



Selemo
Valley
Farms

The chrysanthemum

Trusted for centuries as a long-lasting
bloom with enormous variety

Selemo Valley Farms – Trusted for over 25 years as a
reliable partner in the supply of top-quality cut flowers

 ***It's grow time***

Exporting beauty, worldwide.

Serious buyers on the lookout for quality, reliability, variety, innovation and sustainability need look no further than Selemo Valley Farms, South Africa's largest chrysanthemum grower. Our locally grown flowers are in demand across the globe, and are currently exported to four continents, namely Africa, Asia, Europe and Australia.



Infrastructure & expertise to rely on

Selemo Valley Farm's extensive and sophisticated infrastructure coupled with a 25-year track record in sourcing, growing, integrated pest management and logistics make us a global leader in the flower industry, enabling us to meet the needs of even the most demanding customers.

- ❖ Farm totals 52 acres (21 hectares)
- ❖ 30 climate-controlled greenhouses
- ❖ Computerised fertigation systems
- ❖ Packing capacity of 200k stems per day

Acquired from the UK-based Flamingo Horticulture Group, this Level 1 BBBEE business meets the stringent accreditation standards of GlobalGAP, ETI, BOPP and TESCO Nurture Gold, among others.

We excel in sustainability practices, employing water-saving technologies, recycling packaging and providing training, healthcare and canteen facilities.

The flower supplier of choice

With over 25 years of history and experience, our dedicated team has forged strong relationships with our partners across the globe, which include major retail groups and wholesalers. Planned planting programmes and investment in new varieties ensure our ability to continue delivering quality at a large scale.

Our offerings include:

- ❖ Over 35 varieties of Chrysanthemums as sprays, single blooms or in dyed (tinted) form
- ❖ Mixed bunches and straight-line ranges for leading retailers in South Africa
- ❖ Seasonal bouquet ranges in collaboration with customers
- ❖ The sourcing of virtually any other flower from partner growers via our Flower Exchange subsidiary
- ❖ Contract growing of other flower ranges as well as specific vegetables for the export market

Selemo Valley Farm is strategically located close to an airport and all major transport routes, ensuring reliable, consistent and quality delivery both nationally and internationally.



Technical Product Specifications

At Selemo Valley Farms we are able to grow over 35 varieties of chrysanthemum, catering to diverse market needs and preferences. We also custom dye or tint to customer specification.

Our cuttings are imported from leading Dutch suppliers such as Deliflor Chrysanthemums, Dekker Chrysanten BV, Dummen Orange and Royal van Zanten. We track industry trends and constantly innovate to expand our offerings and enhance flower longevity.

Chrysanthemums Sprays				
QC parameters	Europe	Africa	Oceania	Asia
Stems per Bunch	5	5	5	10
Stem Length (cm)	60-70			
Stem Weight (g)	40-55			
Flowers Heads (Counts)	4-7			
Leaf Stripping (cm)	10-20			
Remarks				

	Box Dimensions (L x W x H) (cm)	Avg Weight per Box including Stems (Kg)	Normal Pack Rate per Box (# of Stems)	Max Pack Rate per Box (# of Stems)	Number of Boxes per PMC pallet	Number of Stems per PMC pallet @ Normal Pack Rate
Chrysanth Sprays						
Box Size 1	90 x 37.5 x 19.5	11-13	200	220*	144	28,800
Box Size 2	100 x 45 x 36	27-30	500	550*	60	30,000
Other pack rates can be accommodated upon request						
Single Blooms						
Box Size 1	90 x 37.5 x 19.5	11-13	200	220*	144	28,800
Box Size 2	100 x 45 x 36	24-26	550	600*	60	33,000
Other pack rates can be accommodated upon request						

*On certain Varieties only



Operational excellence

- 170 permanent staff and up to 200 seasonal workers during peak periods
- Stable and experienced management
- Established planning, sourcing, planting, growing, harvesting, packing and distribution programmes
- Constant IPM and maintenance programmes

Superlative account management

- Intense tracking by one individual ensures:
- Correct products packed and shipped
 - Correct specifications every time
 - Timelines strictly adhered to
 - Continuous internal feedback and liaison to ensure order goes out as planned



Growing Program Timelines

Cutting Orders

1. Cutting orders are being reviewed 3x per annum at fixed dates.
2. Most commercially available varieties require a 14-week lead-time from order to receiving first cuttings. New varieties might require more time due to mother stock not being available. From receiving the first cuttings to being able to supply the first flowers requires approximately 12 weeks.
3. The total lead-time from placing a cutting order to being able to supply a particular flower, therefore in general terms, will be 26 weeks.
4. Surplus stock can sometimes be bought, in reliable quantities and thereby allow one to speed up the changeover process from one variety to the next.

