

# EXPORT FLOWERS OF ZIMBABWE

Issued 12<sup>th</sup> July 1994

*(Extracted from Philatelic Bureau Bulletin No 3 of 1994)<sup>2</sup>*

Zimbabwe entered the International floriculture industry in the mid 1980's and to date there are approximately 200 growers in the country who produce more than 40 different kinds of flowers for the export market. The flowers are grown under shade, under cover, under lights or in the open depending on the variety. They require careful cultivation and skilful harvesting as factors such as the crop ripeness, correct stem length and correct colour vitally affect their market value. After picking, the different varieties are packed in boxes prior to export by air. Most of Zimbabwe's flowers are sold by auction in Amsterdam prior to distribution to many countries in Europe. Flowers are also sold in the UK, the Middle East, the RSA, and Australia. On average a bloom picked in Zimbabwe on one day will be in the retail flower stalls in Europe two days later. The export flower market is one of the fastest growing sectors of Zimbabwe Agriculture. In 1990 2438 tonnes were exported, earning the country nearly Z\$25 500000. In 1994 it is predicted that 6400 tons will be exported, earning the country an estimated Z\$96 900 000.



## **35c - Strelitzia**

These exotic plants require very careful cultivation and are difficult to grow commercially. The blooms are unique with unusually shaped petals of deep blue and orange. This remarkable colour combination and their large size makes them much sought after for formal floral arrangements by florists all over the world.

## **80c - Proteas**

Proteas are flowering shrubs which have adapted well to Zimbabwe conditions as they enjoy full sun and well-drained acid soils. The blooms are large and heavy, which makes air freight expensive, but the exotic flowers last well and are also popular in dried arrangements, making them a viable commercial crop.





### **\$1.15 - Phlox**

At present only a small hectareage of this delightful little flower is grown in Zimbabwe as the crop is still in its experimental stage. The blooms are available in a variety of colours with mauves blues, and pinks being the most predominate. The profuse clusters of star-shaped flowers are popular as 'fillers' in less formal flower arrangements.

### **\$1.75 - Chrysanthemums**

Chrysanthemums have been cultivated in Zimbabwe for many years. They are exported mainly to the UK and Australia. Many varieties are available, from large single blooms to delicate clusters and sprays which are useful as 'fillers' in floral arrangements. Colours include the ever popular white blooms as well as a large array of pinks, yellows, oranges, reds and mauves.



### **\$1.95 - Lilies**

The lily has been cultivated for some 3000 years, but most of the varieties that are popular today have been developed in the last 40 years. At present only a small number of growers in Zimbabwe produce this exotic flower which is cultivated under shade from bulbs planted deep in rich well-drained acid soils.

### **\$2.30 - Roses**

Roses are undoubtedly the most popular flowers in the western world and they account for more than 60% of the floricultural exports of Zimbabwe where nearly 50 varieties in just about as many colours are produced by an increasing number of growers.



## The Stamps



## Catalogue listings

SG	ZSC <sup>1</sup>	Value	Description
876	303	35c	Strelitzia
877	304	80c	Protea
878	305	\$1.15	Phlox
879	306	\$1.75	Chrysanthemum
880	307	\$1.95	Lilium
881	308	\$2.30	Rose

## Technical details

<b>Stamp size:</b>	All values      28 x 42 mm
<b>Sheet Size:</b>	50 stamps (5 rows of 10 stamps), two panes per printed sheet
<b>Artist:</b>	Dianne Deudney
<b>Paper:</b>	ZSC paper type D – HS8, fluorescent front and back, with cream PVA gum.
<b>Print colours:</b>	Black, magenta, cyan & yellow

**Perforations:** SG 14½, ZSC 14¼  
Right margin: Perforated through.  
Other margins: Imperforate

**Printer:** NatPrint, Harare, Zimbabwe

**Printer's Imprint:** Bottom Margin, below Row 5 Columns 5 & 6. Imprint printed in black

**Cylinder numbers:** Bottom margin below R5/1. Colours from left – cyan, magenta, yellow, black

**Colour register:** Type TL 4– round boxed – left margin opposite R5/1. Colours reading down – cyan, magenta, yellow, black

**Sheet Value:** Top margin, below R5/10, printed in black.

**Sheet Number:** Type SN 4a with 'PTC' prefix, right margin opposite R5/10, reading down

**Print numbers:**

35c	1,000,000	80c	100,000
\$1.15	100,000	\$1.75	150,000
\$1.95	100,000	\$2.30	150,000

**Issue date:** 12<sup>th</sup> July 1994

**Withdrawal from sale:**

**Demonetarisaton:** 13<sup>th</sup> April 1998



Print out of the designs of each value on a single sheet. To the left each stamp design are the words “cyan, magenta, yellow, black” printed in the appropriate colours.. On all sides are short black lines indicating the centre of each design.

*(Courtesy of Jefferson Ritson)*

**Listed varieties**

No listed varieties have been noted

## Unlisted Varieties

There are numerous small dots and specks in the printing of these stamps, particularly in the backgrounds. Some dots and specks shown below are a bit more distinctive, some may be constant.

 <p><b>35c:</b> Yellow spots on large flower</p>	 <p><b>\$1.75:</b> Cyan spot to top right corner, probably water on plate</p>	
 <p><b>\$1.95:</b> Various magenta smears to blue background</p>		

## First Day Cover

The cover numbering comes from the catalogue produced by Geoff Brakspear.

A pictorial first day of issue canceller was produced for this issued and was used by the Philatelic Bureau. Other first day cover cancellers continued to be used at main post offices.

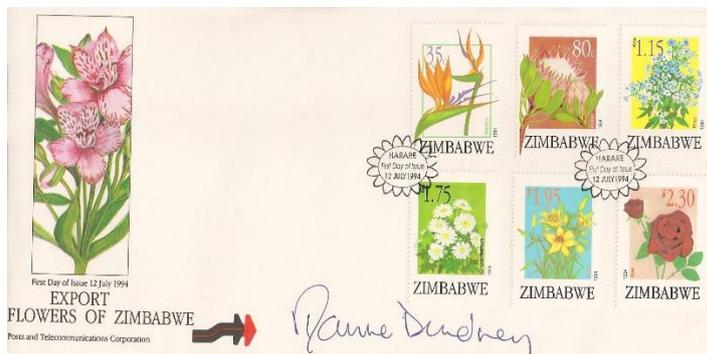


ZW059.1 (PTC)



220 x 110 mm

## Related material



First Day Cover signed by artist, Diane Dewdney  
(Courtesy Narendhra Morar)

## Bibliography:

1. "The Zimbabwean Concise Postage Stamp Catalogue", published by Harare Stamp Company, edited by Ken Allanson, Mike Amos and Geoff Brakspear. The catalogue continues to be updated and expanded by Geoff Brakspear
2. PTC Philatelic Bureau Bulletin No 3 of 1994.

### Additions/Changes since December 2020

3/2022	Design print out of stamps