



**Tesselaar**<sup>4</sup>  
ALSTROEMERIA

**2022 - 2023**

# INDEX

<b>ABOUT TESSELAAR ALSTROEMERIA</b>	<b>04</b>
<b>INTERVIEW: KAROLIEN TESSELAAR TRULY SUSTAINABLE</b>	<b>06</b>
<b>THEME 1: COLOUR PLAY</b>	<b>08</b>
<b>THEME 2: THE GIFT OF SPRING</b>	<b>12</b>
<b>INTERVIEW: RICK TESSELAAR TOGETHERNESS</b>	<b>16</b>
<b>THEME 3: MONOCHROOM</b>	<b>18</b>
<b>NEW! INTRODUCING STEPHANIE</b>	<b>20</b>

<b>THEME 4:</b>	<b>22</b>
<b>POWERFULL PASTEL</b>	
<b>INTERVIEW: JOOST MÖHLMAN</b>	<b>26</b>
<b>DEDICATED AND</b>	
<b>RESULTS-ORIENTED</b>	
<b>THEME 5:</b>	<b>28</b>
<b>FALL-ING IN LOVE</b>	
<b>THEME 6:</b>	<b>32</b>
<b>DRAMATIC HOLIDAYS</b>	
<b>TESSELAAR ALSTROEMERIA AND</b>	<b>36</b>
<b>SUSTAINABLE GROWTH</b>	
<b>PRODUCT RANGE</b>	<b>38</b>
<b>CONTACT</b>	<b>41</b>







## ABOUT

# TESSELAAR ALSTROEMERIA

*T*hank you for picking up our new brochure! We would like to show you why and how we are working on our brand promise: making people happy with groundbreaking alstroemerias!

Our alstroemeria does not magically end up in a vase; many steps precede it. We would therefore like to introduce to you our team.

During summer, our peak season, we have over 80 people run our 3 nurseries. We aim for a true sense of unity, together we are team Tesselaar. Therefore, we are happy to have Agnes, who dedicates 3 days a week to all kinds of P&O activities. We have quite a few people, which we are happy and proud of, working at one of our locations who need some extra support. We would like to extend this in the future. Everyone deserves a job opportunity, and our company lends itself for getting back into the work process and discovering what ambitions you have.

We are proud of our alstroemeria as it is such a beautiful flower. One stem gives so many buds and also stands for a long time. This makes the alstroemeria the perfect flower for a variety of bouquets.

With a long stem with only one or two in a bouquet, or as a filler with several stems in a more traditional bouquet. This flower is definitely suitable to put in small vases. Just a few stems will transform your home into a sea of flowers.

Jos is the man who makes sure our flowers grow so well. The process of breeding is very precise as each species needs a slightly different approach. For example, some species are more susceptible to viruses and need to be monitored more carefully. Our pickers are the eyes and ears in the greenhouse; if they notice an irregularity, Jos is on the case. Our aim is to use as many organic control agents as possible, e.g. tape to catch cycads so they no longer scrape the leaves.

Joost is the operations director and manages everyone in the company. Together with Rick and Karolien, they take a regular look into the distant future. Rick and Karolien are committed to Tesselaar Alstroemeria but also to the industry. Strategic planning, energy procurement, marketing, projects to help us become more sustainable. They deal with all sorts of things.



**KAROLIEN TESSESLAAR**

# TRULY SUSTAINABLE

**K**arolien, tell us about yourself: I grew up in Luttelgeest on an arable farm and studied Leisure Management. I still do regular training and courses to develop myself, both in terms of skills and person. At Tesselaar, in addition to the vision of the future, I am mainly responsible for marketing and sustainability.

## Why are you interested in sustainability?

At my previous job, I advised entrepreneurs on corporate social responsibility, so I was already fully engaged in it. My own motivation comes from a sense of urgency, we only have 1 earth and we need to be super careful with it!

## How does this translate into your daily life?

I try to contribute where possible by shopping packaging-free as much as possible, buying second-hand clothes and, especially when making purchases, asking myself: do I really need this?

Happiness is not found stuff but in doing things, I like to gift do-things for birthdays such as joint outings.

## And then there was Rick Tesselaar...

In 2015, we met and I slowly stepped into the wonderful world of floriculture. First of all, it's so much fun to work at your own company where you work with a team of people on a beautiful product. It makes me happy when I can help employees with small things such as borrowing a van when they move house for instance. But what I am now most passionate about is telling the story of "our flower." I'm very glad we don't grow a rose or a tulip - everyone knows something about those. We have a story to tell, like the ugly duckling that becomes a swan.

