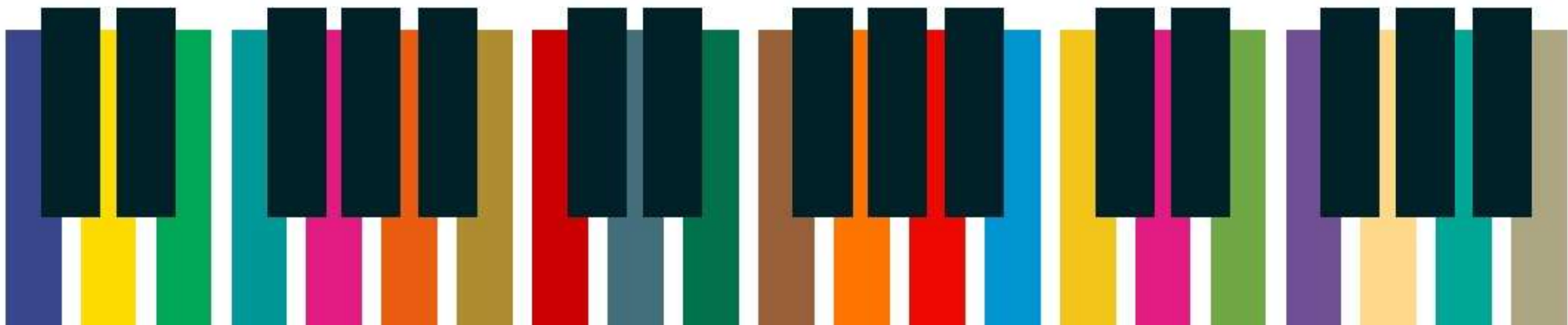


Aviv Harmonie



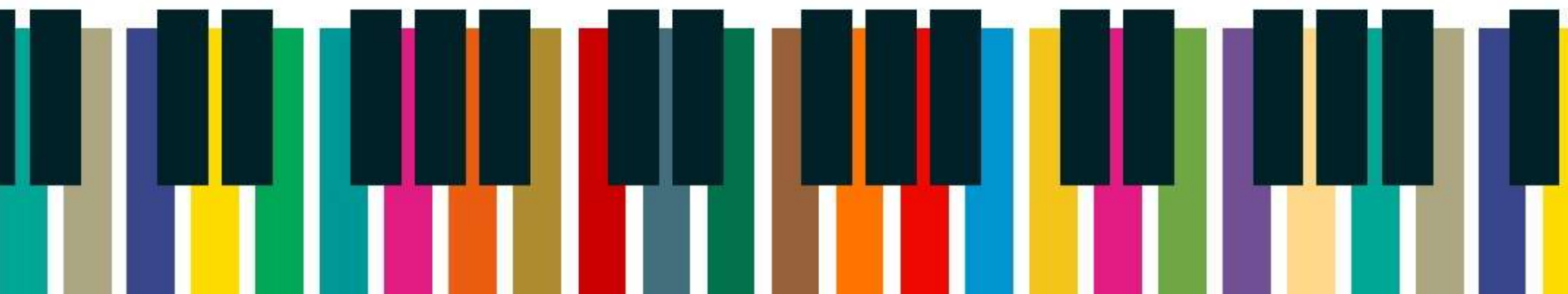
Aviv Harmonie







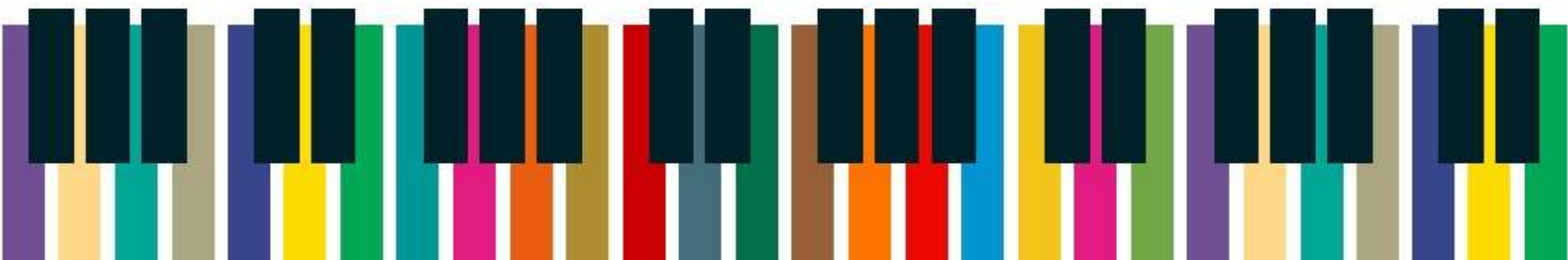
Alive Harmonie





Cohen כהן

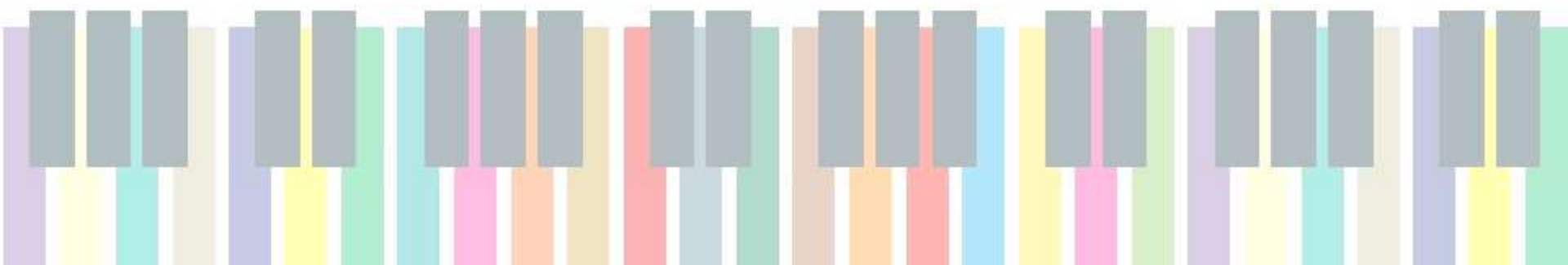
Amir & Shlomo Cohen Flowers





Cohen כהן

Amir & Shlomo Cohen Flowers



From the Netherlands to growing flowers in Israel



- Family roots are in Holland where grand father was a famous physician
- Three generations of farmers in the Sharon Region



Hands-on Professionals



Today :

Growing 3 Million Gerbera flowers for the European Market



Today :

Running a Gerbera breeding program



Cohen Gerbera Selection

- Red – 25%
- Pink – 15%
- Orange – 15%
- Purple – 10%
- White – 10%
- Bi – Color 10%
- Yellow – 5%
- Mini – 10%



20 Gerbera types



Cohen's Quality



Cohen's Quality – Key for success

- The customer gets flowers that are:
