



Lingarden

®



Lingarden

Lingarden Limited, Weston, Spalding, Lincolnshire PE12 6HP England Tel.: (0406) 370544 telex 32329

Of all the grower co-operatives formed in the last couple of decades, few if any can have made more impact in their own special field than Lingarden Ltd, the Lincolnshire-based bulb company.

Not only has Lingarden developed into the world's biggest bulb growing organisation, but its name has become familiar to buyers of bulbs not only throughout the United Kingdom, where its colourful prepacks are a familiar sight in garden centres, supermarkets and retail shops everywhere, but also in many European countries and in North America.

Lingarden's marketing success in both the home and overseas markets was recently accorded unique recognition when they were the recipients of two major awards.

In November 1973, they were adjudged joint winners of the first national award for agricultural marketing offered by the Central Council for Agricultural and Horticultural Co-operation, and this was followed in April by the grant of the 1979 Queen's Award for Export Achievement.

The co-operative, originally known as Selected Growers, was formed in 1964 by a group of progressive South Lincolnshire bulb growers, who saw it as a means of ridding themselves of the worries and difficulties of marketing, so that they could concentrate on what they knew best, the actual growing of the bulbs.

Clearly an organisation such as Lingarden is far better placed than any individual grower to keep in touch with market trends, to gear production to demand, and still more to research and develop the increasingly important export market. But members have also discovered other advantages from group membership, such as technical advice, help in choice of varieties, and more rational production.

Mr. Bob Out, Lingarden's general manager, says that some farmers on joining the group have been growing 20 to 30 different varieties of bulbs on 10 to 20 acres. "Clearly", he points out, "this is very uneconomic in terms of handling, cleaning, grading and sterilising. But a member of our group with that kind of acreage will normally grow no more than four or five different varieties, although as a group we produce over a hundred varieties of tulips and a similar number of daffodil varieties."

But improved marketing expertise and more rational production could not alone account for Lingarden's outstanding success - particularly its increasing impact in the field of exports. The prime reason for that success can be summed up in one word - quality.

"It is the guarantee of quality which earns repeat orders, and which has been the major factor in building up the company to its present position," says Mr Out. "Similarly the demand for our daffodil bulbs abroad is the result of their superior quality and the fact that, if grown properly, they will produce more flowers per ton of bulbs and will flower earlier than Dutch bulbs."

Four full-time inspectors are occupied the year round inspecting members' crops in the field, on the farms after lifting, and finally in the company's warehouse. Only bulbs which match up to very strict quality standards are marketed under the Lingarden brand. Those which fail to meet these standards are either destroyed or, if still of reasonable quality, marketed outside the brand.

The crops of potential members undergo a full year's rigorous inspection and must reach the required standards of health and quality before the grower can be accepted into membership of the group.

Members must also have their own sterilising equipment, enabling bulbs to be sterilised each time before planting. Much of this equipment is of the most modern type, and many members have also installed modern drying equipment for their daffodil bulbs, enabling the bulbs to be packed earlier.

After strict quality control, forward selling is perhaps the second most vital ingredient in the company's marketing success. First production estimates are made as soon as possible after planting, and selling for the following year is begun in November and usually virtually completed by May.

To the general public, the name of Lingarden is perhaps best known through the attractive and gaily coloured prepacks which are to be found in shops, supermarkets and garden centres all over Britain, and approximately 35% of the company's output is sold in this form. Lingarden prepacks are also gaining an increasing share of the market on the Continent of Europe, as is demonstrated by the fact that the planting instructions on the packs are now printed in six languages: German, French, Italian, Danish, Swedish and English.

The big increase in the company's sales abroad is perhaps one of the most dramatic aspects of its success story. Export sales of daffodil bulbs now exceed an annual figure of 2,500 tons - 40 per cent of the company's total turnover of daffodils - and any day between July and October, huge temperature-controlled trailers can be seen at the company's Weston headquarters being loaded with bulbs for delivery to countries throughout Europe.

Although daffodils account for the great majority of Lingarden exports, members also produce large quantities of other bulbs and corms, including tulips, gladioli, iris, lilies, anemones, hyacinth, crocus, paeonies, freesias and amaryllis. These are mainly intended for the home market, but some are being exported, particularly those varieties for which Lingarden holds the sole plant breeders' marketing rights.

Among these is the new St. Piran strain of anemones, which was developed at Rosewarne E.H.S., and which, by virtue of its greater winter hardiness, larger flowers and wider range of colours, is attracting tremendous interest among growers both in this country and overseas.

