The progress of the floriculture business in the Netherlands cannot be separated from the role of an institution called Royal Flora Holland, which is a cooperative that brings together growers, they connect farmers with buyers and cooperate with all parties in the floriculture sector, so that this sector continues to develop in the Netherlands. Founded in 1912 and founded the first auction market. In 1922 flora products from the auction market began to be exported to England and continue to grow until now.

Currently Royal Flora Holland manages the world's largest flora auction market located in Aalsmeer, in addition to Naadlwijk and Rijnsburg, all three in the Netherlands. The Aalsmeer auction market is the main and largest, occupying an area of 1.7 million m2 or the equivalent of 250 football fields. Marketing 44 million flowers and ornamental plants per day, covering more than 23,000 types of flowers and ornamental plants.




Royal
Flora
Holland
King quality
SPIRAAL
50 cm
Flowering regards,
Visitorcenter