Horticulture

Outdoor Cut Foliage

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Teagasc
Agriculture and Food Development Authority

The Irish Agriculture and Food Development Authority

Cut Foliage

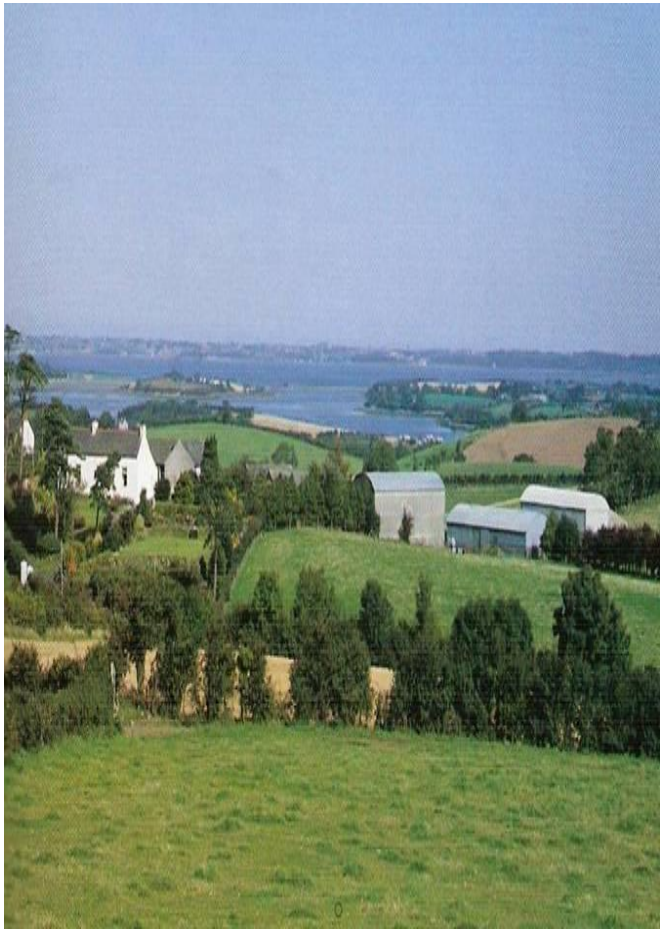
Provide fill and uniformity

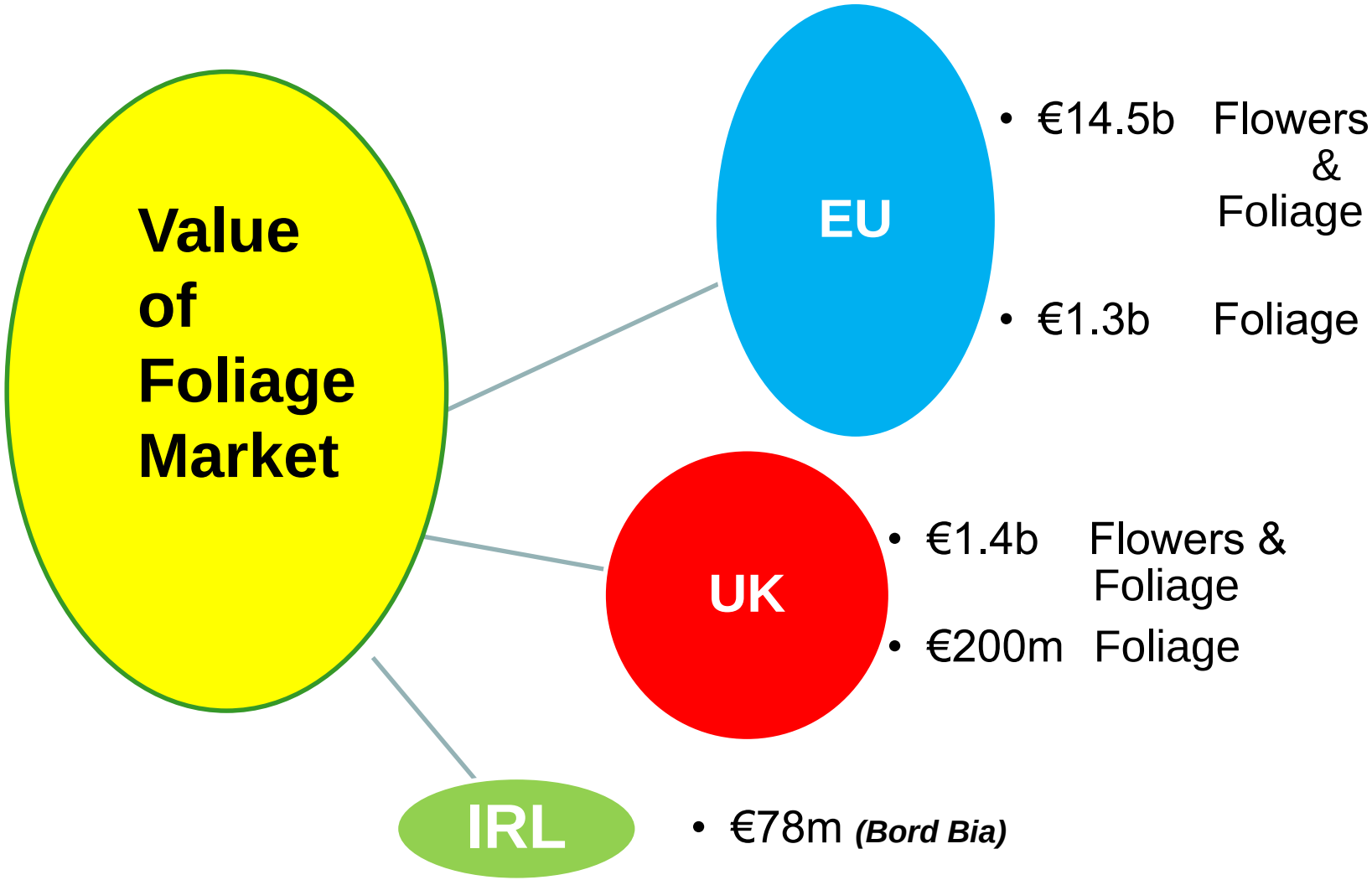
‘Fillers’

40% of supermarket sales is mixed bouquets
60% contain a ‘filler’

