



Job Roskam

Roskam Young Plants



History

Job Roskam grew up on a family farm in Holland. In his youth he looked on as his father switched in 1975 from tomatoes and cucumbers over to gerberas. As he joined the business they upgraded from growing in the ground to rockwool. Growing in rockwool means that the small tissue culture plants must start in rockwool plugs, then into rockwool blocks followed by rockwool slabs.

Production increased and success was achieved including breeding their own gerbera varieties. Their exclusive varieties meant higher prices at the Dutch flower auction.

It took less than 2 years to recoup an \$80,000 investment in 1994, when they were one of the first gerbera farms to mechanise certain aspects of the flower processing. The heater purchased to sterilise drain water quickly paid for itself too. Recycling their nutrient meant less fertilisers purchased, and less water required.

Dedicating an area to propagate their plants for longer than normal period; brought on a faster flower onset once the plants were moved to the main greenhouse. Indeed their flowers appeared in a few weeks instead of the normal period of 8-10 weeks. 80% of their gerberas went to the Aalsmeer Flower Auction and 20% went to the Westland Auction.

As a young grower in the Netherlands, Job's dedication to industry was evident serving as a board member of the L.T.O. Gerberas, a horticulture organisation involved with growing technique research. He was also a member of the Aalsmeer Flower Auction Gerbera Product Commission.

World Travels

In December 1999 Job sold his Dutch Gerbera business to his brother and relocated in 2000 to Melbourne with his Japanese wife and son. In 2004 his second son was born.

Job's brother sold that business 5 years later and moved to Guatemala to be with his Guatemalan wife. His brother is now the agent for Schreurs Gerberas & Roses in Central America and area manager for South America selling plants. He also sells Brinkman products to growers. As a result Job has been to many gerbera farms in America, Guatemala and Mexico. Over the years his passion for gerberas has also included farm visits in Canada, Italy, Japan, Germany and New Zealand, and he still thinks it is THE most attractive flower crop.



Australia

Settled in Australia, Job works as an Agent for the breeding company Preesman, on-selling their young gerbera and rose varieties.

In addition he also leases a 500 m2 propagation greenhouse from a local gerbera grower who used to have all the Preesman variety trials in operation alongside him. To maintain ideal growing conditions within his propagation greenhouse (and in country Victoria where temperatures fluctuate between -2 and 40+ degrees), Job has heating, a retractable shade-screen and a fogging system. His gerbera tissue culture plants are produced in India. Then a Fertil jiffy pot filled with bark mix supports the young plants for 9 weeks, after which they are shipped to Job's clients and growers in Australia.

Job regularly visits his growers, who are hungry to learn and talk about the differences in our growing conditions compared to The Netherlands. Many now use the Dutch style of growing on benches with shade screens and heating systems. Face-to-face contact together means they get a lot of information and

advice specific to their climate, their personal growing system and plants. They appreciate Job's experience in both Holland and Australia as a grower, breeder and propagator. He introduces new Preesman gerbera varieties and tests them under local conditions. He is the first one they call when they have growing problems and if he can't answer himself he refers back to his contacts in Holland.

This has in turn led to the Dutch companies asking Job to help with the Australian sales of their products. First he became worldwide agent for



Brinkman Horticultural products;

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- Florissant flower preservatives
- Hygiene mats
- Knives & scissors
- Protective clothing
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- Tomato pollinators & parts
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Biobest Biological systems;

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Eclipse whitewash;

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- Whitewash remover



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the Japanese gerbera cup producer Nakayama, and then came distributor roles for Florissant flower preservatives and Sudlac's Eclipse whitewash. Together with the Brinkman whitewash products now, Job's Roskam Young Plants has a full range of whitewash products for growers including Shadefix to D-fuse.

Australian use of flower preservatives is still quite low compared to overseas. In Holland, the Flower Auctions demand that their growers use it and regularly test the flowers quality and shelf life. Here in Australia one decides for oneself, but a preservative can extend flowers vase life by up to 50% giving consumers a better and long lasting product.

Royal Brinkman

In the Netherlands Job's family has worked with Royal Brinkman since the 1960's and some like Frits Veenman are still with the company. In 1986 Job was one of the first to use their drain water control system and it is still renowned for its effective way to control irrigation.

It was only natural when Preesman's Product Manager Jan Schuttrups, became the Brinkman Export Manager that he asked Job to help them to increase their exposure and sales in Australia.

This opened up the market of vegetable growers for Roskam Young Plants. He sells tomato hooks, clips, pollinators, twine and many other products. He has daily contact with Ep van den Brink, the Australian Area Manager for Royal Brinkman. Ep came to the PCA Adelaide conference in 2011 and will come again to the 2013 Melbourne PCA conference.

Royal Brinkman works with Faber Glasshouses in Australia for large turn-key projects including irrigation, Priva computers and the like.

Royal Brinkman has been active in Australia for a long time and many growers have equipment they bought many years ago. Local representation from Brinkman gives growers an opportunity to access the latest products and technology from both The Netherlands and Europe.

Royal Brinkman is one of the oldest Dutch horticultural supply companies and since Jan Schuttrups became their Export Manager their international sales department has greatly increased.

In Australia Roskam Young Plants works closely with David Francis of Duralite Horticultural Supplies, who stores many of his products. In July they will move into a larger warehouse in Braeside to accommodate their growing businesses and product lines.

Flower sales in Australia are under pressure due to increased imports. In particular Carnations, Chrysanthemums and Roses from Columbia, Ecuador, Kenya and Malaysia flood the market. Australia also has increasing costs of production, such as



energy and labour, which reduce margins further. Many farms here are still growing as they did 5 -10 years ago.

In the future, Australian flower growers must increase efficiency and production, and reduce the cost-per-flower.

PCA Conference For Flower Growers

You can visit modern farms, such as Sunny Hill Flowers, The Big Bouquet and TNB Tulips on the PCA conference flower farm tour on Wednesday 31/7/13. These growers have invested in labour saving technology, environment control, water recycling and treatment.

Job has been on the PCA Board of Directors representing the Floriculture since 2011. He is also on the Local Organising Committee (LOC) for the 12th biennial PCA conference in July.

Job is joined on the LOC by Rennae Christensen and Owen Brinson of Flowers Victoria. Together they are working to make the conference relevant to flower growers with dedicated stream of workshops on Tuesday 30/7/13 and a Flower Bus Tour on Wednesday 31/7/13.

Flowers Victoria are also sponsoring the dawn flower market tour on 30/7/13.

The conference offers flower growers access to the latest growing knowledge.

You can meet other flower growers, consultants and suppliers who share your interests and concerns.

"Networking and learning will raise the entire Australian Flower Industry, protecting us from imports getting a bigger share of the market." says Job.

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