

# What are you voting for?



**Gerard Gardien**

Project leader Product-specific Promotion  
15 April 2022



# Promotion plan

# 365 days of flowers

You are voting on:

your contribution to the promotion

based on a graduated levy on your total turnover with Royal FloraHolland  
for the period 1 January 2023 to 31 December 2025

# Explanation of graduated levy + voting right/value

## Sliding scale

Omzet	Heffings %	Bijdrage Heffing
€ 0,- en € 200.000,-	0,10%	€ 0,- en € 200,-
€ 200.000 en € 1.000.000	0,05%	€ 200 tot € 600,-
> € 1.000.000	0,03%	> € 600,-

- For every first €200,000, every supplier pays a levy of 0.10%
- For additional turnover between €200,000 and €1,000,000, every supplier pays a levy of 0.05% on this turnover
- For all turnover above €1,000,000, the supplier pays a levy of 0.03%

## Voting rights in turnover scales

Omzet	Schijf (1 stem per omzet bij)	Aantal stemmen
€ 0,- en € 200.000,-	€ 10.000,-	1 tot 21
€ 200.000 en € 1.000.000	€ 20.000,-	21 tot 61
> € 1.000.000	€ 50.000,-	Meer dan 61

- Small growers receive more voting rights (value)
- Large growers receive less voting rights (value) due to a lower levy contribution.

# Which products are subject to the levy?

VBN groepen 365 dagen bloemen					
Achillea	Callistephus	Euphorbia	Lavatera	Pentas	Tanacetum
Aconitum	Campanula	Fritillaria	Leucanthemum	Philadelphus	Trachelium
Agapanthus	Capsicum	Gemengd boeket	Leucocoryne	Phlox	Trifolium
Ageratum	Carthamus	Gentiana	Leucospermum	Physalis	Triteleia
Ajania	Celosia	Gladiolus	Liatris	Physostegia	Veronica
Alcea	Centaurea	Globba	Limonium	Platycodon	Viburnum
Alchemilla	Cestrum	Gloriosa	Lysimachia	Protea	Zanthedeschia
Allium	Chamelaucium	Godetia	Matthiola	Prunus	Zinnia
Amaranthus	Chenopodium	Gomphrena	Mentha	Ranunculus	
Ammi	Cirsium	Gossypium	Monarda	Rosa	
Ananas	Clarkia	Grevillea	Muscari	Rubus	
Anemone	Crocoshmia	Gypsophila	Myosotis	Rudbeckia	
Anigozanthos	Curcuma	Helenium	Narcissus	Salvia	
Antirrhinum	Cyclamen	Helianthus	Nerine	Saponaria	
Aquilegia	Cynara	Heliconia	Nigella	Scabiosa	
Artemisia	Cyrtanthus	Helleborus	Oenothera	Scilla	
Asclepias	Dahlia	Hesperis	Origanum	Sedum	
Aster	Delphinium	Hyacinthus	Ornithogalum	Senecio	
Astilbe	Dianthus	Hypericum	Overig snijbloemen	Skimmia	
Astrantia	Echinacea	Ilex	Overig bolbloemen	Solidago	
Baccharis	Echinops	Iris	Overig heesters	Spiraea	
Banksia	Eremurus	Ixia	Ozothamnus	Strelitzia	
Bouvardia	Eryngium	Kniphofia	Paeonia	Symphoricarpos	
Brassica	Eucomis	Lachenalia	Papaver	Syringa	
Calendula	Eupatorium	Lathyrus	Penstemon	Tagetes	

# Financial frameworks

## Term of the plan:

Period of 3 years: 1 January 2023 – 31 December 2025

## Grower contribution by means of sliding scale:

€350,000 per year - this is strongly dependent on turnover developments!

## Budget per year:

€350,000 to €400,000 per year

**If you would like to know to which activities and target groups your contribution will be allocated, please read the included Promotion Plan 2023 -2025 document**

## You are voting on...

- Progress of Product-Specific Promotion Levy **on all products that fall under FPC Seasonal Flowers and FPC Bulb Flowers Assortment** via Royal FloraHolland
- The **financing of the 365 days of flowers promotion campaign** activities in this plan
- Voting (digitally) **before and during the product meeting of 12 May 2022**
- **Duration of campaign and levy period:** 1 January 2023 to 31 December 2025
- Promotion levy will be **collected quarterly** (in arrears)
- Last collection in January 2026 (quarter 4 2025)

## Basis for voting value

- Promotion levy applies to all products that fall under the aforementioned FPCs (see overview of products)
- Only member companies are allowed to vote
- One person entitled to vote per company
- Your voting value is linked to turnover scales (see explanation)  
*Voting value is based on the turnover with RFH and VRM over one whole year from week 14 2021 to week 13 2022*
- In the event of 66.7% or more of the votes cast, the proposal will be adopted

# Voting is digital!

You can only vote digitally

- You will receive a **separate email from my colleague;**  
**[walterstraathof@royalfloraholland.com](mailto:walterstraathof@royalfloraholland.com)** about the voting process and voting!
- Voting is possible prior to or during the product day on 12 May at the Keukenhof where you will also receive an explanation of the promotion plan. (you must bring your smartphone for this)

*Please note: if you come to the product day, you will also receive 2 free tickets to visit the Keukenhof on 12 May*

# Thanks for your vote!

**On behalf of the Promotion Committee, Gerard Gardien**

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