

“Our way of growing follows the rhythm of the seasons”

Flowers, plants and the weather – everything changes with the rhythm of the year. As humans, we might try to control nature, but ultimately, we are at its mercy. That dynamic captured Bruno Maciel’s interest from a young age. While observing friends running a small gerbera nursery, he became fascinated by how growers can work in harmony with nature.

A strong belief in the power of biostimulants

Effective communication – the key to great collaboration

Growing in Portugal

Bruno’s curiosity led him to study agricultural sciences, taking him abroad to a Norwegian nursery, then to the U.S. as plant protection manager and later head grower of mother plants, with global distribution and frequent travel. But during the COVID-19 pandemic, a realisation struck him: “If I’m investing so much time in something that isn’t mine, why not channel that same energy into my own business?”

Today, in Várzea, Portugal, Bruno and his brother Nelson are building a flower and perennial nursery. At the same site, their mother runs a flower shop that supplies local consumers and retailers with fresh, field-grown flowers.

Plant health starts in the soil

For Bruno, a beautiful flower is just part of the story. His deeper motivation lies in cultivating sustainably – in a way that benefits both plants and the soil. Because what thrives above ground depends on that below. Bruno therefore follows a carefully developed crop rotation system, where every plot is planted with a different crop every two years. This keeps the soil fertile, minimises pests and diseases and maintains soil structure and fertility.

Bruno also makes well-considered choices in daily crop care. “Some varieties are more susceptible to pests like mealybugs or mildew”, he explains. “But we always start with natural products, like those from PlantoSys. Chemical treatments are a last resort. The most rewarding thing is seeing your plants grow strong on their own – your ambition grows with them. For me, it’s not just about selling flowers, it’s about producing strong, vibrant, top-quality blooms with as little intervention as possible.”



A bloom that stands out

Bruno recently signed an exclusive contract in the Netherlands to cultivate a unique *Alstroemeria* variety. “This variety produces a single large flower per stem, much like a peony. When I got the chance to grow it exclusively, I didn’t hesitate. I want to grow flowers that are different, flowers that truly make an impression.”



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In the unheated greenhouses in Várzea, a wide variety of flowers are grown year-round, each chosen to match its natural growing season. This allows fresh flowers to be harvested every week. For example, carnations, matthiola, celosia, ranunculus, anemones, chrysanthemums, veronica, craspedia, statice and lisianthus. A separate tropical greenhouse is home to various ferns and the exotic *Strelitzia reginae* (Bird of Paradise). Outside, in the open fields, the nursery grows hydrangeas, salix, dahlias – and around 60,000 sunflowers every year. All flowers and plants are part of a carefully designed planting plan that flows with the seasons. To grow strong, vigorous plants, Bruno uses natural products like Soil Bac-1, ConSecta and SilicaPower. In addition, ranunculus tubers are dipped in ArgicinPlus before planting – an important step to give them a healthy start from day one.

“Thanks to SilicaPower, only 3 of the 500 planted anemones were lost during the entire cycle!”

Bruno Maciel | Florista-Lina

Growing conditions aren’t always ideal – high humidity, for instance, can lead to rust on Statice (Limonium) leaves. Using the CE biostimulant SilicaPower strengthens plants and hardens the foliage, making crops more resilient.