Lingarden is now the country's largest horticultural co-operative, and has almost a hundred members, who between them grow more than 2,000 acres of bulbs, or about 20 per cent of the total United Kingdom production.

In terms of size, these members represent a real cross-section of the industry. The largest grows 110 acres of bulbs, and the smallest only three acres.

The company has also extended its interests far beyond the confines of Lincolnshire, where it began, and has members in adjoining counties, and indeed in all the major bulb-producing areas of the country, notably in Kent, Cornwall and Somerset. Total turnover is now in excess of £4 millions.

Lingarden's steady expansion both at home and abroad has been reflected in the building programme at their Weston headquarters, where some 300 tons of bulbs are handled each day at the height of the season.

At present some 85,000 square feet of warehousing is being occupied with further expansion planned. Part of the present capacity is in cold store and heat treatment rooms.

In the modern office block a nine-line telephone exchange and telex link provide contact with growers and customers at home and abroad, and a computer is employed to store and analyse all the relevant information on market trends, and on the sales and stock positions of the hundreds of different varieties of bulbs produced and handled by the company.

A large measure of credit for Lingarden's continued success must rest with the skilled and devoted staff. The team is headed by Mr. Bob Out, who joined the company in January 1967 as sales manager, and became general manager eighteen months later.

After completing his studies at horticultural college in his native Holland, and serving in the Dutch army, Mr. Out spent six months in England and a similar period in Germany learning the languages. He then worked for a Dutch firm of bulb exporters before returning to England to join Lingarden.

Responsibility for the office administration rests on the shoulders of Mr. Gerald Farrow, Accountant F.C.A., who, before joining Lingarden, worked with two major companies in the horticultural and fruit processing business.

Production Manager Mr. Mick Harlock has been with the company since 1969. He had considerable experience of horticultural production, working for a large horticultural organisation before taking up his present post, where he is responsible for the flow of bulbs through the warehouse and the operation of the prepack lines.

A man with a major role to play in the maintenance of Lingarden quality is Mr. John Walkers who joined the company in 1968. He is now in charge of field inspection, assisted by three other inspectors.

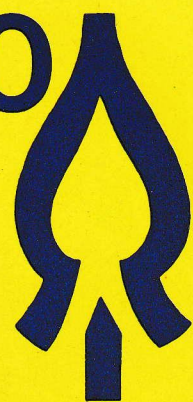
The field staff are also responsible for the supervision of the company's extensive variety trials, and are further concerned with its increasing work on the production of virus-free stocks, and the development of new commercial daffodil varieties.

Heading the prepack sales is Mr. Richard Blackbourn, while Mr. Paul Ashton is in charge of bulk sales.

Mr. Blackbourn came to Lingarden in 1970, having previously spent twelve years with a large bulb growing and forcing organisation, while Mr. Ashton, who joined the company in 1972, had previously worked for five years in a similar capacity with another firm.

Plans for further expansion are currently in train, and there can be no doubt that, with the reputation for quality which the company has built up, demand for Lingarden bulbs will continue to grow both at home and abroad, while membership and acreage will steadily increase as more and more growers come to recognise the benefits which a group such as Lingarden can offer them.

1980



TULIPS MIXED

Flowering time
— APRIL/MAY

Height
60
cms

VISUAL INFORMATION, SPACE SAVING, PRESENTATION

PRE-PACKED BULBS AND ROSES

Lingarden

VISUAL INFORMATION



FROM THE GROWERS

SHOWCASE SHOWCASE

UNIT 15

DAFFODILS & NARCISSI (DN11)

- 40 Carlton, sulphur yellow, 15/17 cm 
 - 40 Fortune, yellow petals
large orange cup, 15/17 cm
 - 40 Unsurpassable, golden yellow
trumpet, 15/17 cm
 - 40 King Alfred, large yellow
trumpet, 15/17 cm
 - 60 Verger, pure white perianth
small red centre, 12/14 cm
- Trade Price £15.80 per showcase
Suggested Retail Price: £1.08

UNIT 16

DAFFODILS & NARCISSI (DN11)

- 40 Birma, yellow petals,
small red cup, 15/17 cm 
 - 40 Dutch Master, golden
yellow trumpet, 15/17 cm
 - 40 Golden Harvest, golden
yellow trumpet, 15/17 cm
 - 40 Sempre Avanti, white petals,
Orange cup, 15/17 cm
 - 60 Cheerfulness, double white, 12/14 cm
- Trade Price £15.80 per showcase
Suggested Retail Price: £1.08 per 10

