



ITC GYPSOPHILA PROFILE

We grow and outsource our **Gypsophila** from ITC verified small and large scale farmers whose farming and handling of product meets the required International Standards.

Our logistics team moves it to our client's doorstep in the UK, Europe and the Middle East.

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INTERSTATE TRADE COMPANY LIMITED

G YPSOPHILA FARMING

Introduction

Gypsophila, popularly known as **Baby's Breath**, originated from Eurasia. It is a bushy plant with branching habit bearing dainty small flowers on long slender stems. Baby's Breath is a tender and a delicate flower. Gypsophila is a **popular flower to accent bouquets, corsages and flower vases, especially as a dried flower.**



The flowers of **Baby's Breath** are used to **symbolize** and express everlasting love and purity.

Because of this, wedding bouquets and wedding **floral** arrangements are always added with flowers of **Baby's Breath**. It reminds people to cherish their loved ones and show affection as much as possible.

Efficiency and Quality is our Definition

VARIETIES

The predominant varieties grown in our farm are;

- Repens white
- Paniculata white
- Muralis

REPENS WHITE



Gypsophila Repens is a semi-evergreen perennial, 15cm in height, forming a mat of narrow foliage, with open panicles of small, starry, white or pale lilac flowers 10mm in width over a long period in summer.



Gypsophila Repens White has papery white blooms and soft gray-green foliage.

The light, airy masses of small white flowers white flowers make a good contrast to larger flowers in the garden.

PLANTING

Our farm is located at Lake Naivasha along Moi South road in Nakuru County. On a large scale, Gypsophila can grow in bare areas and can be combined with almost every other kind of flower.



It must be watered regularly during the 1st year if it had been planted in fall. Gypsophila flowers are best when planted in a sun-endowed spot. This is a plant that requires well-drained soil and despises heavy and compact ground. Water regularly after planting, especially in summer.



A white species of gypsophila flower.

They bloom from July to October. The small panicle-like, numerous flowers grow in clusters that are attached to openly branched stems. Most species bloom with white flowers, but some have shades of pink.

PANICULATA WHITE

It is a herbaceous perennial growing to 1.2 m (4 ft.) tall and wide, with mounds of branching stems covered in clouds of tiny white flowers.



It blooms with large dense clouds of dainty white flowers with pink veins on tall erect branches.



MURALIS

As a unique bedding plant, this variety has multiple uses: alone or in combination with other annuals in patio containers, window boxes or hanging baskets.



HARVESTING

At ITC Farm harvesting is normally done by hand using shears or a sharp knife. Simple mechanical aids are used to harvest some flowers; harvest without stooping and rose shears which grip the flower stem after it has been cut, allowing it to be withdrawn single-handedly from the bench.



ITC gypsophila Naivasha farm

One or two workers are assigned to collect the harvested flowers from the ropes above the rows and to convey them to the binding station that is located outside the plot during the harvesting stage. These workers carry the flowers with their hands.



ITC worker at our farm in Naivasha

PACKAGING

We pack about five large flowers of ITC gypsophila per single bunch. The smallest ones can fit in terms of 25 flowers for every bunch. We also have another packing parameter based on weight: we provide 300 grams of bunched stems per package.

Our carrying media are horizontal fiberboard cartons that have soft wax linings between bunches. We also opt for hampers which are fancy baskets with vase-like storage attributes.



Like the cartons, these decorative carrying materials keep the cut flowers inside plastic sleeves to reduce dehydration.

SORTING AND GRADING

We sort and grade ITC Gypsophila based on their health characteristics. We only keep flowers with open or half bloom buds. We also verify that the flowers are dry but fresh so as not to add unnecessary weight due to wetness. We also ensure that none of the graded flowers has wilted.



Gypsophila sorting

The number of flowers in the bunch varies according to growing area, market and flower species. Groups of 10, 12, and 25 are common for single-stemmed flowers. Spray-type flowers are bunched by the number of open flowers, by weight or by bunch size.



Bunches are held together by string, paper-covered wire or elastic bands and are frequently sleeved soon after harvest to separate them, protect the flower heads, prevent dangling and identify the grower or shipper

STORAGE

REFRIGERATION

We refrigerate baby's breath at 33 F to 36 F and 90 percent to 94 percent humidity and allow these flowers to take up water for at least two hours before designing or selling them.



Gypsophila can easily contract Botrytis (gray mold), a fungal disease, during cold storage if the blooms are wet or if the humidity level in the cooler is too high. We never store containers of Gypsophila in plastic bags for extended periods of time. We have cotton bins for storage.



During cold storage, roots are cut into 20cm long pieces and kept with or without peat moss in containers stored at 2 degrees C for 6 months. Fresh weight of root clubs and crowns remain unchanged after the cold storage.

STORAGE

We store the cut blooms of ITC Gypsophila in a dry environment away from contamination and direct sunlight and maintain a room temperature of 20 degrees Celsius. This is uncommon for a flower, but the reason is to keep it dry. We also expedite the drying phase by hanging the cut blooms in an upside-down position after dipping them in glycerin and water mixture.



We transport the flower cargo to the JKIA Airport in the same controlled temperatures as in the cold room. Our trucks feature soft pads on their interiors' floors to act as soft buffers against friction during a bumpy ride. Expect to receive your package in the space of at least one day or two from dispatch.



Cold storage of gypsophila flowers

TRANSPORT BY ROAD

We transport the flower cargo to the JKIA Airport in the same controlled temperatures as in the cold room. Our trucks feature soft pads on their interiors floors to act as soft buffers against friction during a bumpy ride. Expect to receive your package in the space of at least one day or two from dispatch.



Export at the JKIA Airport to our European branch market in Germany, Finland, Netherlands and United Kingdom etc.



ITC flowers cargo being loaded in Martinair plane.



EXPORT BY AIR

We export our flowers all over the world by means of air. Due to their perishability, we ensure that our clients get them on time.



ITC flowers ready for export at Jomo Kenyatta International Airport.

Efficiency in speed of delivery is of paramount importance, as are appropriate temperature control measures during transit.



ITC flowers cargo being loaded in KLM cargo plane.

The freight forwarders store them in cold storage facilities at the airport and load the cargo onto commercial or charter flights.



Inside a cargo plane at Jomo Kenyatta International Airport, Nairobi

ACCREDITATION

ITC uses refrigerated transport system. Temperature is the single most important factor that affects flower value. Therefore, keeping flowers in low temperatures from the farm to the destination is vital.

These systems are known to be durable and most energy efficient way to cool flowers.



The main advantages of our insulated bodies are the fact that we have many variations and customer options available.



This enables the flowers remain cool during transportation and remain fresh even on arrival at their destination

ACRREDITION

All our products are inspected and certified by all relevant bodies which includes Kenya Plant Health Inspectorate Society (KEPHIS) and GLOBAL G.A.P to ensure they are free from pest and diseases and are qualified for the international market.



Ethical Trading Initiative
Respect for workers worldwide



Helping
communities
to build a
better future



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