The Fragrance of Flower Business in Indonesia
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The topic on investment and flower business in became one of the interests in the Festival of Flowers and Fruit of the Archipelago (FBBN) staged jointly by IPB, Ministry of Agriculture, and the Ministry of State-Owned Enterprise RI, (17/5), in Baranangsiang Campus of IPB. Diverse valuable information comes up from the flower business operators.

For example, Hesti Widayani of the Indonesian Flower Businessmen Association (Asbindo) said that Indonesia has a very large potential and opportunity in the development of flower businesses. "Our germ plasma is greatly potential for business opportunity in floriculture," she said. Not only by the genetic wealth, the great potential of flower business in Indonesia is also supported by quite favorable agro-climate, strategic geographical location, the number of workers at the productive age and the increasing demand. "In addition, there are cultural factors closely related to us in the use of these flowers. Starting from birth, birthday, and marriage and even to death all needs flowers," she said to the laughter in the audience attending the Focus Group Discussion.

Similarly, Director of Floriculture Cultivation and Postharvest, Ministry of Agriculture, Ani Andayani said that Indonesian floriculture business tends to increase. "In 2012 we had an increase of 19 percent," she said. Interestingly, according to the IPB alumnus, although the export volume is still small, its export value is big. "This means we are smart exporters in the flower business," she explained.

A testimony by one of flower business players was quite astonishing. "For chrysanthemum per hectare of land, we could earn Rp 1 billion per year. And I'm sure chrysanthemum is the most favorable in the flower business," he said. This claim invited a suggestion from Ani Andayani that the flower business not get stuck on one commodity only so that when the consumers' trend changes to another type of flower, the business will not collapse. (Mtd)