



GOLDEN ROSE

*For now has it we have
the best roses in the world*



Know your roses... Sell your roses!

What are the types of roses available for consumers?

- **Garden Roses.** Only for the garden. Plants available @ garden centers and limited quantity available as fresh cut. Garden roses may have poor vase life. Some improvements have been made in this category. But it will be difficult to build a rose category only on these varieties. Good for wedding work.



- **Spray Roses.** Many rosettes per stem. Available fresh-cut.



- **T-Roses.** Fresh-cut varieties for sale at floral departments.





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*Quien los ha ite ha ve
the best roses in the world*



2. How are Ecuadorian roses grown?

- In Greenhouses.
- In High altitude: 9,000 feet.
- Ideal temperatures. Warm days and cool nights.
- Good natural volcanic soils.
- Good environmental practices.

3. Why Ecuador as a prime location to grow roses?

- Intensity of the light (at the Equator), combined with unique microclimate & yes very good soils (nutrients).
- Longer cycles to grow roses – *A cycle described as the time in days it takes to grow a rose. In Ecuador this time is increased by an average of 10 days – The theory is that 10 days of a rose growth in the plant allow for larger better blooms.*
- Proximity to the North American Market.
- Good place to grow coloured roses. More vivid hues.
- Size of the blooms

4. What type of green environmental programs do farms in Ecuador have?





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*Wherever has it we have
the best roses in the world*



5. What other areas of the world grow roses?
 - USA.
 - Israel.
 - Africa.
 - Malaysia.
 - Colombia
 - India.
 - Holland.
 - China.
 - Canada.
 - Mexico
6. How are the above areas different from one another and from Ecuador?
 - Technology levels.
 - Location and altitude (sea level).
 - Temperatures.
 - Markets they grow flowers for. (proximity- transportation facilities)
7. How many rose plants does a grower need in order to provide value through-out the year?
 - 130,000 rose plants!
 - Value in our business is described as: *Consistent delivery of quality 52 weeks of the year. Complete support from the same grower for holidays and key dates in the calendar year. For example a grower that does not have enough plants to support the increase demand for Valentines and Mother's day will be force to go into open market, and other growers in order to supplement his own production. It is at this point that quality and inconsistency of the product will be palpable.*



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8. What influences the decision to grow certain colours?

- For most growers it is a matter of personal taste and preference.
- Ideally it should be based on a good understanding of the market. Example: Colour trends, market demographics, customer's price point sensitivity etc.
- How well does the rose handle transportation – bruising
- Production levels. The more roses you can harvest in one year the cheaper it is to grow.

9. What does it take to produce a new colour in roses?

- It is like playing with a box of water-colours. You mix and match colours until you find the right balance. It may take up to 10 years to come up with the right colour/plant. Example: Leonidas below.





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10. What is the meaning of colour in roses?

- Colours have different meaning depending on the cultural background of the person. For our North American /Canadian market these are the details:

i. RED ROSES	PASIONATE LOVE
ii. WHITE ROSES	UNITY- INSEPARABLE LOVE
iii. YELLOW ROSES	PURITY
iv. ORANGE ROSES	SECRET LOVE
v. PINK ROSES	FRIENDSHIP
vi. BLACK ROSES	OBSESSION
vii. CHAMPAGNE	TENDERNES
viii. SALMON	COMMITMENT
ix. PURPLE	FIRST LOVE – SWEET LOVE
x. YELLOW/RED	PROSPERITY
xi. COPPER	GRATITUDE

11. What is needed to properly grow roses?

- Good location.
- Good greenhouses.
- Lots of technical expertise.
- Good eye for the future as the investment is for the long-term.
- Lots of communication with the main customers.
- A pool of good customers willing to stay the course for more than 6 years. This is the time needed in order to have rose plants replaced.



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*Roman has it we have
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12. How long do rose plants last in the greenhouses?

- I guess we answered this on point 11. On average 6 years.

13. What are the main factors that can affect the quality of a rose?

(In order of importance)

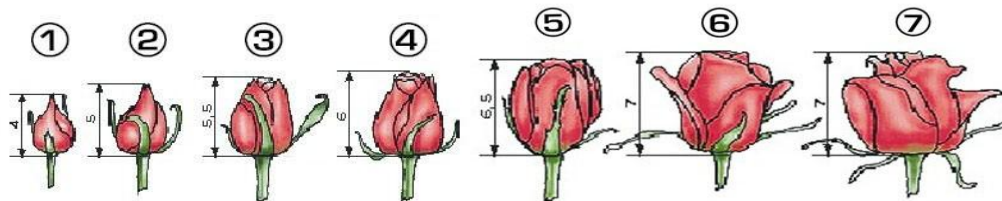
- Temperature.
- Packaging.
- How fast does it go into water after it has been shipped.
- How mature the rose is when harvested. *** see harvest stages*
- How well you rotate the product.
- How fast it is moved along the distribution line.
- Cold-chain management.

14. Is mould a sign of old product?

- Not really. Mould just like in fruits and vegetables is a sign that at one point in the life of the rose, it was exposed to water and/or condensation. Once water is present in the bloom and it is not cleared, it will turn into mold from the spores always present in the air. Having said that, keeping your roses way past its ability to perform (total freshness) will make it turn moldy. At this stage it will clearly show other 'expiry' signs to look for: Dry leaves, change in colour, dry paper-like petals, dead petal tips, hard fibrous stems.

15. Do rose farms have a guide for harvesting roses?

- Yes they do. This is what it looks like. #1 will be green harvest, #7 will be much ripened. Size of the rose will dramatically increase as it is harvested later. Wholesale level should be 4. Party work roses should be 6.





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16. Really...How long really does a rose last?

