

September 20, 2022

“Rosita 3 Pure White”, exhibited by Firma J. Beizhuien, Won the Top Award for a Lisianthus Variety at the International Horticultural Expo (Floriade 2022)
A main variety with medium-sized rose shaped that supports year-round cultivation of Lisianthus in the Netherlands



“Rosita 3 Pure White”, grown and exhibited by year-round grower Firma J. Beizhuien in the Netherlands, won the top prize in the Lisianthus Product Competition at the International Horticultural Exposition Almere 2022 (Floriade 2022). The Floriade is the world’s largest flower and gardening exposition. It is held in the Netherlands once every ten years. At The Floriade 2022, a total of 37 works were submitted in the Lisianthus Division. Sakata’s “Rosita 3 Pure White” won the Gold Prize, which is the top award.

“Rosita 3 Pure White” is a variety which blooms middle-sized rose shaped. It was developed by Sakata with the goal of breeding a Lisianthus that looks like a rose. Currently, “Rosita 3 Pure White” is mainly cultivated in the Netherlands, and cut flowers are shipped to many countries, mainly in Europe. This variety is particularly compatible with year-round cultivation in the Netherlands, where seedlings are planted and harvested in a cycle of two to three months. It is one of the main varieties for year-round cultivation in the Netherlands because it has a firm stem and sufficient height, both of which are essential conditions for high-quality cut flowers. “Rosita 3 Pure White” is pure white and double-flowered. The variety has received high acclaim for many years due to its gorgeous rose-like appearance and long-lasting flowers.

Sakata’s global share of Lisianthus is approximately 70%. As a leading company of Lisianthus, Sakata will continue to research and develop groundbreaking varieties that create advantages in various aspects of seeds production, distribution, and consumption.

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[Reference materials for news coverage]

■ “Rosita 3 Pure White” and year-round cultivation of Lisianthus in the Netherlands

In the Netherlands, which is one of the world’s leading flower-producing countries, it is common for Lisianthus to be cultivated year-round. “Rosita 3 Pure White” is easy to grow and has high quality flowers. It has been used for many years as a variety suitable for year-round cultivation at production sites in the Netherlands.

During year-round cultivation of Lisianthus, in addition to ensuring the quality of the Lisianthus itself (its beauty as a cut flower), it is also necessary to establish a high level of seedling raising technology and cultivation management for achieving planned shipments.

The plug seedlings of the Golden Award-winning “Rosita 3 Pure White” are produced by Van Egmond Lisianthus B.V., a nursery company based in the Netherlands. As a company specializing in the production of plug seedlings of Lisianthus, Van Egmond Lisianthus supports the year-round cultivation of Lisianthus by using advanced seedling raising technology to achieve stable year-round production of plug seedlings. The cultivation and display of the Golden Award-winning “Rosita 3 Pure White” was handled by Firma J. Beishuizen, which also uses plug seedlings from Van Egmond Lisianthus B.V.



Firma J. Beishuizen
Mr. Jacco Beishuizen

■ History of Sakata’s award-winning varieties at The Floriade

Award Year	Name	Award-Winning Variety	Class
1992	The Floriade Hague-Zoetermeer	Lisianthus “Echo Pure White”	Golden Award
		Lisianthus “Heidi Apricot”	Golden Award
		Lisianthus “Echo Blue Picotee”	Golden Award
		Lisianthus “Heidi Pink Rim”	Golden Award
		Viola “Crystal Bowl Purple”	Golden Award
		Petunia “Hulahoop Velvet”	Golden Award
2002	The Floriade Haarlemmermeer	Lisianthus “Cute Blue Picotee”	Golden Award
2012	The Floriade Venlo	Lisianthus “SM0-1065” (“Fours Fours White”)	1st Class
2022	The Floriade Almere	Lisianthus “Rosita 3 Pure White”	Golden Award

*In the Variety Contest held at the International Horticultural Expo up until 2002, all varieties with a score of 9 or more were given the Golden Award. However, at the Variety Contest in 2012, varieties with a score of 9 or more were designated as Excellent Varieties. From among those excellent varieties, outstanding varieties were selected as 1st Class, 2nd Class, and 3rd Class. In 2022, the Golden Award was presented to the single most excellent variety.

■ **Overview of the Almere International Horticultural Expo (The Floriade 2022)**

Official Name:

International Horticultural Expo

Expo 2022 Floriade Almere,

The Netherlands

Theme: Growing Green Cities

Opening Period: April 14 (Thurs.), 2022 to October 9 (Sun.), 2022

Location: Almere, The Netherlands

Prospective Exhibitors: Around 40 participating countries

Visitors: Prognosis of around 2 million visitors

The Floriade 2022 Official Website <https://floriade.com/>