

Roses that made the cut

**Breeders showcase the new varieties
that rose to the top of the crop in 2008.**

by **Monica Humbard**

Few can deny the beauty of a rose. But to truly appreciate this remarkable flower, you only need to learn how many years it takes for each variety to enter the market. **John Dolan**, who is president of **Dolan International Inc.** and recently retired as general agent for breeder **E.G. Hill Co. Inc.**, says it takes seven to 10 years from the time an idea for a cross between two roses emerges to the time the variety hits the market.

"Hills has been in the business of hybridizing for over 100 years," says Mr. Dolan. "Statistically, our records show that our odds of getting a successful variety to market are 1 in 300,000. That is, we look at 300,000 seedlings for every one that is introduced."

Mr. Dolan, who has been in the floral industry for 35 years, explains that part of the success of a variety depends on what the market likes. In North America, he says, the market prefers large flowers with buds at least 5 cm high and stems at least 60 cm long.

The success of a variety also depends on the production areas and what kind of production systems the growers use. For example, Mr. Dolan says a variety that will do well in the tropics at high elevations (South America or Africa) will not grow well in Holland, Germany or the United States. "All breeders know the production areas around the world and their markets and breed for these standards," Mr. Dolan says. "They have test houses in all the flower-growing areas of the world and test how the seedlings grow in the areas."

When it comes to how many plants are needed to put a rose into the market, Mr. Dolan says opinions vary. He explains that a "niche marketer" may do nicely with 1,000 plants of a particular variety that grows well in Holland but not in Colombia or Ecuador. However, as a breeder, he says that in order to afford the protection that ensures plant breeders' rights and trademark enforcement, he would rather see a potential of 50,000 plants in a country.

About a dozen rose breeders throughout the world hybridize or "own" cut rose varieties, according to Mr. Dolan, and all use similar techniques to "invent" new roses. On these pages, check out

some of the new varieties of hybrid tea roses that were introduced this year and are available now. You'll also find new roses for fall occasions on Page 30. And for rose care information, go to www.superfloralretailing.com and click on "Current Issue."



'ice-girl frelander®'

Color: snow white
Head size: medium
Petal count: not available
Thorns: yes
Fragrance: yes
Stem length: 40-60 cm

Photo courtesy of Kordes Roses



'proud™'

Color: white
Head size: medium
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 50-80 cm

Photo courtesy of De Ruiter Innovations B.V.



'yellow finesse™'

Color: yellow
Head size: medium
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 50-70 cm

Photo courtesy of De Ruiter Innovations B.V.



'green fashion®'

Color: cream green
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 70 cm

Photo courtesy of NIRP International S.A.



'latina™'
Color: yellow
Head size: very large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 50-90 cm
Photo courtesy of Olij Breeding B.V.



'tara® empara'
Color: yellow
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 70-90 cm
Photo courtesy of Bartels Roses B.V.



'aubade®'
Color: yellow cream with pink edges
Head size: very large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60 cm
Photo courtesy of NIRP International S.A.



'magdalena®'
Color: peach and terra cotta
Head size: large
Petal count: medium
Thorns: yes
Fragrance: yes
Stem length: 60-70 cm
Photo courtesy of NIRP International S.A.



'finess™'
Color: peach
Head size: medium
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 50-70 cm
Photo courtesy of De Ruiters Innovations B.V.



'fado® empado'
Color: light pink/salmon
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 70-90 cm
Photo courtesy of Bartels Roses B.V.



'malú!®'
Color: white with pink edges
Head size: large
Petal count: high
Thorns: yes
Fragrance: no
Stem length: 60-90 cm
Photo courtesy of Schreurs Gerberas & Roses!



'high & yellow magic®'
Color: yellow
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60-80 cm
Photo courtesy of Preesman International B.V.



'boheme®'
Color: cream with pink edges
Head size: very large
Petal count: medium
Thorns: yes
Fragrance: yes
Stem length: 70-80 cm
Photo courtesy of NIRP International S.A.



'zazu® empzu'
Color: light green with pink edges
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 50-60 cm
Photo courtesy of Bartels Roses B.V.



'high & peach magic®'
Color: peach
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60-80 cm
Photo courtesy of Preesman International B.V.



'trust™'
Color: light pink
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60-80 cm
Photo courtesy of De Ruiters Innovations B.V.



'pink finess™'
Color: pink
Head size: medium
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 50-70 cm
Photo courtesy of De Ruiters Innovations B.V.



'magic moka®'
Color: pink and green
Head size: very large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 70-90 cm
Photo courtesy of NIRP International S.A.



'ensemble'
Color: cream and raspberry red
Head size: very large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60-90 cm

Photo courtesy of Jan Spek Rozen B.V.



'highlander™'
Color: pink and white
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 50-90 cm

Photo courtesy of Olij Breeding B.V.



