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Deliflor Americas Receives the Gold Medal Award at SAF Phoenix 2023

Alexandria, VA.— Sept. 13, 2023 — Deliflor Americas, the world’s largest breeder of chrysanthemums, is the winner of the Society of American Florists’ 2023 Gold Medal Award in recognition of ‘Alma’, a white daisy spray chrysanthemum, which won Best in Show in the 2018 SAF Outstanding Varieties Competition. Juan David Lecuona and David Marin accepted the award on Sept. 9 during the Stars of the Industry Awards Recognition at SAF’s 138th Annual Convention.



The award honors the originator or introducer of a widely distributed plant or flower that has become established as an outstanding product of significant horticultural and commercial value. SAF judges applauded ‘Alma’ for its crisp white color, large flower size, uniform petal formations and long laterals, describing it as an exceptionally user-friendly product for retail florists.

About Deliflor

In 2012, Deliflor breeders in Maasdijk, the Netherlands crossed some specimens to develop the code “56631.” Seeds were obtained and germinated in 2014 and, after some evaluations, breeders decided “56631” had great potential for growing in tropical conditions and sent it to Deliflor LatinAmerica in Colombia to test it. Planted in South America in November 2014, it stood out among other chrysanthemums. In March 2015, it became semi-commercial.

Deliflor tested it at several farms in different areas of Colombia and consistently saw great results, prompting the company to show “56631” at its annual public trials, Delishow, in 2016. Visitors marveled at how its bright white petals contrasted with its bright green center, its average bloom count (10 to 12), vase life, resistance to disease and more. By 2017, the company determined the variety needed a name, and selected ‘Alma,’ the Spanish word for soul.

In 2018, Deliflor set its sights on SAF’s Outstanding Varieties Competition, which attracts the industry’s leading buyers. Competing against more than 250 varieties from more than 95 companies, Deliflor hoped to earn “Best in Class,” considering the top honor nothing more than “a wild dream.”

Today, 'Alma' is a "cash cow" for Deliflor. Grown at 57 farms between Colombia, Ecuador, and Mexico, it reported almost 80 million royalties in 2022.

Event photos will be available here: [SAF Photo albums | Flickr](#)

About The Society of American Florists

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit SAFNow.org.