



Issue 1
Summer 2018



INTRODUCTION

OF MY PEONY SOCIETY
THE MAGAZINE

Dear peony fan,

We're very proud to present the very first magazine of My Peony Society - the foremost association of peony growers, traders and florists worldwide.

We believe this is the perfect time to celebrate the beauty of fresh, perfectly cut peonies. Their popularity is ever increasing, more people are discovering their sweet fragrance and intense colour: a blooming peony is a unique spectacle. And there's more demand for this than ever before.

What better way to celebrate our peonies than by highlighting some of the most beautiful varieties, sharing a royal performance by peonies, and introducing you to our expert growers? We hope after reading you'll be as excited about the bright future of peonies as we are, and inspired by their beauty!

Enjoy, see you next time,
Marty Star

My Peony Society



Etched Salmon

Expression of intimacy

CONTENTS



6
The heart of the party



9
Keeping things fresh



12
Let's celebrate the beauty of peonies, together!



15
Three peonies fit for royalty



16
The secret of growing the perfect peony



18
Availability 2018



The heart of the party

Our knowledge of cultivation, combined with top-notch design and styling, can take any event to the next level. Like the Amsterdam Pride festival, for example.

Center stage

For the Amsterdam Pride festival we supplied some of our biggest, boldest peonies, such as Sarah Bernhardt, Red Charm, Gardenia, and Dr. Alexander Fleming. They took center stage in Amsterdam, where a giant peony heart invited fans of love, freedom and diversity to party, peony style!

Colourful parade

Rockstar flower arranger Jeff Leatham, with his well-known penchant for peonies, created several eye-catching designs that incorporated our fresh peonies. At the height of the festival during the Canal Parade, in which colourful party boats cruise through the canals of

Amsterdam, bright pink and white peonies caught everyone's eye. If there's one flower that gets the party started it's the peony!





Command Performance

Strange fascination, fascinating me



Keeping things fresh

To be able to offer the he most spectacular peonies, in perfect quality, year round, My Peony Society unites expert growers around the world. Growers such as Marcel Worries, who joined the society in 2015 and now cultivates over 1.5 million peonies in sunny La Provence, Southern France. This is his story.



Perfect peonies mean you need a steady hand and a keen eye

ready to cut, but sometimes it's the shape of the bud", Marcel says. "The only way to truly know is by experience." He's lucky enough to have his sons help out, who also keep an eye on consistent quality.

Keeping it fresh

Marcel: "What we cut today gets delivered tomorrow. We cool the flowers directly after cutting and transport them using refrigerated trucks. A slight increase in temperature means risking an early bloom so we're very committed to keeping things extremely fresh."

Focus

As a member of My Peony Society, Marcel has access to fantastic international logistics and services. "Contact

with fellow growers, a central administration, and having direct access to the market are just some of the advantages My Peony Society offers me," says Marcel. The society takes care of the humdrum stuff, so excellent growers such as Marcel are free to focus on their true passion: cultivating spectacular peonies!

Our man in Chile

Marcel Worries is already looking beyond his nursery in La Provence, and will be taking over a big nursery in Chile. Marcel: "Pilauco Peonies is a world-famous nursery, renowned in the US and Canada for their high quality peonies. We're going to help them expand even further."

The Chilean peony season is about six months earlier than in France, from mid-October to the end of December. This means Marcel can combine the work in Chile with his nursery in France perfectly, as there's very little overlap. And thanks to ever better cooling and shipping techniques Worries & co can deliver fresh flowers practically all year round.

We're looking forward to more peony splendour from our man in Chile!



Like falling in love

Marcel emigrated to France in 2002, working at the peony nursery of Jacob Karsten. He took his family, wife Elvira and children Koos, Ties and Cas, with him and during harvest they all helped out in the fields. In 2014 Marcel took over the nursery. The whole family is passionate about peonies.

Marcel: "It's like falling in love. Seeing the peonies grow, smelling the fragrance, is simply fantastic. Come by our nursery sometimes, you'll understand. Wonderful!"