UNIT 17

DAFFODILS & NARCISSI (DN3)

- 60 Carlton, sulphur yellow, 12/15 cm 
 - 60 Fortune, yellow patch,
large orange cupm 12/15 cm
 - 60 Unsurpassable, golden
yellow trumpet, 12/15 cm
 - 60 King Alfred, large yellow
trumpet, 12/15 cm
 - 100 Verger, pure white perianth
small red centre, 10/12 cm
- Trade Price £15.20 per showcase
Suggested Retail Price: 67p per 10


UNIT 18

DAFFODILS & NARCISSI (DN111)

- 60 Birma, yellow petals,
small red cup, 12/15 cm 
 - 60 Dutch Master, golden
yellow trumpet, 12/15 cm
 - 60 Golden Harvest, golden
yellow trumpet, 12/15 cm
 - 60 Sempre Avanti, white
petals, orange cup, 12/15 cm
 - 100 Cheerfulness, double
white, 10/12 cm
- Trade Price £15.20 per showcase
Suggested Retail Price 67p per 10

UNIT 19

NARCISSI 12/14 cm

- 60 Cheerfulness, double white 
 - 60 White Lion, double white, soft yellow
segments
 - 60 Golden Ducat, large double yellow
 - 60 Barrett Browning, white petals
orange cup
 - 60 Yellow Cheerfulness, double yellow
- Trade Price £15.17 per showcase
Suggested Retail Price: 76p per 10

UNIT 26

BOTANICAL DAFFODILS

- 60 February Gold, yellow 10/12 cm
 - 60 Suzy, red cup, yellow petals, 
 - 60 Jack Snipe, yellow cup white petals.
 - 60 Thalia, white
 - 60 Peepington, yellow
- Trade Price £30.58 per showcase
Suggested Retail Price: £1.53 per 10



All prices are exclusive of V.A.T.

LINGARDEN LIMITED, WESTON, SPALDING, Lincs. PE12 6HP. TEL. NO. 0406-3

POLYPACK

UNIT 20

DAFFODILS & NARCISSI (DN111)

Contains 60 Polypacks of 5 bulbs per pack in 5 varieties

Birma, yellow, orange cup, 12/15 cm

Carlton, sulphur yellow, 12/15 cm

Cheerfulness, double white, 10/12 cm

Dutch Master, golden yellow trumpet, 12/15 cm

Sempre Avanti, white petals, orange cup, 12/15 cm

Trade Price £18.10 per unit

Suggested Retail Price: 45p per pack



UNIT 21

DAFFODILS & NARCISSI (DN111)

Contains 60 Polypacks of 5 bulbs per pack in 5 varieties

Fortune, yellow petals, large orange cup, 12/15 cm

Golden Harvest, golden yellow trumpet, 12/15 cm

King Alfred, large yellow trumpet, 12/15 cm

Verger, white petals, small red centre, 10/12 cm

Mixed, daffodils and narcissi, 12/15 cm

Trade Price £18.10 per unit

Suggested Retail Price: 45p per pack



BLISTER

UNIT 22

DAFFODILS & NARCISSI (DN111)

Contains 64 packs of 5 bulbs per pack in 4 varieties packed in display trays. 16 packs of one variety per tray.

Birma, yellow petals, small red cup

Carlton, sulphur yellow

Ice Follies, large lemon yellow cup, white petals

King Alfred, large yellow trumpet

Trade Price £22.47 per outer

Suggested Retail Price: 53p per pack



UNIT 23

DAFFODILS & NARCISSI (DN111)

Contains 64 packs of 5 bulbs per pack in 4 varieties packed in display tray.

One variety per tray.

Aflame, pure white perianth, small red centre

Cheerfulness, double white

Dutch Master, golden yellow trumpet

Fortune, yellow petals, large orange cup

Trade Price £22.47 per outer

Suggested Retail Price: 53p per pack



UNIT 24

DAFFODILS & NARCISSI (DN111)

Contains 64 packs of 5 bulbs per pack in 4 varieties packed in display tray.

One variety per tray.

Edward Buxton, large creamy perianth deep orange cup

Flower Record, pure white perianth, deep red cup

Golden Harvest, golden yellow trumpet

White Lion, double white, some soft yellow segments

Trade Price £22.47 per outer

Suggested Retail Price: 53p per pack



UNIT 25

DAFFODILS & NARCISSI (DN111)

Contains 64 packs of 5 bulbs per pack in 4 varieties packed in display tray.