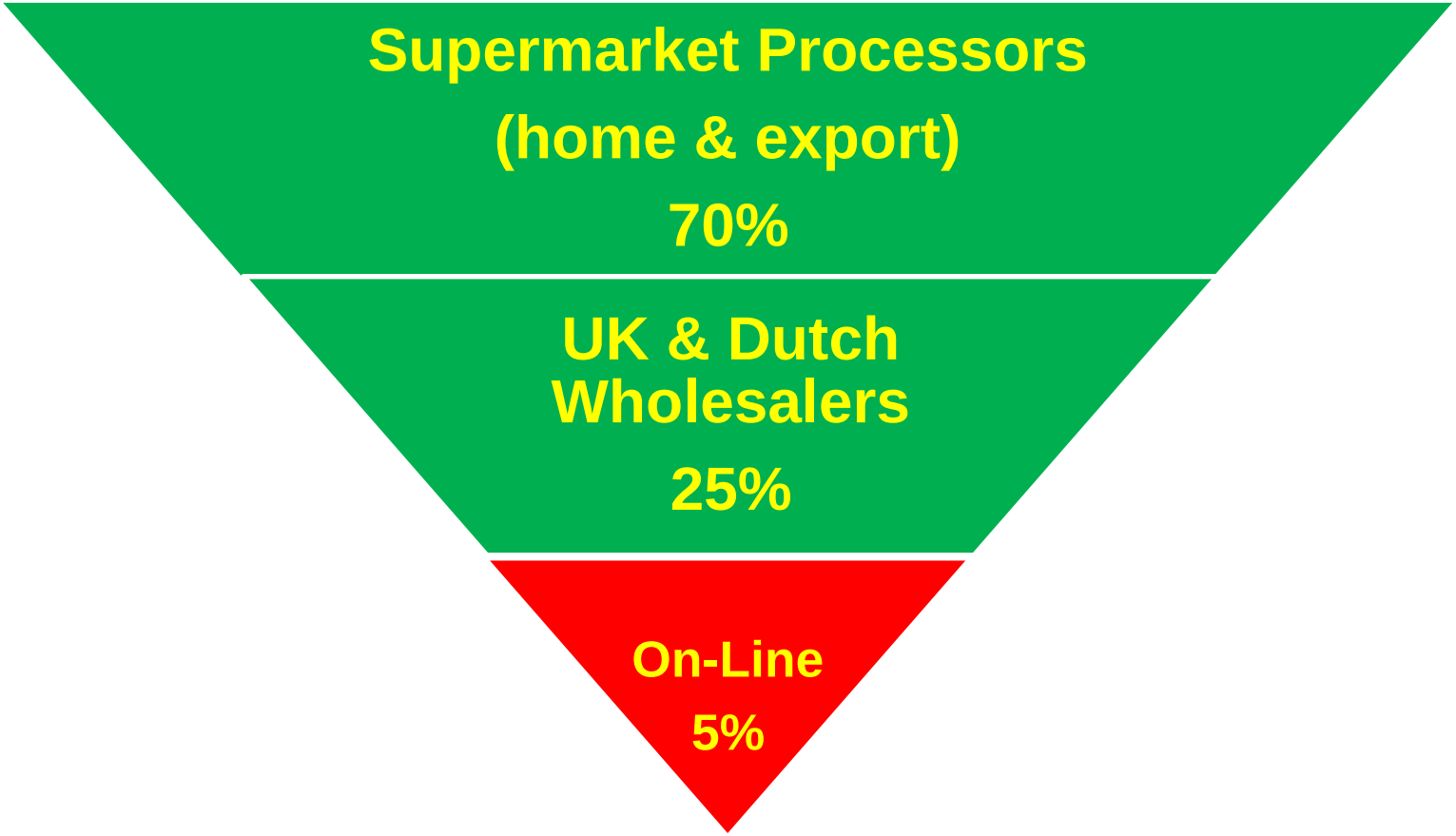
Why Ireland and Foliage?