## Plenty of challenges I hear...

Oh yes, in terms of brand awareness and image, we certainly face a challenge. Which is great to do together with all growers and breeders with a joint promotion of every Alstroemeria. As chairman, I can certainly use my creativity for that! Close contact with traders where a lot of knowledge and inspiration lies and visiting the professionals: the florists!





### **Coming back to sustainability, how does that translate into your nursery?**

It's very simple, if you want to be able to make a great product forever then you have to be economical with your people and the environment. As a company, we are constantly taking steps to make those improvements. This is not always done quickly as it also often requires large investments, but we definitely have a goal. Fortunately, our cultivation is already hugely sustainable: we grow on average at 18 degrees, much colder than other cut flowers. The daylight duration is 16 hours, which is not too bad. We simply leave our green waste (broken/crooked stems etc) in the greenhouse as fertiliser. Most control of insects and viruses is done organically: with other critters.

The first LED lights are in already. And most importantly, the alstroemeria is a perennial that constantly produces new shoots. A plant lasts, on average, 7 years, then we replace it with a new variety. The advantage of this is that a new variety gives heavy stems in its early years. Again, wholesalers love that.

### **Sounds good, where do the challenges lie?**

We now make heat, CO<sub>2</sub> and electricity through the gas-fired CHP (combined heat and power). If we were to pull this off and not use gas, our emissions would drop dramatically but then the CO<sub>2</sub> has to be driven in separately and where do we get electricity from? With solar panels when the sun is shining anyway? These are truly issues that involve trial and error, and

hefty investments. But this does also contain the solution for the future, so we keep on exploring!

When it comes to our staff, I enjoy the challenge of building Team Tesselaar. How do we keep enough people connected? Robotisation could be an answer to excessive peaks.

### **What message would you like to pass on to the readers of your brochure?**

We need each other in the chain: we make beautiful flowers but need chain partners who offer the flowers to consumers. We need to help each other and engage in dialogue. That's why our door is always open and the phone always on. Together, let's make people happy with flowers. And, of course, preferably with an alstroemeria.





## THEME 1:

# COLOUR PLAY

The beautifully decorated and lit Christmas tree disappeared from the house after the turn of the year. It always takes some getting used to a bare house. Fortunately, a bunch of colourful alstroemerias immediately brightens the place back up. If we can't yet enjoy the budding nature outside, we should bring the outside in. Flowers make people happy but they also make people healthy, did you know that? This is because the water from the vase evaporates and creates better humidity levels in the home. So they are not just for decoration but also help you feel happier!

Mix your favourite colours and our alstroemerias are bound to put a smile on your face.



*Carline*



*Forza*



*Jaffa*



*Rome*















SOORTEN:

LEMON	VBN 117045
HOUSTON	VBN 116347
ELEGANCE	VBN 121904



## THEMA 2:

# THE GIFT OF SPRING

*F*inally, outside the buds are budding again and all sorts of spring things are happening. The nice thing about the alstroemeria is that it is also a flower that brings life. In fact, you often buy it when still in bud, which means it will open up in the vase after a few days. A few stems in mostly pastel shades will bring spring into your home. One stem contains several buds and is thus a bouquet in itself. By the way, did you know that the alstroemeria is the flower of friendship?

Spring is also the perfect time to get out and about again with friends and loved ones: Togetherness, one of the core values of Tesselaar Alstroemeria.



*Lemon*



*Houston*



*Elegance*













**RICK TESSESLAAR**

# **TOGETHERNESS**

**R**ick, as a 10-year-old boy you went to Luttelgeest to live and work with your parents and brother. That is now over 30 years ago and you are at the helm of Tesselaar Alstroemeria.

**What can you tell us about those years?**

I grew up in the greenhouse, experienced all facets of the business and always believed there was a good living to be made in this industry. Eventually, my father and brother started doing something else and I continued in our greenhouses. We have evolved greatly as a company, with multiple locations and the deployment of new techniques. Fortunately, I don't do it alone but rather I have a strong and stable team working with me.

**That's a great bridge to your core value: Togetherness What does that mean to you?**

Of course, I think the alstroemeria is a beautiful flower but at the end of the day, I am most proud when I see a beautiful product being loaded onto the truck. The fact that we are in control of that process together, as a team, makes me happy. For me, that's where the challenge lies. I don't just want the business, I want all the people to feel ownership of their role in the whole. Only together can we produce beautiful flowers day in, day out.

**When you talk about your location on Kalenbergerweg, you begin to smile, please explain.**

At this location, we work with a group of people who struggle to enter the workforce. They are all supervised by a job coach. It makes me very grateful that our entrepreneurship gives these people a chance in life. I have seen people truly blossom. Together, the team is also very sociable and active. That makes me really happy.