One variety per tray.

Angel Wings, pure white short cup

Geranium, several flowers on one stem, white petals orange cup

Mount Hood, large white trumpet

Texas, yellow with brilliant orange segments

Trade Price £25.29 per outer

Suggested Retail Price: 59p per pack



DAFFODILS



**Polypack
Display unit**

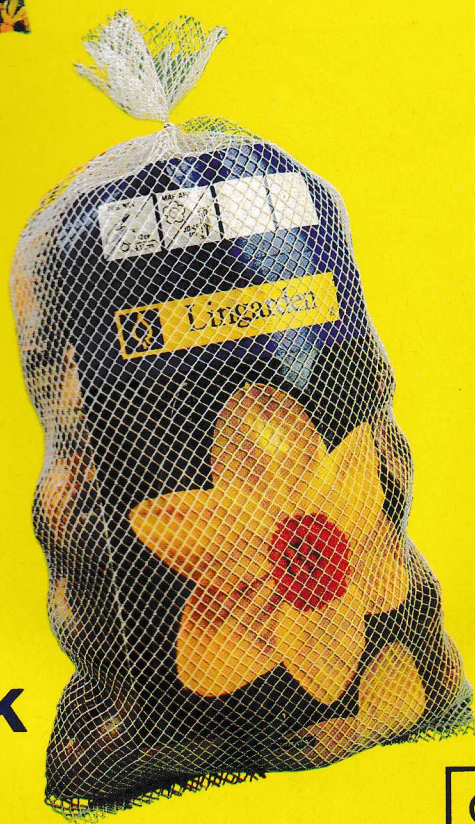
Economy Pack



SHOWCASE



POLYPACK



BLISTER





LINGARDEN DAFFODILS AND NARCISSI

LIST OF VARIETIES

- | | | |
|----|-----------------|--|
| 9 | ACTAEA | Large snow-white perianth, small yellow centre edged red. Tall stems, excellent for forcing from end of Jan. Very free flowering. 16" Early April. |
| 3B | AFLAME | Corona, deep red, light yellow petals. Forces from 1st Jan. 18" Late March. |
| 2C | ANGEL WINGS | Pure white short cup. Can be forced. 14". |
| 2B | ARGENTINA | White with a large orange centre. Not suitable for forcing. |
| 3B | BARRET BROWNING | Pure white perianth, large orange centre. The earliest of its type in the open and a good forcer. 16" Early April. |
| 2A | BERMUDA | Yellow petals, burnt-orange centre. Can be forced from early Jan. 18". |
| 3A | BIRMA | Small cupped narcissus with deep yellow perianth and vivid scarlet cup. Good forcing variety from mid Jan. 18" Mid-April. |
| 2B | BRUNSWICK | White with deep primrose-yellow corona. 16". |
| 2A | CALIFORNIA | Bright lemon yellow perianth, deeper golden yellow centre. Well balanced flower, forces from 1st Jan. 18" Mid April. |
| 2A | CARBINEER | Large cupped narcissus with bright yellow perianth and orange-red cup with strong stem. 18" Early April. |
| 2A | CARLTON | Soft sulphur yellow petals, deep lemon cup. Ideal for forcing from 1st Jan. Very free flowering. 16" Late March. |
| 4 | CHEERFULNESS | Double white flowers. Ideal for later forcing. 14" Mid April. |
| 1A | COUNSELLOR | Large golden yellow trumpet. Ideal variety for late outdoor cropping. |
| 4 | DICK WILDON | All yellow sport of Carlton. Can be forced as for Carlton. |

