

Specific Crop Treatments

Rose



Species: *Rosa hybrida*

Family: *Rosaceae*

Origin: Asia Minor

Grower Recommendations

Growers should treat roses with a hydration product, especially if roses are shipped dry pack. For a majority of growers, use Floralife's Hydraflor®/100 immediately after harvest and through grading. Treatment time will vary with temperature and storage conditions. Please contact Floralife to discuss your particular environment. When roses are shipped through mass markets or other high ethylene conditions, use anti-ethylene products, such as EthylBloc®. Always use one of Floralife's Fresh Flower Foods when storing and/or shipping roses "wet" (*i.e., in solution*).

Wholesaler/Retailer Recommendations

Buying Tips:

- **Ask:** Variety name. Different varieties have different flower qualities. Learn the varieties that work best at your location.
- **Avoid:** Fully opened flowers; limp stems and/or soft flowers; damaged or diseased foliage; flower heads with mold.
- **Look for:** Flowers with firm stems, foliage, and flowers.

Processing:

Unpack immediately. Remove foliage below water level. Recut stems.

Pretreatment:

Hydraflor®/100 pretreatment for 1/2 hour -1 hour at room temperature, depending on variety. Hydraflor®/100 encourages water uptake and ensures proper hydration, so roses quickly become firm and stems remain free flowing. This is especially important for very dehydrated roses or before a major rose holiday. Alternatively, treat with Floralife Quick Dip® under normal conditions. This one second dip helps to increase water uptake for all flowers. Using one of Floralife's hydration pretreatments can help prevent bent neck in roses.

Holding Solution:

Use fresh flower food at recommended rate: Use Floralife® Crystal Clear™, Floralife® Professional or Clear Professional, or depending on water test results, Floralife® Original, Special Blend Hard Water® or Special Blend Pure Water®.

To have water tested, send a plastic quart bottle of your water to Floralife, Inc., 751 Thunderbolt Drive, Walterboro, SC 29488, Attn. Laboratory.

Hold flowers at room temperature for 1-2 hours (2-4 if flowers are limp or exhibiting bent neck) prior to storage in cooler or designing. As a finishing touch to any floral design, spray Floralife FloralMist® over entire project.

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Rose (continued)

Storage:

Place roses in a 34-38°F cooler with 80-90% humidity.

Cleaning:

Use Floralife Formula D.C.D.™ to clean buckets, vases, coolers etc. D.C.D. is specifically formulated to kill microbes over an extended period.

Customer Satisfaction:

Always give a packet of a Floralife Brand Fresh Flower Food with your rose arrangements. Five gram packets treat one pint of water. Ten gram packets treat one quart of water. Use the larger packet with long stemmed roses.

Troubleshooting:

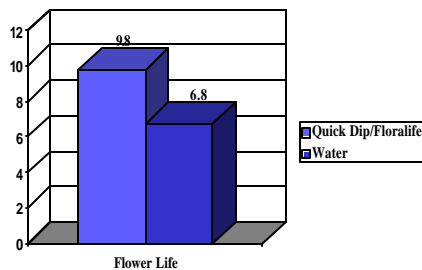
Problem:

Buds fail to open

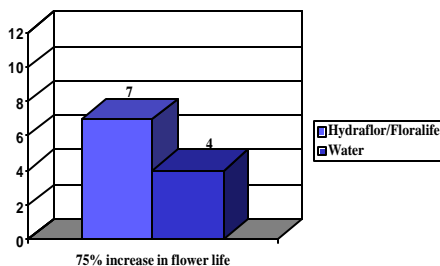
Reason/Solution:

Possibly harvested too early; had extended period out of water; extended storage; exposure to temperature or humidity extremes; high microbe growth or incorrect use of fresh flower food type or amount. Consult your wholesaler or grower. Recutting stems under water, using Hydraflor®/100 and one of Floralife's Fresh Flower Foods may correct the problem.

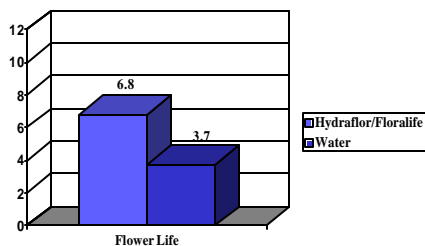
'Charlotte' Rose



'Obsession' Rose



'Madame Delbard' Rose



Premature bent neck

Can be due to extended period out of water; exposure to high temperature or low humidity; exposure to ethylene; high microbe growth or incorrect use of fresh flower food type or amount. Recut stems under water, use Hydraflor®/100 and one of Floralife's Fresh Flower Foods.

Frequent petal burning

Can be due to production problems, fresh flower food not matching water quality or not used at proper concentration, or flowers in pretreatment for extended period. Make sure to use the correct Floralife blend and amount..

Improper opening

Ethylene exposure; treat with EthylBloc.

High Ethylene Conditions:

Some rose varieties, if exposed to ethylene conditions, will benefit from an anti-ethylene treatment. Ethylene sensitivity varies with rose variety. Test your roses using the Floralife Apple Test to see if there are benefits from an anti-ethylene product treatment. If benefit of treatment is seen, ask your grower for anti-ethylene treated roses or treat yourself.