The circle of life

All year round, Marcel keeps a close eye on his flowers. He walks through his fields daily, checking

the light conditions, air and soil quality. "A healthy, nutritious soil is paramount to success", Marcel says. "By improving the soil we improve our plants, and that lets them produce better flowers. That's my version of the circle of life: be good to nature and she'll be good to you."

Varieties

Marcel cultivates over 1.5 million peonies, in 17 different varieties. He picked varieties that bloom during different parts of the season, so he can ship fresh peonies nearly year round. Early varieties, such as Flame and Pink Hawaiian Coral, are ready to go to market in April. Five

weeks later the season concludes with Sarah Bernhardt and Dr. Alexander Fleming.

"You'll find all kinds of cultivars here", says Marcel. "Sarah Bernhardt, Coral Sunset, Duchesse De Nemours... Some bloom early, some bloom a bit later. We specialize in high quality peonies, with large, thick buds and pure colours."

All about timing

Perfect peonies mean you need a steady hand and a keen eye, to know when to cut. Cut too late and the peonies bloom early, cut too raw and the buds may not open at all."With most varieties the colour indicates when it's

Let's celebrate the beauty of peonies, together!

Fan of peonies? You'll feel right at home with these growers. Meet some of the extraordinary craftsmen in the My Peony Society.



Leen Mastebroek (Delta Peony)

Leendert (Leen for short) is a business man, the self proclaimed king of the metaphors and a gracious host. But foremost he's a family man. His wife and children, twins Jaap and Joanne, are as peony-mad as Leen is, and work with him in the field.



Jacob Karsten (Paeon)

Jacob Karsten has peony juice pumping through his veins. As his father Wim once said: "A peony is like opium, you'll never have enough of it." That's why they're expanding business – they have a wonderful company in the province of North Holland – and are embarking on a new adventure in France, where peony production has commenced in 2018.



Rowin van der Baan (Roba Peony)

One of our youngest members. Rowin was barely nineteen when he used his savings to buy his first plot of land and began cultivating peonies. His incredible talent makes hard work seem effortless. Travels around the world to study (and grow) spectacular peonies.

Meet all our growers on mypeonysociety.com



Old Faithful

I'm bigger, I'm better, I'm bolder!

Three peonies fit for royalty



Our peonies love to love you. They're the ultimate romantic flower and a bouquet of peonies often says more than a thousand words. When you're looking for some royal inspiration, take a look at the varieties that brightened up Pippa Middleton's glam-wedding. My Peony Society supplied them fresh from the field, with intense colours and a perfectly timed bloom, making them stand out among even the most flamboyant of guests.



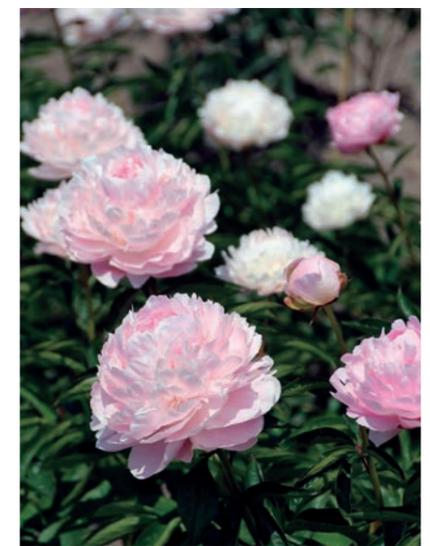
Mother's Choice

The luxurious, champagne white Mother's Choice is the undisputed toast of the town. This variety is wildly popular these days, and for good reason. Growing this variety takes extraordinary skill. We're shipping them from the best growers in France, Italy and Chili.



Baroness Schroeder

A bullet-shaped peony that's equal parts flower and high-fashion. This variety starts out a pale pink and shifts to a bright white during bloom. We cut the flowers just right, and deliver them at just the right time, in order to guarantee a beautiful transformation and a fantastic fragrance.



