



FLOWER COUNCIL OF HOLLAND CULTIVATING A STRONG HORTICULTURAL SECTOR

Both the world and the horticultural sector are changing rapidly. The challenges facing the sector are immense. Professionals in the sector would like the Flower Council of Holland to play an even more active role in addressing these challenges. Besides the collective promotion of flowers and plants, we will now also focus on communicating with consumers about the sector.

We recently had extensive discussions with both growers and traders. What should we continue doing? What can we do better and how can we contribute to a future-proof sector? The result is that, after spending decades proudly promoting flowers and plants, we will now pursue a new direction towards a strong and visible sector.

THE 6-POINT PLAN OF FLOWER COUNCIL OF HOLLAND

1. We will start with sector-related consumer **communication**.
2. We will continue to actively launch high-profile **consumer campaigns**, inspirational content and **shopper marketing**.
3. We will **expand** the consumer groups that we focus on.
4. We will take advantage of opportunities **outside** the four **main countries** (Germany, France, United Kingdom and the Netherlands).
5. We will actively seek **partnerships with professionals** and organisations.
6. We will intensify **consumer research**, **share** knowledge and insights, and **help** professionals to implement them.

FLOWER COUNCIL OF HOLLAND: A VALUABLE INVESTMENT IN A STRONGER HORTICULTURAL SECTOR

A NEW APPROACH TO FUNDING

Royal FloraHolland will discontinue its collection efforts for our activities as of 1 January 2024. This means that funding will have to be organised in a different manner. In this case, we can use a General Binding Declaration (GBD). This will result in fairer competition because all growers and traders would be contributing collective funding, which would in turn strengthen the sector as a whole.

THE MAIN INS & OUTS

- The following will contribute to the GBD:
 - Dutch growers and wholesalers who sell their products in Europe
 - International members of Royal FloraHolland and VGB who sell their products in Europe
 - Companies with an annual turnover of over €100,000
- The GBD applies to all nurseries and companies that trade in cut flowers and house plants. Transactions outside of Royal FloraHolland will also be taxed.
- No changes will be made to tax rates. Growers will continue to transfer 0.2% of their turnover and traders will be subject to a sliding scale from 0.19% to 0.06% of purchase costs.
- All growers and trading companies will receive a refund of 15% on their total contributions to the Flower Council of Holland.
- The GBD will run for four years (2024-2027).
- Collection will take place via an external administration office.

GBD IN A NUTSHELL

- Also vote on the GBD. This is possible between 27 March and 7 April.
- Owners, directors and major shareholders are entitled to vote.
- To receive an invitation to vote scan the QR-code, click on this [link](https://www.flowercouncil.co.uk/receive-an-invitation-to-vote-on-the-general-binding-declaration) or go to www.flowercouncil.co.uk/receive-an-invitation-to-vote-on-the-general-binding-declaration and enter your contact information. The independent research firm Motivaction will send you the invitation within two working days.
- The horticultural sector organisation will then evaluate the results and submit the application for the GBD to the Ministry of Agriculture, Nature and Food Quality.



A VOTE FOR THE GBD IS A VOTE FOR A STRONG HORTICULTURAL SECTOR.

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