- Without transportation = 4 weeks!
- With transportation = 2-3 weeks.

17. Why do most fresh-cut roses do not have fragrance?

- Fresh-cut roses (due in part to customer's demands) have been altered over time to produce lots of blooms, and to last as long as possible. In the process, fragrance has been identified as having a negative effect on longevity. Thus, fragrance is minimized.

18. Which are the longest-lasting colours?

- Red = Longest lasting.
- Pinks
- Salmon
- Whites
- Oranges
- Yellows
- Purples = Last the least # of days.

19. How long does it take to bring a rose into the customer's home?

- 1 week.

20. How tall can roses grow at the farm?

- 3 meters tall.

21. Do blue roses really exist?

- No. Blue is not a natural colour for roses.

22. Is there such thing as a "thorn-less" rose?

- No. The theory is that roses store nutrients in the thorns and perhaps it is the natural why for the plant to protect itself from predatory grazing animals. However it is quite the task to clean and process roses with lots of thorns (like voodoo) and there are some roses that are almost thorn less. These include Osiana, Topaz, Big Fun.



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23. Is true that if I see the small green petal on a rose facing down-it is not a fresh product?

- Not at all! These are called the “calyx” and it is the base of the rose & it is what holds the rose together at the base. As the rose opens they start to face down to allow the petals to unfold and bloom. Some do it faster, yet others do it slowly.

Same freshness and harvest point – different calyx position!



DOWN



UP



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24. What are the steps you should NOT do, in order to properly sell the roses?

- Over clean the petals.
- Taking off all the leaves on the stems.
- Try to sell roses older than 7 days.
- Use household remedies for the water in the pails. Example; Bleach, Aspirin. They do not work.
- Hide roses in the back of the display area.

25. What are the main complaints customers will bring forward for roses?

- **Heads drooped.** Caused by lack of water. **Needs to be fixed at floral department.
- **Leafs dried up.** Caused by product residue. **Need to be fixed at the grower level.
- **Roses did not open.** Caused by Roses harvested too early or lack of water intake. ** Needs to be fixed at the grower level with follow up at distribution system.

26. What is the perception of roses in the market?

- Very Romantic flower. We would buy more, but we're afraid to do so because they do not last; Experts in the floral business will tell us this is not true as roses can last a long time. If all the pieces along the distribution system do it right, roses are some of the longest lasting and more reliable flowers to offer.

27. What is the best way to sell roses?

- Full displays.
- Lots of signage with facts about roses.
- Showcase the colour mix.
- Target women buyers.
- Up-sell to male buyers.
- Experiment with new colours.

28. What message should you present to customers when selling roses?

- Freshness above all.
- Roses that always open.



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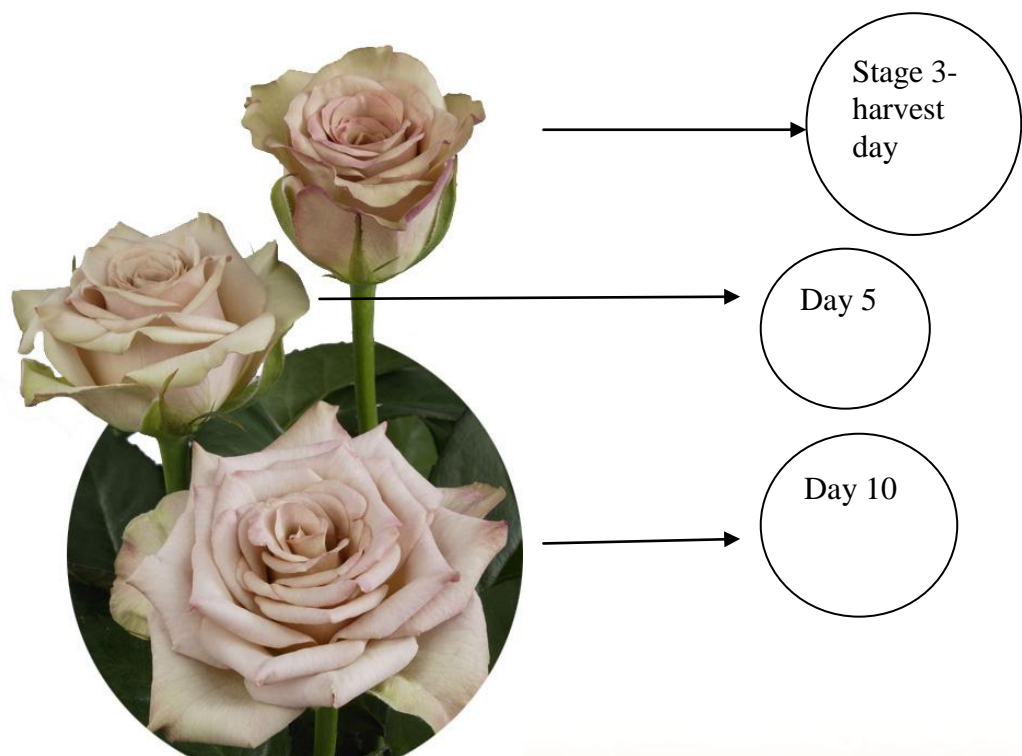


- Did you know signs and facts?
- Excitement.
- Consistency. (The rule of same, safe, guaranteed)

29. How can you bring customers back for more?

- By offering real value = Always exceeding vase life expectations.
- By telling a story.
- By offering only the freshest product. In the spot light variety
- Merchandise, merchandise, merchandise
- Promote the colour, variety, or the unique fact about the rose you just got this week.

30. Bloom stages in a rose:



Visit www.goldenrose.com to learn more about our roses and to see fun facts on many of our other flowers.