



VANNOVA

~ master growers ~



JOINED TOGETHER IN PASSION AND AMBITION

The absolute elite in the chrysanthemum sector. That's the essence of the VannoVa Master Growers joint venture: a Dutch initiative of chrysanthemum growers who pursue the very best quality in their segment. 'Each participant has an individual assortment, but we keep a critical eye toward each other. That ensures that the quality of the various cultivars stays extremely high', says group member Laurens van der Lans.

ONE TEAM, ONE GOAL

VannoVa includes nine leading chrysanthemum growers who are all known for their reliable and consistent quality supplies throughout West and East European sales markets. The intensive cooperation has enabled us to strengthen our market position considerably in recent years – VannoVa products are the 'diamonds' among chrysanthemums. 'Interest in our chrysanthemums continues to grow primarily because we demand such high standards of ourselves and deliver a tailor-made product to meet our customers' wishes', explains group member Peter van Leeuwen. 'VannoVa is one team, with one goal – to produce the most beautiful and the best chrysanthemums!'





BACARDI



BALICA



BALICA CREAM



BALICA YELLOW



ANTONOV



BOMBELLINI



FIEBRE



GAGARIN



KENNEDY



PINA COLADA



PINA COLADA YELLOW



SABA



GAGARIN LUNAR



KSENIA



MAGNUM



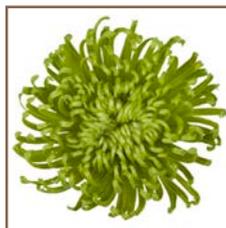
MAGNUM YELLOW



ALJONKA SALMON



ANASTASIA



ANASTASIA DARK GREEN



ANASTASIA SUNNY



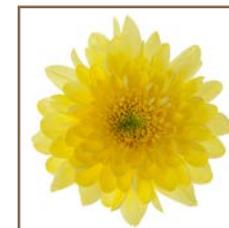
ROSSANO



ZEMBLA



ZEMBLA LIME



ZEMBLA YELLOW



WITH LOVE, CARE AND ATTENTION

The Master Growers of VannoVa set the bar very high – every step in the growing process is carried out by our expert staff. They assess the health, appearance, length, evenness and weight of the flowers. Everything must be just right. ‘Our chrysanthemums are very spoiled and receive a great deal of attention’, as group member Remco van Ruyven’s own experience attests.

QUALITY ASSURANCE

Throughout cultivation, the members of VannoVa are supported by an inspector who keeps everyone on their toes. A valuable addition to the growing process! Of course all nurseries use professional breeders and we use modern production methods to ensure an efficient workflow.

FRESH TO AUCTION EVERY DAY

Twice a day our top cultivars are taken to the auctions of Flora Holland by our logistics service provider. We’ve been doing this for decades to the satisfaction of our customers all over Europe.





www.vannova.nl