**You are currently working on the companies' strategy than at the company itself, what makes that special for you?**

Deep inside, I am an entrepreneur who is constantly thinking: what are the opportunities for my business? We have known for many years that we need to go through an energy transition and we are fully committed to that. That's a lot of pioneering, talks with governments, etc. Our industry makes a huge contribution to our country: many people don't know that greenhouses supply electricity to the grid. I like the fact that through our work, we both make people happy with a beautiful flower and also help with energy supply. My challenge is to continue this into the future. On to sustainable solutions!





## THEMA 3:

# MONOCHROOM

*H*ow great that there is a flower that can be such a good bouquet filler. But also that one stem can provide such an experience in a small vase. This way, fewer stems are needed to fill your home. And it means we can make many customers happy with our sustainable flower. Did you know that alstroemeria is grown at 18 degrees on average? Add to this the fact that most pesticide control is done organically, crop waste is left in the greenhouse as fertiliser and we are constantly looking for ways to minimise the use of fossil resources. So you can buy Alstroemerias with peace of mind.



*Berlin*



*Virginia*



*Seattle*





**NEW!**

# INTRODUCING STEPHANIE

*T*he latest addition to our greenhouse is Stephanie, from breeder Künst Alstroemeria. A pale pink flower with a slightly yellowish heart. Because it has just recently been planted it gives heavy stems. We are very happy with her as she is the face of the cheerfulness of our flower. We find her truly groundbreaking. Our plants remain in our greenhouse for approximately 7 years before giving way to a new variety. This means we can enjoy Stephanie for a long time to come.



*Stephanie*







## THEME 4:

# POWERFULL PASTEL

*We* all know the picking bouquets, one stem of each variety, at different heights and look what incredible happiness. But you can also play around with one flower variety, e.g. choose various shades of purple and pink, arrange at different heights and then you have a picking bouquet in mono style.

The alstroemeria has a sturdy stem, it's quite a vigorous flower if you arrange it that way!



*Berlin*



*Stephanie*



*Panorama*















**JOOST MÖHLMAN**

# **DEDICATED AND RESULTS-ORIENTED**

**Joost, can you briefly introduce yourself: who are you?**

I joined Tesselaar Alstroemeria as Operations Director in April 2022. I have been working for about 20 years in similar positions at various international companies and in various industries, including greenhouse farming. I am someone who needs challenges and does not want to “shop around.” Tesselaar has high ambitions for the future and these are accompanied by a large dose of will, passion and commitment. And this is exactly what appeals to me so much and the reason why I want to use all my knowledge, experience and energy to realise their goals.

**One of Tesselaar’s core values is being decisive and results-oriented, Wwhat do you understand by decisive work?**

This is actually a combination of factors. In my opinion, decisiveness begins with doing what you are good at and knowing where you want to go. In addition, thinking and doing should be balanced: make plans for yourself and/or your organisation that are realistic and achievable and always make sure you can execute them in an effective and efficient way. If you do this passionately and resolutely and thus dare to make the right sustainable decisions where necessary, I think you are a decisive person doing a decisive job.

**Results-oriented sounds logical, what results will make you happy?**

Achieving results is a team effort. A team of driven people working well and in unison with each other will generally achieve a consistently desired result. However, to implement these teams in all locations for

our company is quite a challenge, but one that I am now fully dedicated to. Any team that starts acting this way is a result I will be very happy with, especially if they become self-managing in the next step.

**As operations director, you are the oil in the machine called Tesselaar, what is your goal for the future?**

When I started as operations director in April, we jointly drew up a business plan. In this plan, we set out our company’s mission, vision and objectives, among other things. As such, the business plan is my guideline and sets the course for us.

**You promise to make people happy with groundbreaking Alstroemerias, what does that mean to you?**

Very much so, as it is not just any promise but our brand promise. It is the core, the essence of what our brand wants to give back to the world. Everything we are, do, want and radiate is anchored in this one phrase. Then there is the fact that we have to deliver what we promise with our brand, and that is certainly not an easy task. Plenty of challenges.







## THEME 5:

# FALL-ING IN LOVE

*If* you haven't fallen in love with our flower after seeing all these images, we don't know what else to say.. After a summer spent outside enjoying the sunshine, all the beauty of nature and hopefully some loose stems of alstroemerias in the house, we are diving back into our homes for autumn. We like to keep the warm feeling and can do that perfectly by incorporating warm colours. Our orange Cinnamon or Jaffa mixed with bright red from e.g. Noize does this tremendously well. Arrange a bouquet with typical autumn flowers and the alstroemeria is all set to put a smile on your face once again.















## THEME 6:

# DRAMATIC HOLIDAYS

Did we mention that we want to make people happy with groundbreaking alstroemerias? Add to that one of our core values: distinctively idiosyncratic and you understand the choice for this theme. The standard orders in December are red and white, but how chic is it to go into the holidays with dark purple. We have several varieties that fit this perfectly.