 - Fresh and strong.
 - Disease free
 - With maximum vase life
- The grower:
 - Uses latest post harvest treatment
 - Keeps the cooling chain
 - Developed an in-house flower picking method that always delivers best quality



Technology:

In-house innovations : Water
heat sleeves

- All production is done in
Coconut media using raised
beds



Custom made flowers mobility system to improve productivity



Trays are constantly moved to the cooler where the flowers are placed in a solution.



Highlights of Gerbera Varieties



Blue Eye – By “Florist”



Cornice by “Florist”



New this season: Scabiosa Scoop



Scabiosa Scoop: Blackberry



Contribution to the community





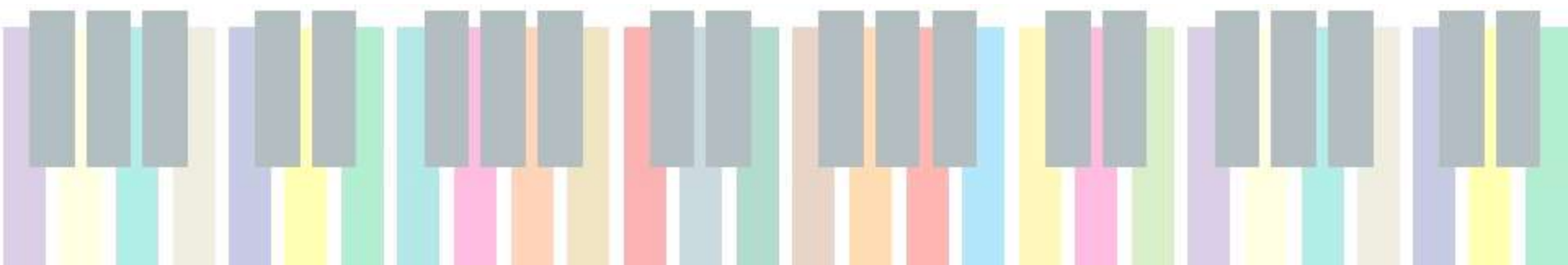
The Cohen Vision :

To use his gerbera knowledge to become a front line breeder



Cohen כהן

Amir & Shlomo Cohen Flowers



Aviv Harmonie