Description Cutting Order Process	Week		
	Order 1	Order 2	Order 3
First discussion with clients on revised marketing plan on day 1 of	5	23	38
Submitting final cutting order for revised marketing plan on day 1 of	9	27	42
Receiving first cuttings of new cutting order on day 1 of	23	41	6
Receiving last cuttings of new cutting order on day 1 of	40	5	22
Supply period marketing plan and cutting order	35 - 52	1 - 17	18 - 34



Chrysanthemum Variety Capability

Variety	Colour	Segment	Type
Rossano Orange Single	Orange	Single/Disbud/Blooms	Decorative
Champagne Pink Single	Pink	Single/Disbud/Blooms	Decorative
Rossano Charlotte Single	Pink	Single/Disbud/Blooms	Decorative
Rossano Single	Pink	Single/Disbud/Blooms	Decorative
Magnum Single	White	Single/Disbud/Blooms	Decorative
Aleksandrov Single	Yellow	Single/Disbud/Blooms	Decorative
Handsome	Bi - purple	Sprays	Decorative single
Saba	Bi - purple	Sprays	Decorative single
Zembla Lime Dark	Lime	Sprays	Decorative
Bartoli	Orange	Sprays	Decorative
Champagne Orange	Orange	Sprays	Decorative
Pink Champagne	Pink	Sprays	Decorative
Veronica Dark	Pink	Sprays	Decorative
Barca Splendid	Purple	Sprays	Decorative
Journey Dark	Purple	Sprays	Decorative
Memphis Dark	Purple	Sprays	Daisy
Barolo	Red	Sprays	Daisy
Rabello	Red	Sprays	Decorative
Aviator	White	Sprays	Decorative
Carolle	White	Sprays	Spider
Chic	White	Sprays	Daisy
Frozen	White	Sprays	Decorative
Maisy	White	Sprays	Decorative
Montes	White	Sprays	Decorative
Pinacolada	White	Sprays	Decorative
Radost	White	Sprays	Decorative
Carolle Yellow	Yellow	Sprays	Spider
Champagne Yellow	Yellow	Sprays	Decorative
Pinacolada Yellow	Yellow	Sprays	Decorative
Radost Yellow	Yellow	Sprays	Decorative
Summer	Yellow	Sprays	Decorative
Zenya Sunny	Yellow	Sprays	Decorative
Country	Green	Sprays - Santini	Pom Pom
Doria Pink	Pink	Sprays - Santini	Pom Pom
Doria Purple	Purple	Sprays - Santini	Pom Pom
Coconut White	White	Sprays - Santini	Pom Pom
Magnum white	Various	Single/Disbud/Blooms	Decorative
Dye Blue	Blue	Sprays - Dyed/Tinted	Decorative
Dye Light Blue	Light Blue	Sprays - Dyed/Tinted	Decorative
Dye Cerise	Cerise	Sprays - Dyed/Tinted	Decorative
Dye Green	Green	Sprays - Dyed/Tinted	Decorative
Dye Light Green	Light Green	Sprays - Dyed/Tinted	Decorative
Dye Orange	Orange	Sprays - Dyed/Tinted	Decorative
Dye Light Orange	Light Orange	Sprays - Dyed/Tinted	Decorative
Dye Pink	Pink	Sprays - Dyed/Tinted	Decorative
Dye Light Pink	Light Pink	Sprays - Dyed/Tinted	Decorative
Dye Lilac	Lilac	Sprays - Dyed/Tinted	Decorative
Dye Peach	Peach	Sprays - Dyed/Tinted	Decorative
Dye Purple	Purple	Sprays - Dyed/Tinted	Decorative
Dye Salmon	Salmon	Sprays - Dyed/Tinted	Decorative
Dye Yellow	Yellow	Sprays - Dyed/Tinted	Decorative
Dye colours per request	Various	Sprays - Dyed/Tinted	Decorative

Customer Application Form

Customer / Company Details

Customer Trade Name	
Full / Legal Name of Entity	
Company Registration Number	
Company VAT Number	
Home Country	
Physical Address	
Postal Address	
Nature of Business	
Est. Purchases per month (R)	
Name of Bankers	
Branch	
Bank Account Number	
	Please attach copies of the following:
	Copy of company registration certificate / CK2 to be attached
	Copy of signatory's and director's ID's to be attached
	Copy of company letterhead to be attached
	Copy of VAT cert (where applicable)

Trade References

Please provide 3 Trade References

Company Name	Contact Name	Contact Number	Credit Limit (please detail currency)

Directors or Members details

Name	Position	ID/Passport Number	E-mail address	Residential address

Customer Market Information

Sales Market country (ies)			
Invoicing currency			
Reporting currency			
Order frequency	Daily		
	Weekly		
	Bi-weekly		
	Other		

Export Information

Import permit in place	Y/N
Phytosanitary requirements	Y/N
SVF export permit in place	Y/N
Customer Shipping address	
Details for box label	

Customer Volume Requirements

Chrysanthemums (Volume demand): Please circle months demand below												
Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	All Yr
HML	HML	HML	HML	HML	HML	HML	HML	HML	HML	HML	HML	HML
Number of stems per week @ LOW demand:												
Number of stems per week @ MED demand:												
Number of stems per week @ HIGH demand:												
Notes / special requirements												
Growing Programme				Y/N								

Customer Contact Details

	Sales	Technical	Accounts	Management
Name				
Landline				
Mobile				
Email				

This form can also be downloaded from our website and printed



Selemo
Valley
Farms

Sales & Business Development
sales@selemovalley.com
www.selemovalley.com

Tel: +27 11 952 1088
Mobile: +27 82 906 4478
Plot 25, Syferbult Road, Tarlton, Gauteng, South Africa



[selemo_valley](https://www.instagram.com/selemo_valley)