LINGARDEN DAFFODILS & NARCISSI

LIST OF VARIETIES

- | | | |
|----|-----------------|---|
| 1A | DUTCH MASTER | A fine large yellow trumpet. Good forcer and ideal for pots. 18" Late March. |
| 2B | EARLY BRIDE | White with large centre, gold with orange edge. Suitable for late forcing. |
| 4 | EARLY SPLENDOUR | Pure white perianth, deep orange cup. Several flowers per stem, good forcer and ideal for garden. 14" Mid April. |
| 3A | EDWARD BUXTON | Large creamy perianth, deep orange cup. Ideal for forcing from beginning of Jan. 16" Early April. |
| 1A | FLOWER CARPET | Pure yellow, large trumpet. Late flowering. |
| 4 | FLOWER DRIFT | White perianth, orange-yellow cup. Double Flower Record. Forces from mid Jan. 12" Early April. |
| 2B | FLOWER RECORD | Pure white perianth, deep red cup. Very free flowering. Excellent for forcing and suitable for pots. 12" Early April. |
| 2A | FORTUNE | Rich golden-yellow perianth, large orange-red cup. Excellent for forcing from early Jan. Very free flowering. 18" Late March. |
| 8 | GERANIUM | White perianth, orange-red cup. Ideal for late forcing and excellent for bedding. Several flowers on one stem. 14" Mid April. |
| 1A | GOLD MEDAL | Yellow trumpet, particularly suitable for pot work. Suitable for forcing mid Jan. 12". |
| 4 | GOLDEN DUCAT | Deep golden yellow sport of King Alfred. Full double flowers on good stem. 14" Late. |
| 1A | GOLDEN HARVEST | Large golden yellow trumpet. Excellent for forcing from early Jan. 16" Mid March. |
| 2A | HOLLYWOOD | Pale lemon yellow perianth. Light orange cup. Good early forcing variety. 18" Mid March. |
| 2B | ICE FOLLIES | Large, flat edged cup. Pale lemon white petals. Forces from 1st Jan. 18" Late March. |
| 4 | INGLESCOMBE | Bright lemon yellow flowers. Fine erect stems. Rather late flowering 16" Mid April. |
| 4 | IRENE COPLAND | Fine double snow-white flowers with yellow segments. Very useful for forcing. Can be flowered first week in Feb. 14" Mid April. |

LINGARDEN DAFFODILS AND NARCISSI

LIST OF VARIETIES

- | | | |
|----|----------------|---|
| 2 | KILWORTH | Large flower, broadly overlapping white perianth and bowl-shaped cup of intense orange. Late flowering. 16-18". |
| 1A | KING ALFRED | Popular golden yellow trumpet. Good forcing variety. 14" Late March. |
| 3B | LA RIANTE | Small-cupped narcissus with snow-white petals and deep orange cup. Very good forcing from mid Jan. 12". |
| 2B | LOTHARIO | Yellow, red cup. Ideal for late outdoor cropping. |
| 1B | MAGNET | Pure white perianth with bright yellow trumpet. A good bi-colour variety for forcing and bedding. 14" Late March. |
| 1A | MAGNIFICENCE | Deep golden yellow flowers. Very early forcing variety. 14" Mid March. |
| 4 | MARY COPELAND | Fine double white flowers, interspersed with glowing orange segments. Excellent stems, ideal for late forcing. 14" Mid April. |
| | MIXED | Daffodils and Narcissi |
| 1C | MOUNT HOOD | Large white perianth and trumpet. One of the finest pure white trumpets. Ideal for bedding. 14" Early April. |
| 2A | QUIRINUS | Yellow perianth, large deep orange cup. Good free flowering variety for forcing. 18" Early April. |
| 1A | REMBRANDT | Large deep golden yellow trumpet daffodil. Good forcer from mid Jan. 14" Late March. |
| 2A | SCARLET LEADER | Large white flower with bright red cup. Mid early, can be forced after 15th Jan. |
| 2B | SEMPRE AVANTI | Large creamy white perianth, broad orange cup. A good forcer and ideal for the garden. 14". |
| 1A | STANDARD VALUE | Sulphur yellow perianth, lemon yellow trumpet. Mid April. |
| 4 | TEXAS | Yellow with brilliant orange segments. Ideal for the garden, and can be forced late. 16" Early April |

LINGARDEN DAFFODILS AND NARCISSI

LIST OF VARIETIES

- | | | |
|----|--------------------------|--|
| 1A | UNSURPASSABLE | Giant yellow trumpet. Good early forcer.
14" Mid March. |
| 3B | VERGER | Pure white perianth, bright orange cup.
Good early forcer and free flowering.
14". Early April. |
| 4 | WHITE LION | An extremely fine double white narcissi,
some soft yellow segments, solid well-
shaped flower. Ideal for outdoor cropping.
16" Early April. |
| 4 | WHITE SAIL | Medium large creamy white. Ideal for the
garden. 16" Early May. |
| 3B | WINIFRED VAN
GRAVEN | Improved Actaea, white perianth, lemon-
yellow centre edged orange-red. Long,
strong stems. Very sturdy. 14" Late
March. |
| 4 | YELLOW CHEER-
FULNESS | Sport of Cheerfulness with soft double
yellow flowers. Forces well from
beginning Feb. 14" Mid April. |
| 2A | YELLOW SUN | Lemon yellow petals, deep lemon yellow
cup. Ideal for forcing in pots. Free
flowering. 15". |
| 1A | YELLOW
TRIUMPHATOR | Sometimes called King Alfred Max. Huge
yellow trumpet on very strong stem.
Excellent cut flower. |

- N.B. 1. The figures and dates given in these descriptions are approximate heights and flowering times for a normal season.
2. The forcing dates indicated are where normal conditions prevail and correct forcing principles applied.