'solitaire®'
Color: hot pink
Head size: very large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 80 cm

Photo courtesy of NIRP International S.A.



'cherry-o!®'
Color: purple
Head size: large
Petal count: high
Thorns: yes
Fragrance: no
Stem length: 50-70 cm

Photo courtesy of Schreurs Gerberas & Roses!



'advenire®'
Color: red, cream and green
Head size: large
Petal count: medium
Thorns: yes
Fragrance: yes
Stem length: 50-60 cm

Photo courtesy of NIRP International S.A.



'grande classe®'
Color: red
Head size: very large
Petal count: medium
Thorns: yes
Fragrance: yes
Stem length: 80-90 cm

Photo courtesy of NIRP International S.A.



'tinto® empinto'
Color: red
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60-90 cm

Photo courtesy of Bartels Roses B.V.



'variance®'
Color: gray and lilac pink
Head size: large
Petal count: medium
Thorns: yes
Fragrance: yes
Stem length: 50-70 cm

Photo courtesy of NIRP International S.A.



'taboo!®'
Color: pink
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60-80 cm

Photo courtesy of Schreurs Gerberas & Roses!



'orchestra'
Color: dark pink
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60-90 cm

Photo courtesy of Jan Spek Rozen B.V.



'bonjour'
Color: magenta
Head size: medium
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 70 cm

Photo courtesy of Franko Roses America, Inc.



'corrida®'
Color: strawberry pink
Head size: very large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 80 cm

Photo courtesy of NIRP International S.A.



'hearts'
Color: red
Head size: large
Petal count: high
Thorns: yes
Fragrance: no
Stem length: 50-110 cm

Photo courtesy of Jan Spek Rozen B.V.



'pasarela™'
Color: red
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 70-100 cm

Photo courtesy of Olij Breeding B.V.



'luna rossa'

Color: red
Head size: large
Petal count: high
Thorns: yes
Fragrance: no
Stem length: 80-90 cm

Photo courtesy of Franko Roses America, Inc.



'romeo'

Color: red
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 80-90 cm

Photo courtesy of Franko Roses America, Inc.



'caramel antike freelander'

Color: caramel
Head size: very large, old style
Petal count: not available
Thorns: not available
Fragrance: yes
Stem length: 40-50 cm

Photo courtesy of Kordes Roses



'marmalade'

Color: orange and yellow stripe
Head size: medium
Petal count: low
Thorns: yes
Fragrance: no
Stem length: 60-70 cm

Photo courtesy of Franko Roses America, Inc.



'cinnamon'

Color: yellow-orange
Head size: large
Petal count: high
Thorns: yes
Fragrance: no
Stem length: 40-80 cm

Photo courtesy of Olij Breeding B.V.



'déjà vu!'

Color: sunny yellow with orange edges
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 70-110 cm

Photo courtesy of Schreurs Gerberas & Roses!



'high & magic'

Color: orange
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 60-80 cm

Photo courtesy of Preesman International B.V.



'amber'

Color: ocher
Head size: large
Petal count: medium
Thorns: yes
Fragrance: no
Stem length: 50-80 cm

Photo courtesy of Jan Spek Rozen B.V.



'encanto'

Color: cream yellow with orange edges
Head size: large
Petal count: medium
Thorns: yes
Fragrance: yes
Stem length: 50-70 cm

Photo courtesy of NIRP International S.A.



'farfalla'

Color: cream and orange
Head size: large
Petal count: medium
Thorns: yes
Fragrance: yes
Stem length: 60-70 cm

Photo courtesy of NIRP International S.A.



'florida'

Color: cream and orange
Head size: large
Petal count: medium
Thorns: yes
Fragrance: yes
Stem length: 70-80 cm

Photo courtesy of NIRP International S.A.

rose suppliers

Contact these companies for the finest in cut roses. Note: Not all suppliers will carry all of the varieties featured in this article.

DOLE FRESH FLOWERS

(800) 333-1223 ■ www.dole.com
 See ad on Page 31

FTD FLOWER EXCHANGE

(800) 767-4000 ■ www.ftdflowerexchange.com

FTD GROUP, INC.

(800) 788-9000 ■ www.ftdi.com
 See ad on Page 7

HOLEX FLOWER B.V.

(011) 31-29-738-1058 ■ www.holex.com

JOHANNES FLOWERS INC.

(800) 365-9476 ■ www.johannesflowers.com

MAYFLOWER FARMS

(800) 981-1886 ■ www.mayflowerfarms.com

OMNIFLORA INC.

(866) 458-1278 ■ www.omniflora.com
 See ad on Page 32

WORLD CLASS FLOWERS

(800) 348-0050

WORLD FLOWERS LLC

(305) 715-7094 ■ www.world-flowers.us **sfr**

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