- Our climate is ideal
- Market led
  - Volume export
  - Smaller local

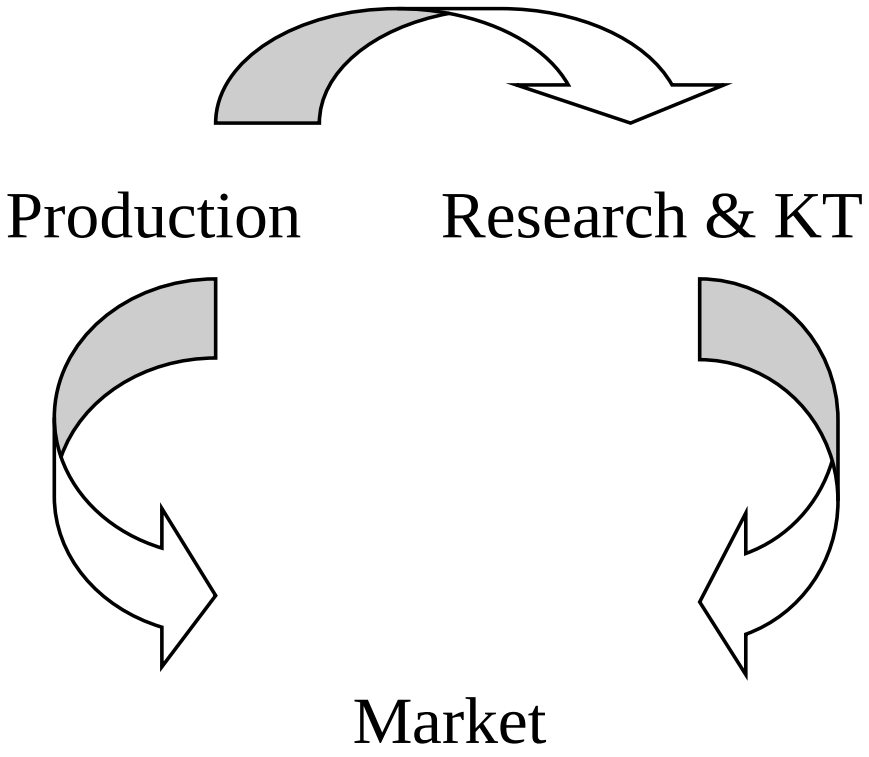



Value of Foliage Market
EU
• €14.5b Flowers & Foliage
• €1.3b Foliage
UK
• €1.4b Flowers & Foliage
• €200m Foliage
IRL
• €78m (Bord Bia)

Irish Foliage



Teagasc Cut Foliage Model



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

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Cultivated foliage – the big 3

Eucalyptus

Laurel

Pittosporum

Other cultivated foliage

Olearia

Senecio

Erica

Wild Foliage

Rhododendron

Noble Fir

Lodgepole Pine

Bog Myrtle

Rhododendron – 'Rhodo'

Cut Foliage Requirements

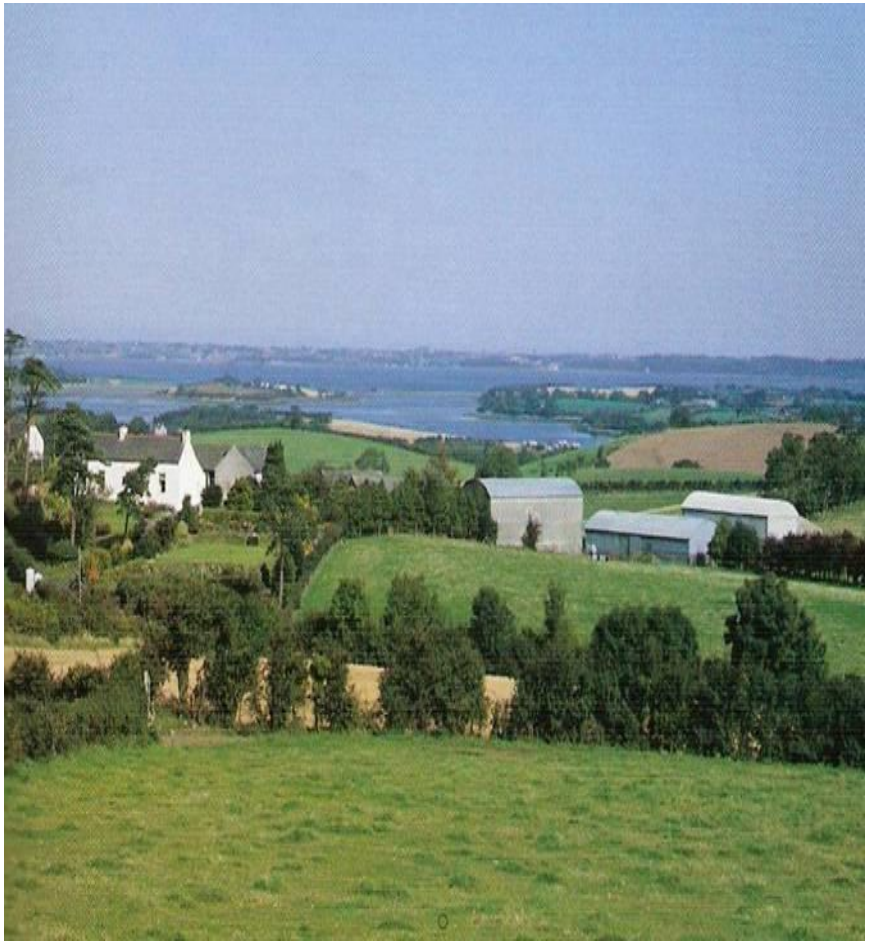
Market:

- 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

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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)