DAFFODILS 1980

<u>Variety</u>	<u>12/15</u>	<u>15/17</u>	<u>17/up</u>
ANGEL WINGS	1291.50	1346.40	1407.60
ARGENTINA	1246.50	1323.90	1317.60
ARMADA	1021.50	1053.90	1092.60
* BERMUDA	1314.00	1368.90	1407.60
BIRMA	1066.50	1143.90	1137.60
* BRUNSWICK	1314.00	1368.90	1407.60
BURGMEESTER GOUVERNEER	1201.50	1233.90	1227.60
* CALIFORNIA	1021.50	1053.90	1047.60
CARBINEER	1089.00	1143.90	1137.60
* CARLTON	999.00	1008.90	1002.60
* COUNSELLOR	1134.00	1166.40	1160.10
* DUTCH MASTER	1134.00	1166.40	1160.10
* EARLY BRIDE	1314.00	1413.90	1407.60
* EARLY SENSATION	1246.50	1301.40	1317.60
FLOWER CARPET	1201.50	1233.90	1227.60
FLOWER RECORD	1179.00	--	--
* FORTUNE	1134.00	1166.40	1160.10
GOLD MEDAL	1539.00	1638.90	--
* GOLDEN HARVEST	1246.50	1301.40	1317.60
HOLLYWOOD	1089.00	1121.40	1115.10
* ICE FOLLIES	1089.00	1211.40	1250.10
KILWORTH	1089.00	1188.90	1182.60
KING ALFRED	1156.50	1211.40	1205.10
LOTHARIO	1044.00	1076.40	1070.10
MAGNET	1449.00	1458.90	1452.60
* MAGNIFICENCE	1021.50	1031.40	1025.10
MIXED DAFFS & NARCISSI	1044.00	1076.40	1070.10
* MOUNT HOOD	1314.00	1391.40	1385.10
QUIRINUS	1066.50	1076.40	1115.10
* REMBRANDT	1156.50	1188.90	1182.60
SCARLET ELEGANCE	1066.50	1121.40	1182.60
SEMPRE AVANTI	1044.00	1121.40	1227.60
* STANDARD VALUE	1201.50	1346.40	1340.10
* UNSURPASSABLE	1246.50	1256.40	1272.60
YELLOW SUN	1021.50	1053.90	1047.60
YELLOW TRIUMPHATOR	1066.50	1098.90	1092.60

PRICES QUOTED IN U.S. DOLLARS PER 1,000 KG
FREE HOME EAST COAST

NARCISSI 1980

<u>Variety</u>	<u>10/12</u>	<u>12/14</u>	<u>14/up</u>
ACTAEA	1167.00	1430.70	1506.00
* AFLAME	1122.00	1205.70	1281.00
* BARRET BROWNING	1302.00	1295.70	1416.00
* CHEERFULNESS	1077.00	1138.20	1146.00
DICK WILDON	1324.50	1318.20	1393.50
* EARLY SPLENDOR	1369.50	1363.20	1393.50
EDWARD BUXTON	1032.00	1070.70	1146.00
* FLOWER DRIFT	1212.00	1205.70	1281.00
GERANIUM	1369.50	1408.20	1393.50
* GOLDEN DUCAT	1234.50	1273.20	1258.50
* INGLESOMBE	1257.00	1250.70	1281.00
* IRENE COPLAND	1212.00	1205.70	1281.00
LA RIANTE	1122.00	1115.70	1191.00
MARY COPELAND	1212.00	1205.70	--
* TEXAS	1324.50	1363.20	1393.50
VERGER	1077.00	1160.70	1236.00
* WHITE LION	1167.00	1160.70	1236.00
WHITE SAIL	1212.00	1205.70	1236.00
WINIFRED VAN GRAVEN	1167.00	1250.70	1326.00
* YELLOW CHEERFULNESS	1077.00	1160.70	1146.00

PRICES QUOTED IN U.S. DOLLARS PER 1,000 KG
FREE HOME EAST COAST

Lingarden

