

Provide fill and uniformity

‘Fillers’

40% of supermarket sales is mixed bouquets
60% contain a ‘filler’
Why Ireland and Foliage?

• Our climate is ideal

• Market led
  • Volume export
  • Smaller local
Value of Foliage Market

- EU
  - €14.5b Flowers & Foliage
  - €1.3b Foliage

- UK
  - €1.4b Flowers & Foliage
  - €200m Foliage

- IRL
  - €78m *(Bord Bia)*
Irish Foliage

Supermarket Processors (home & export) 70%

UK & Dutch Wholesalers 25%

On-Line 5%
Teagasc Cut Foliage Model

Production Research & KT Market

National Development Group
Teagasc DAFM EI Bord Bia Industry

Harvest 2025 Targets
400 ha €20m in exports 400 jobs
Current Industry Status

- 220 ha (550 ac)
- 12 million stems
- Value – €7m
- 25 Growers
  - Forest Produce Ltd
  - Lismore Foliage
  - Wexford Group
  - Arbour Blooms – Dublin
  - 4-5 other independents
- Employment - 50 FT 150+ PT
Field scale production of foliage

Laurel

Eucalyptus
Cultivated foliage – the big 3

Eucalyptus

Laurel

Pittosporum
Other cultivated foliage

Olearia

Senecio

Erica
Rhododendron – ‘Rhodo’
Cut Foliage Requirements

**Market:**
- Quality
- Blemish free stems & desired stem length

**Grower:**
- Relatively low input
- Easy to harvest
- Profitable
Requirements for growing

Soil – mineral pH 5.0 – 7.0
Free draining
**Sheltered**
Slope
Relatively frost free
Accessible
South facing (desirable)
Protection from Rabbits
Site preparation

Burn off – roundup

Plough – overall or furrow

Power harrow & press

The Kerry system
Production systems
Propagation of plant material
Planting

Density:
Average 1200 trees /ac
Weed issues
Weed Control
Pest Issues
Pruning
Harvesting
Bundled for processing
Grading & Processing
Danish trollys onto refrigerated containers
## Costs & Returns (per acre)

*eg.* Pittosporum for processing/export – delivered to warehouse

**Establishment** (Years 1-3)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Year 1</td>
<td>€2000</td>
</tr>
<tr>
<td>1200 plants</td>
<td></td>
</tr>
<tr>
<td>(ground prep, fertiliser, herbicide, rabbit fencing)</td>
<td></td>
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<tr>
<td>Year 2 &amp; 3</td>
<td>€500</td>
</tr>
<tr>
<td>(ferts, weeds, pests)</td>
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**Total:** €2500

**Returns** (Years 4-12)

<table>
<thead>
<tr>
<th>Output</th>
<th>€3200</th>
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<td>40,000 stems/year @ 8 ct/stem</td>
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**Costs**

<table>
<thead>
<tr>
<th>Costs</th>
<th>€2000</th>
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<tr>
<td>Harvest/Transport @ 5 ct/stem</td>
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**Maintenance** (ferts, weeds, pests) €350

**Net return** €850+

**Note:** Higher yield potential (up to 60,000+ stems/ac).

DAFM Grant aid in Establishment, BPS compatible

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Research & Development

Sustainable Cut Foliage Production

Kildalton College
- Agronomy trials
- Production blueprints
- Species Screening/Innovation

NEW LEAVES DAFM Project
- 2017-2020
- Clonal selection & propagation of Eucalyptus
- P&D monitoring on Prunus
Agronomy Research

Plant density

Pests

Pruning

Diseases
Species Screening

Kildalton species screening plot

NEW

Berries

NEW

Weigela

NEW

Photinia

NEW

Bog Myrtle

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Protected Crops

- Stocks
- Solidago
- Brassicas
Knowledge Transfer

Field events/Workshops

OUTDOOR CUT FOLIAGE

Introduction and background

Markets

Cut foliage production is a new, innovative market-led sector of commercial Irish horticulture. It is vegetation that is cultivated or harvested from woodlands and used in large quantities as a source of decoration on its own, or in association with flowers in bouquets and floral arrangements to provide texture, interest and fill. The range is large and evergreen plants with green, silver or variegated leaves are usually used, but subjects with attractive flowers, buds, bark, berries and scents are also used. Adding value to foliage by painting, glittering and dying material is a feature gaining in popularity with processors and end users.

Fact sheet
Horticulture 4
V1 2020

Further information: www.teagasc.ie/Crops/Horticulture
Jim Costello
Forest Produce Ltd.
Tralee
Co. Kerry
About Forest Produce

• 350 aces cut foliage production in Ireland

• Production is set to double in the next 5 years to 30 million stems approx of field grown foliages

• European wide network of suppliers. Specialise in Portugal and Italy

• Supply UK, Irish, Dutch, Scandinavian and Swiss bouquet makers

• Specialist supplier of Xmas added value and dried products
Markets

• Wholesale & Retail
• Need to understand the difference
• Both markets need Innovation
Core Principles

• Environmentally Conscious
  - Always work on principle of sustainability – MPS A rating/GLOBAL GAP/SEDEX
  - Lowest Carbon Footprint (independently audited)
  - Biologically Controlled & Hand Harvested Foliage

• Innovative
  - Develop new foliage species and new products

• Customer Focused
  - Work with customers to create a unique product range
STEP 1
ROSE BUNCH
Buy a bunch of quality flowers, unwrap and place in a vase.

STEP 2
FOLIAGE BUNCH
Several types of Irish foliage are available, please choose one to mix with your flowers.

STEP 3
ROSE + FOLIAGE BOUQUET
Arrange the flowers and foliage to produce a contemporary bouquet that will enhance your home.

add me to flowers
Innovation

Flowers, through the letterbox
Carefully selected, hand-packed and posted through the door, with free next day delivery

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Innovation: new product development
Positioning Irish Foliage into the future

Build capability in adding value at source

Log Arrangement

Finished table centre

Packed at source foliage bouquet
Barriers to expansion

**Competition** - Other State supports more attractive.

**Finance** - growers cannot afford 3 years+ wait.

**Technical** - growers struggle to meet.

**Risks** - grower cannot afford to take.

**Aging growers** - need young entrants.
Possible solutions

Offer **competitive alternative** to other schemes.

Guarantee income.

Facilitate **new entrants** – need support.

**State support vital** - makes figures work.
Irish Foliage into the future

- Market is open – need to scale FAST.
- R&D work is vital and must continue to get support.
- Growers with an appetite for work to help scale production & meet the potential of the industry.
Contact Details

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