Year 1 1200 plants (ground prep, fertiliser, herbicide, rabbit fencing)	€2000
Year 2 & 3 (ferts, weeds, pests)	€500
Total:	€2500

Returns (Years 4-12)

Output	
40,000 stems/year @ 8 ct/stem	€3200
Costs	
Harvest/Transport @ 5 ct/stem	€2000
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

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

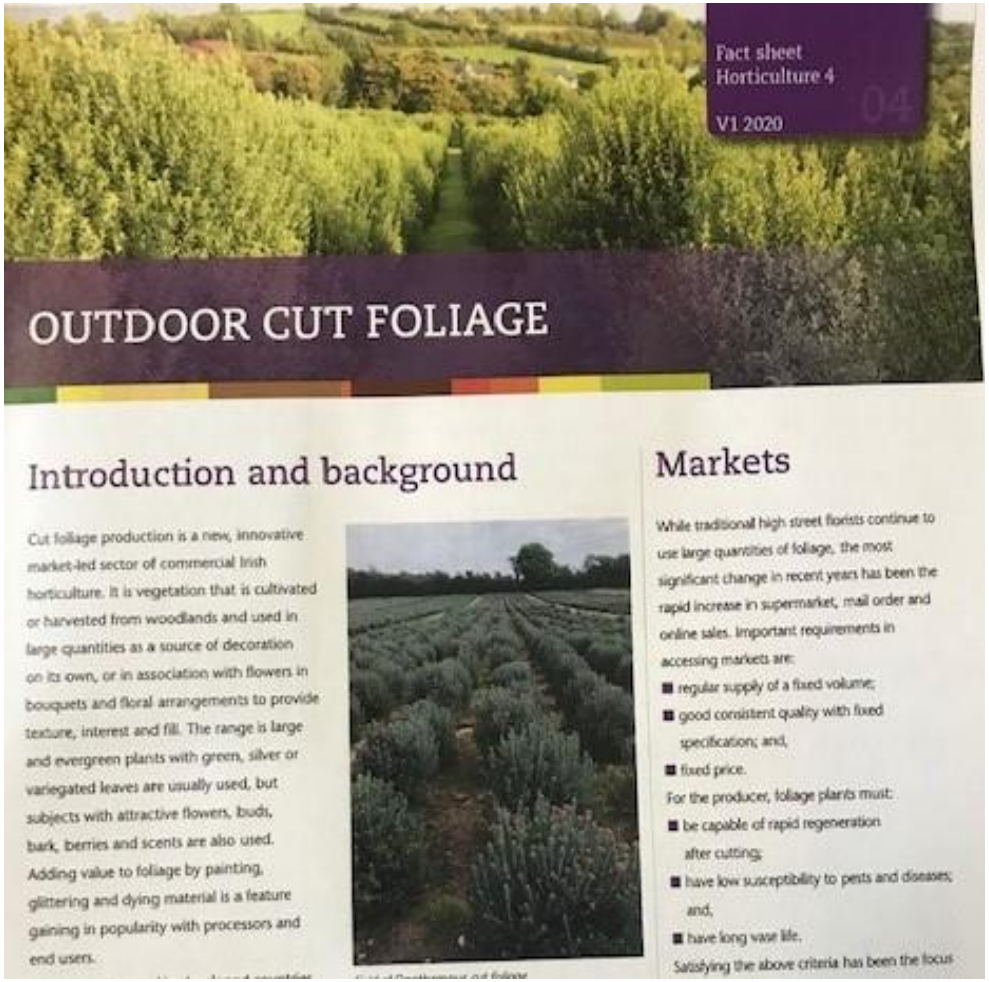
Agronomy Research

Species Screening

Protected Crops

Brassicas

Knowledge Transfer


Fact sheet
Horticulture 4

V1 2020

OUTDOOR CUT FOLIAGE

Introduction and background

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.

Markets

While traditional high street florists continue to use large quantities of foliage, the most significant change in recent years has been the rapid increase in supermarket, mail order and online sales. Important requirements in accessing markets are:

- regular supply of a fixed volume;
- good consistent quality with fixed specification; and,
- fixed price.

