

### Regulations for inspection PLANTARIUM|GROEN-Direkt

#### **Article 1. General description**

The trade organization of PLANTARIUM|GROEN-Direkt organizes various novelty inspections under the name Green Retail Awards. Exhibitors of PLANTARIUM|GROEN-Direkt and/or the sample fair of GROEN-Direkt can participate in all inspections offered at that time. The Best Novelty and Best Market Innovation inspections are also open to non-participants.

The Green Retail Awards are held in three categories:

1. Best Novelty (KVBC inspection) in August
2. Best Market Innovation in August
3. Visitor Favorite in February and August

For categories 1 and 2, an expert jury is assembled to evaluate the submissions prior to the trade show. Submissions in category 3 are evaluated by the visitors at the trade show.

The submissions are evaluated based on separately determined criteria (in accordance with provisions in Article 2). All submissions that are submitted according to the provisions of this regulation will be displayed to visitors during PLANTARIUM|GROEN-Direkt. The prize winners will be announced by the jury during the trade show. The purpose of this award ceremony is to give the winners the opportunity to generate commercial attention. Therefore, participants commit to allowing their participation and/or the titles of Best Market Innovation or Best Novelty to be mentioned via various media channels.

#### **Article 2. Categories**

##### **Article 2.1. Best Market Innovation**

This inspection focuses on new, commercial products (plant/concept) which, in the opinion of the jury, are valuable additions to the trade channel. The product should aim to better position and present plants to the target audience in order to stimulate sales. "New" means that the product has not been on the Dutch market for longer than six months.

Participants must register in advance via the designated form in the Best Market Innovation section. Furthermore, participants are asked, if possible, to submit an example of the product in a deliverable/saleable quality. This example must be present at the location of inspection one day before the inspection day. The jury evaluates the quality and specific added value of the product prior to the trade show. The jury has the right to remove entries from the inspection that do not have innovative added value or do not meet the expected quality. All products must be labeled with the name of the submitter and the name of the product.

In the category of Best Market Innovation, the jury evaluates the products based on:

- Plant or product quality (growth performance)
- Product presentation (pot/label/packaging)
- Overall appearance, care of the product (Visual quality as a whole)
- Innovation, deviation from existing products
- Availability (quantities/logistics) of the product
- Limited risk for the trade channel (shelf life, vulnerability)
- Responsible product: (plastic/recycled/turf, etc.)
- Responding to current market needs (biodiversity, drought, climate)
- Target audience consideration (broad applicability or good focus on niche)
- Intrinsic qualities of the plant (heat tolerance, shelf life, etc.) and is emphasis placed on this?

These criteria are used by the jury to assess the entries and determine the winners in the Best Market Innovation category.

Based on the assessment, the jury chairperson awards the certificate for Best Market Innovation PLANTARIUM|GROEN-Direkt.

### **Article 2.2. Best Novelty**

For this inspection, the inspection regulations as established by the KVBC applies.

#### Article 2.2.1

- a) The cultivars submitted for inspection must be "new," meaning they are new acquired varieties or imports that have been recently introduced into cultivation in the Netherlands and have not yet been widely distributed.
- b) The cultivars submitted for inspection may not have been previously inspected by the KVBC at an earlier trade show.
- c) If plants cannot be inspected due to circumstances, they may be resubmitted for inspection the following year. However, they must always be labeled with the mention that the plant was also submitted for inspection in the previous year.

#### Article 2.2.2

Only cultivars are eligible for inspection; species (botanical varieties) are not subject to inspection.

#### Article 2.2.3

- a) The plants submitted for inspection must be registered by a date determined by the trade show's organization.
- b) The material to be inspected must be present at the inspection site one day before the inspection day, unless otherwise decided by the inspection committee of the KVBC and the trade show's organization.
- c) There must be five (5) specimens per submitted cultivar, in deliverable/saleable quality, present to adequately judge the plant. Of these five (5) plants, a maximum of one (1) may be in a different (pot) size (known as a show plant).

#### Article 2.2.4

- a) The quality of the material to be inspected must be very good. A small committee (chair and secretary of the KC, together with several committee members) determines whether the quality of the plants is sufficient.
- b) Plants must be delivered in clean pots and free of weeds.
- c) Plants of inferior quality will not be inspected and will not be displayed in the novelty stand.
- d) The plants in the novelty presentation must remain in this presentation until the end of the trade show and may not be removed before the conclusion of the trade show.

#### Article 2.2.5

The material to be inspected must exhibit a specific ornamental value at the time of inspection.

#### Article 2.2.6

- a) The material submitted for inspection must be true to its species. Incorrectly named plants or those without cultivar names will not be inspected.
- b) Scientific genus, species, and cultivar names take precedence over brand names and/or trade designations. Plants are only inspected if they are provided with a valid cultivar name.

#### Article 2.2.7

- a) Novelties that meet the above requirements and/or criteria may be awarded a Bronze, Silver, or Gold medal in the form of a certificate by the inspection committee of the KVBC.
- b) From novelties awarded with a Gold medal, one plant may be honored with the title "Best Novelty," followed by the name and year of the respective event.
- c) Certificates as referred to in (a) must remain with the awarded plants in the novelty presentation throughout the duration of the event.

#### Article 2.2.8

Plants that have been awarded a certificate by the inspection committee of the KVBC in the previous year but are not inspected at the respective event may be displayed in a separate presentation.

### Article 2.2.9

- a) During the event, no additional promotional materials (posters, leaflets, photos, etc.) may be present with the plants submitted for inspection. However, the plants may be labeled with the colored label with which they are delivered.
- b) If the quality of the inspected plants deteriorates during the event to the extent that they are no longer representative of the inspected cultivar, they will be removed from the presentation.

### Article 2.2.10

- a) The inspection committee accepts no responsibility for disputes between (alleged) rights holders and legal owners of varieties, whether arising from incorrect or omitted information regarding plants submitted for inspection.
- b) In cases where this regulation does not provide, the main committee of the inspection committee will decide.

### **Article 3. The Jury**

The judging of entries for Best Novelty is done by a jury committee of the KVBC, represented by a chairperson. The judging of entries for Best Market Innovation is carried out by a jury composed of representative members from the horticultural sector, also represented by a chairperson. The composition of the jury for Best Market Innovation is announced to the participants prior to the inspection. The jury evaluates the entries solely based on the criteria outlined in Article 2.1.

### **Article 5. Entry Fees**

There is a fee for participating in the Awards. This fee applies per entry and is stated on the registration form. The entry fees may vary between participants (exhibitors or those submitting products via GROEN-Direkt) and non-participants. This difference reflects a charge for the promotional efforts undertaken by the trade fair organization. Entries for which the participation fee has not been paid on time may be withdrawn from the competition by the organization following a warning.

### **Article 4. Certificates**

Participants must make their submitted plants, concepts, or demonstration materials available at the designated presentation stand for the entire duration of the trade show. Furthermore, winners of the certificates may mention this achievement in any company-specific communication. The companies will receive a certificate for the awarded prize.

### **Article 5.**

In cases where this regulation does not provide, the jury may freely decide.