HilverdaFlorist & DIEM, spider mites and interiorscaping items



News and Inspiration from the world of foliage and tropical plants

GROWERTALKS MAGAZINE greenPROFIT MAGAZINE

WEDNESDAY, MAY 28, 2025

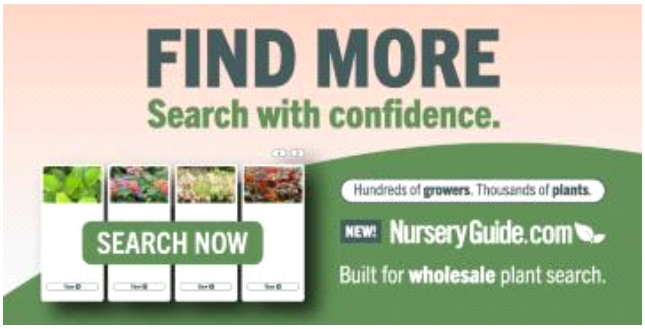
subscribe

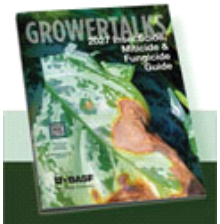
TPIE
TROPICAL PLANT INTERNATIONAL EXPO
JAN 20-22 2027
REGISTER NOW



TROPICAL TOPICS

COMING UP THIS WEEK:
HilverdaFlorist & DIEM
Let's Talk Spider Mites
Attention, Interiorscapers
Speaking of Interiorscapers
Made in the USA







HilverdaFlorist & DIEM Breeding

I would consider hibiscus to be on my top three list of tropical-looking plants (behind bird of paradise but neck-and-neck with canna). And we have some news on the hibiscus front prior to Europe's FlowerTrials. HilverdaFlorist and Italian hibiscus breeder DIEM Breeding have formed a strategic partnership for the worldwide sales of Hibiscus D-Tahiti series. In this partnership, HilverdaFlorist will take on the cutting production and commercial activities. DIEM Breeding will focus on what it does best, and that is carrying on breeding activities within this hibiscus line.

Leaving the sales, cutting production and such to HilverdaFlorist's well-established international network will give DIEM Breeding the space to fully focus on breeding and selection. HilverdaFlorist will produce cuttings of Hibiscus D-Tahiti at their production facility in Kenya. They'll also give these hibiscus some catchy branding and retail promotional materials targeted to consumers. I found the following on HilverdaFlorist's website—not sure if this is the final promo material but I like it!



“DIEM Breeding is an absolute specialist in Hibiscus breeding,” said Sjaak Sijm, Commercial Team Lead at HilverdaFlorist in a press release on the topic. ‘This cooperation strengthens our portfolio with a proven and recognizable product for our customers. This is a great opportunity to jointly further strengthen the Hibiscus D-Tahiti proposition internationally.”

“We see HilverdaFlorist as a loyal and specialized partner for the development of our genetics,” said Alexandro Bock of DIEM Breeding. “We are excited to start this cooperation to present and develop our hibiscus genetics worldwide. We now have all the possibilities to increase our effort in breeding specific and diverse lines that could satisfy different types of customers around the world.”

Not familiar with the D-Tahiti hibiscus? I’m told the series is genetically compact and branches easily. They bloom profusely from spring to autumn with large flowers in both solid and bicolor colors, lasting a span of up to three days. Essentially they seem to be always in bloom!



Let’s Talk Spider Mites

I know, not an attractive topic, but if you grow and/or sell plants (or even just have plants in your home), you have had or will soon likely have spider mites.

Spider mites are hitchhikers, according to a “Koppert Corner” piece that appeared in an April edition of the *Tech On Demand* e-newsletter. The piece specifically mentions how spider mites can wreak havoc in garden centers, disfiguring high-value tropicals such as hibiscus, mandevilla, gardenia and the like.

“In a wholesale environment using chemical pesticides to manage these hitchhikers is common; however, in a retail environment we need to adjust strategies,” the piece stated. “Flowering

tropicals already in the garden center place limits on available solutions." And since it's a retail environment, you might not necessarily want to use the chemical options.



Impact of spider mites on hibiscus.