The alstroemeria lasts for a tremendously long time and can therefore brighten up both Christmas and New Year's Eve in your home. Have you been inspired by our brochure?



*Mistral*



*Virginia*



*Carline*



*Cleo*











# TESSELAAR ALSTROEMERIA AND SUSTAINABLE GROWTH

## GOOD HEALTH & WELLBEING



- ✓ Fresh fruit twice a week at 3 locations
- ✓ Company lunch at the end of Q1, attention Q2 and Q3
- ! Promotion of healthy lifestyle employees

## BIODIVERSITY ON THE LAND



- 🕒 95% use of biological resources
- ! Biodiversity around the greenhouse (laying out strips of planting)

## CLEAN WATER & SANITARY



- ✓ Water from greenhouse 100% reusable in greenhouse
- ! Improving water quality from reuse
- ✓ New washbasins Kalenbergerweg

## AFFORDABLE & SUSTAINABLE ENERGY



- ✓ Energy, heat and CO through own CHP
- ✓ Use of 4 electric cars
- 🕒 Research fermentation of plant waste: heat and fertilizer

## RESPONSIBLE CONSUMPTION & PRODUCTION



- ✓ Covers made of 100% recycled plastic
- 🕒 Reuse our own covers for new covers
- 🕒 Reuse plant waste from fellow growers as compost

## CLIMATE AWARENESS



- 🕒 LED lights to reduce energy and increase production
- 🕒 Reduce nitrogen from chemical to organic for soil improvement





## TO ACHIEVE PARTNERSHIP & OBJECTIVES



- ✓ Collaboration Working corporation
- ⌚ Collaboration fellow grower composting

## FAIR WORK & ECONOMIC GROWTH

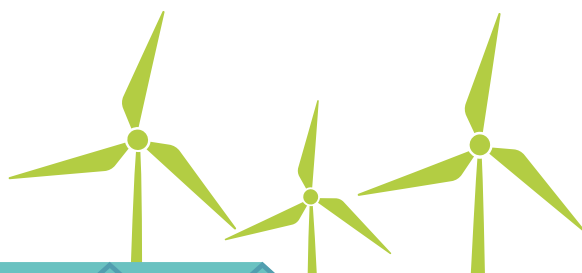


- ✓ Collaboration Werkcorporation: Distance to the labor market
- ✓ Annual training emergency response , forklift, spraying license
- ⌚ Establishing bonus scheme if company makes good profit
- ⌚ Building Team Tesselaar: employee appreciation

## ADDITIONAL SUSTAINABILITY INVESTMENTS

- Sponsoring
- Recognition in the local community
- Active communication (external) about sustainability aspects of the Alstroemeria

- ✓ Realized
- ⌚ Work in progress
- ! On to do list



# ASSORTIMENT



*Mistral*

VBN: 123428



*Virginia*

VBN: 10439



*Houston*

VBN: 117100



*Lemon*

VBN: 28172



*Noize*

VBN: 115438



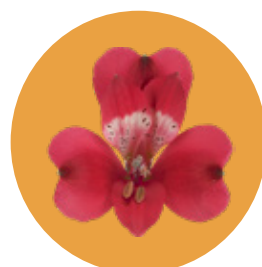
*Tara*

VBN: 126558



*Nirvana*

VBN: 120433



*Forza*

VBN: 121904



*Wondersweet*

VBN: 123411



*Seattle*

VBN: 117358



*Elegance*

VBN: 117764



*Berlin*

VBN: 109734





*Toronto*

VBN: 107953



*Cinnamon*

VBN: 127432



*Jaffa*

VBN: 117045



*Estee*

VBN: 113049



*Rome*

VBN: 109730



*Panorama*

VBN: 27911



*Stephanie*

VBN: 126579



*Pink Floyd*

VBN: 102614



*Carline*

VBN: 116347



*Cleo*

VBN: 117762



*Macarana*

VBN: 124867





# **WE ARE FANS OF THE ALSTROEMERIA, WILL YOU FOLLOW?**

## **More information?**

[www.tesselaar-alstroemeria.nl](http://www.tesselaar-alstroemeria.nl)

+31 (0)6 3314 1561

[verkoop@tesselaar-alstroemeria.nl](mailto:verkoop@tesselaar-alstroemeria.nl)

## **Our locations:**

Kalenbergerweg 5-2 (correspondentieadres)  
8315 PC Luttelgeest

Weteringweg 17  
8315 RL Luttelgeest

Blankenhammerweg 4-1  
8315 PJ Luttelgeest

**& follow us @tesselaaralstroemeria**



[www.tesselaar-alstroemeria.com](http://www.tesselaar-alstroemeria.com)