Pillow Talk

Before you're off dancing, take in the sheer majesty of Pillow Talk. Its pale pink flowers are incredibly large, sweet and satiny. An APS gold medal winner and easily one of the most beautiful varieties on the market, Pillow Talk is a perennial favourite of royals (and rebels) around the world.

The secret of growing the perfect peony

The secret of growing the perfect peony is in the heart: our growers are passionate about peonies! In addition to skill, knowledge and years of experience, they also possess the enthusiasm required for the job. That's why robots, no matter how smart, can't grow peonies.

Looking at LoRa

But nonetheless we're strong believers in modern technology to help streamline the growing process. So we actively look at innovative methods that improve the quality of our peonies and get them to our clients faster. One technological innovation we're pretty excited about is long range connectivity, or LoRa.

Smart sensors

With LoRa, sensors in the field are able to transmit data across great distances to a central system. Currently we're trying out LoRa scanning at the nursery of Jacob Karsten, an innovator in his own right. Cameras and smart sensor arrays measure, among other things, peony growth (size and

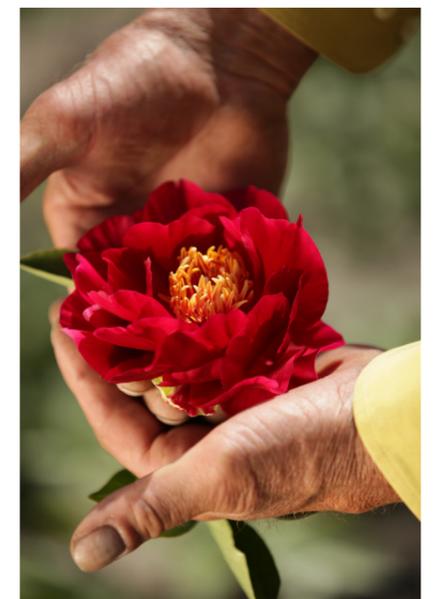
colour), humidity, temperature, weather type and air quality.

Continuous, real-time

All this data, analysed in real-time, offers an incredible insight into the peonies' growth. We don't know how every factor interrelates yet, but we're making progress. By better understanding how the environment influences the growing process, on a level of detail that's hard to spot with the naked eye, we'll be able to greatly optimise the growing process.

The future

There's a lot of innovation happening in peony cultivation, and it's thrilling to think about all the possibilities. Now is the first



time it's possible to do real-time, around-the-clock collection and analysis of growth data in the field, and we're still taking baby steps. But we're already confident that our expert growers, with their years of experience, will find great ways to apply this new technology in their work.

AVAILABILITY 2018

Relative availability per variety
■ High ■ Medium ■ Limited

Week	17	18	19	20	21	22	23	24	25	26	27	28
Alertie												
Amalia Olsen												
Angel Cheeks												
Belgravia												
Blush Queen												
Bowl of Cream												
Bridal Shower												
Carnation Bouquet												
Catharina Fontijn												
Chiffon Parfait												
Class Act												
Command Performance												
Coral Charm												
Coral Sunset												
Dinner Plate												
Dr. Alexander Fleming												
Duchesse de Nemours												
Dynasty												
Elsa Sass												
Etched Salmon												
Festiva Maxima												
Gardenia												
Kansas												
Lemon Chiffon												
Madame Claude Tain												
Many Happy Returns												
Mary E. Nicholls												
Miss America												
Monsieur Jules Elie												
Moon over Barrington												
Mother's Choice												
Nick Shaylor												
Odile												
Old Faithful												
Pillow Talk												
Pink Giant												
Princess Bride												
Red Charm												
Red Sarah Bernhardt												
Reine Hortense												
Sarah Bernhardt												
Shirley Temple												
Soft Salmon Saucer												
Summerglow												
The Fawn												
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For detailed information on availability of all varieties visit mypeonysociety.com



Get in touch?

If you have any questions about our collection or want to become a reseller, don't hesitate to contact us.

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Colophon

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