The "Koppert Corner" piece goes on to talk about several non-chemical options, including soaps, oils, entomopathogenic nematodes, mycoinsecticides, insect growth regulators and biopesticides (read about all those options HERE). But here's another option a Koppert spokesperson mentioned to me: sachets of the spider mites' natural enemies that can be placed within your tropicals-filled retail sales benches or displays. There are no reentry times and nothing to block off from customers. In fact, you might take this opportunity to include signage that says "Bugs At Work!" You could add a line or two about what the sachets are, along with one asking folks to not disturb the busily working bugs.

Speaking of educational tools, if you need a refresher about spider mites, Koppert has an informative article that is available for anyone—from growers to consumers. "Solving Spider Mites" also has links to the various sachets of predatory mites they offer. And here's the good news—these sachets are currently on sale. Take 15% off your order through the end of June using the code TROPICALPLANTS15.



Attention, Interiorscapers

Green Plants for Green Buildings is inviting all of its supporters to become involved in their latest initiative.

GPGB's Monthly Supporter Open Forum Calls are interactive sessions where professionals, advocates and industry leaders can come together in a virtual space to collaborate on ideas, spark innovation and elevate the whole of the interiorscape industry. You'll join with like-minded industry peers to stay ahead of trends and shape the future of thriving and sustainable interior

environments.



The “Rooted in Innovation: Exploring Design Trends, Technology and Sustainable Practices/Products” Open Forum takes place **Wednesday, May 28** at Noon Eastern. In addition to trends, tech and sustainability, the conversation will also discuss the impact and use of AI in the industry and nuts-and-bolts topics such as planting solutions. The Open Forums will be a place you can connect, collaborate and contribute. Join the conversation! Supporters, opt-in to join these monthly open forums HERE. Not yet a Supporter? Join today by signing up HERE or email admin@gpgb.org.

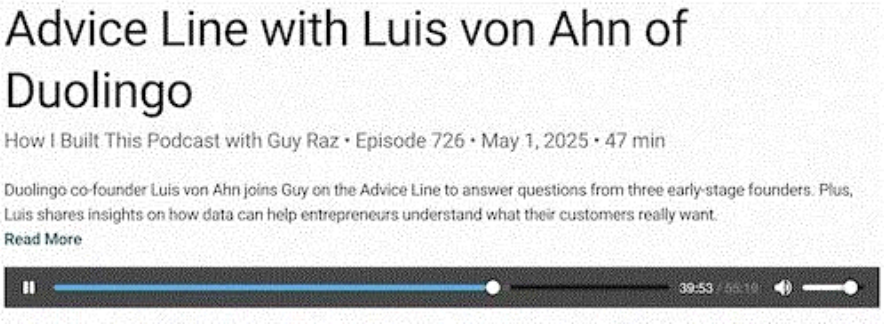


Speaking of Interiorscapers

I’m a big fan of podcasts, especially those hosted by Guy Raz. On a recent edition of Guy’s “How I Built This: Advice Line” podcast, where successful entrepreneurs give advice to just-starting small businesses, Guy and Duolingo’s Luis Van Ahn offered some business wisdom to one of our own!

Stephanie Carlson, founder of interiorscaping/biophilic design company Naturspire in Carmel, Indiana, called into the advice line looking for some advice on bringing on more people to work at her growing business and, more importantly, how to pay those people. Loans? Savings? What should she do?

“None of those things” was the advice given by Guy and Luis. What did they suggest? I’m going to make you listen to the segment so you can hear all the terrific advice yourself. I really enjoyed the conversation and know you will, too.



Stephanie's segment comes on around the 42-min. mark. Bonus—Guy comes up with a super-good idea I think all of you should incorporate into your living walls around the 49-min. mark. Do it! Listen to the episode HERE.

Made in the USA

My colleague Jen Polanz is requesting some assistance. She is putting together a "Made in the USA" feature for the July issue of *Green Profit*, our retail-focused publication. She's looking to highlight companies that make some or all of their products in the U.S. Does this sound like something you do? If so, please reach out to JEN POLANZ for more details.



We're working with a tight deadline on this, needing the information by Monday, June 2. Get in touch with Jen soon!

If you have any comments, questions or suggestions for content, email me about them at ewells@ballpublishing.com.



Ellen Wells
Senior Editor
Green Profit

This edition of Tropical Topics was sent to 29,143 loyal readers!

If you're interested in advertising on Tropical Topics, contact Kim Brown **ASAP!**