For the producer, foliage plants must:

- be capable of rapid regeneration after cutting;
- have low susceptibility to pests and diseases; and,
- have long vase life.

Satisfying the above criteria has been the focus

Field events/Workshops

Further information: www.teagasc.ie/Crops/Horticulture

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PRODUCE

Jim Costello
Forest Produce Ltd.
Tralee
Co. Kerry

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About Forest Produce

- 350 aces cut foliage production in Ireland
- Production is set to double in in 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

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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

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STEP 1

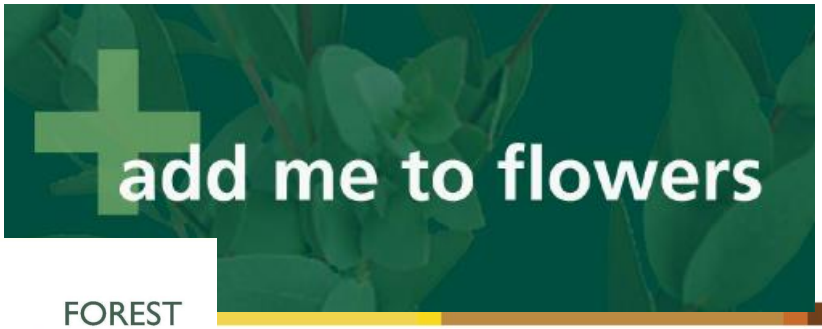
ROSE BUNCH

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.



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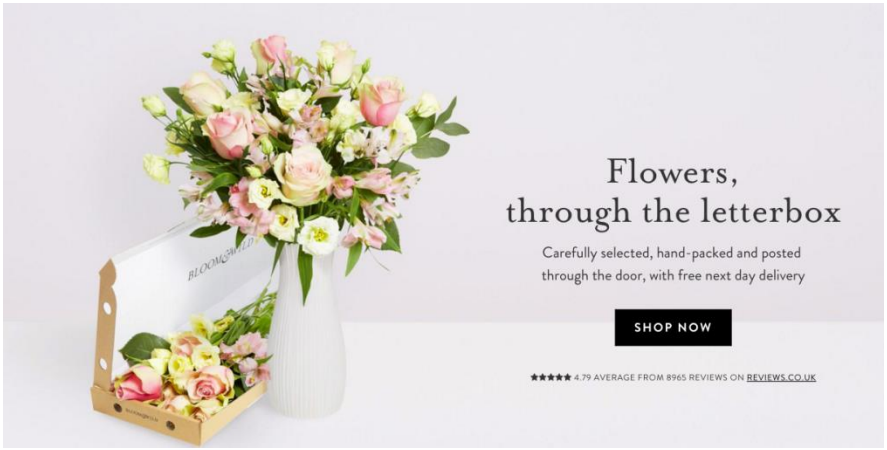
STEP 3

ROSE + FOLIAGE BOUQUET

Arrange the flowers and foliage to produce a contemporary bouquet that will enhance your home.

Innovation



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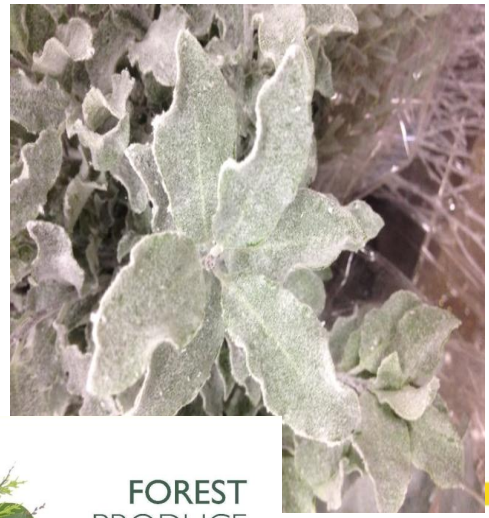
Innovation: new product development



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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 get support.
- Growers with an appetite for work to help scale production & meet the potential of the industry.

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Contact Details

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