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*By carrying out research on the structure and development of inflorescences, Plantalogica contributes to an improvement of commercial crop cultivation in terms of optimising production, quality and sustainability.*

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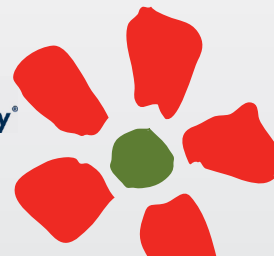
*With more than 200 national and international clients and every year hundreds of batches of plants Plantalogica can rightly claim to be a major player in flower mapping.*

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*describes the flower development of your plants*

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**Growers** Flower mapping provides growers with more certainty about the quality of material being offered for sale. In addition growers and their consultants can use research results to take measures that will enable them to better respond to the characteristics of the plants during cultivation.

On the basis of flower mapping, advisors can provide information on propagation, the acquisition and sale of plants as well as their cultivation.

Comprehensive flower mapping enables marketing organizations to provide their growers with advice and in this way enables them to optimise supply planning.

**Propagators** are keen to know the development status of their plants. The information that Plantalogica offers can - if necessary - be used to steer the development of the plant to a desired outcome. At the same time propagators can use flower mapping at the end of the propagation period to determine the final result. For strawberries, for example, this can provide an indication of the potential number of trusses.

**Breeders** can commission research into the characteristics of their new varieties. For example, in how far they are suitable for particular cultivation objectives such as a short harvesting period or a longer period for everbearing varieties that thus produce throughout the year. By monitoring varieties over time it is possible to determine differences in development patterns. Furthermore differences in the transition from vegetative (leaf formation) to the generative stage (flower formation) come to light in this way.

