Rose Breeding Trends and Consumer Preferences in Modern Varieties

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Introduction

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Rose Innovations
2018 GPN Mag Top 40 under 40 in Horticulture Award
The American Rose Society 2018 Rising Star Award
Introduction: Our Team
The Transition of Today

- Easy Care
- Disease Resistant
- Pest Resistant
- Low Maintenance
- Climactic Tolerance
Disease Resistance

- Main Rose Diseases
- Black Spot
- Cercospora / Spot Anthracnose
- Rust
- Powdery Mildew
- Downy Mildew
- Rose Rosette Disease
Pest Resistant

- Japanese Beetles
- Rose Midge
- Rose Slug/Sawfly
- Rose Stem Girdler
- Rose Bud Worm
- Thrips
- Mites
• Low Maintenance

• Non-Spray (Pest and Disease Resistant)
• Self Cleaning (No Deadheading)
• Once Spring Prune
• Own Root Propagation
Climactic Tolerance

- Cold Hardiness
- Late Spring Frost Tolerance
- Heat Tolerance
- Drought Resistant
- Wet-feet Tolerance
- PH Tolerance
Reinventing the Past

'Peace'

- 'Love and Peace'
Easy Care Upright Roses

- 'Francis Meilland'
- 'Grande Amore'
Easy Care Upright Roses

- 'Tahitian Treasure'
- 'Goldstruck'
Easy Care Upright Roses

- 'Orchid Romance'
- 'Hawkeye Belle'
Easy Care Upright Roses

- 'Beverly'
- 'Sweet Mademoiselle'
Easy Care Upright Roses

- 'Sweet Fragrance'
- 'Olivia Rose Austin'
Climbing Roses

- 'Highwire Flier'
- 'Above & Beyond'
Shrub Roses

- Brands & Series
- Knockout
- Drift
- Kolorscape
- Easy Elegance
- Home Run
- Flower Carpet
- Veranda
- Thrive!
Shrub Roses

- 'Sunny Knockout'
- 'Double Knockout'
Shrub Roses

- 'Coral Drift'
- 'Apricot Drift'
Shrub Roses

- 'Lemon Fizz Kolorscape'
- 'Kardinal Kolorscape'
Shrub Roses

- 'Country Dancer'
- 'Peppermint Pop'
Shrub Roses

- 'Majesty'
- 'Brite Eyes'
Shrub Roses

- 'Amber Flower Carpet'
- 'Belinda's Dream'
Shrub Roses

- 'Brilliant Veranda'
- 'Thrive!'
Shrub Roses

- 'Candycane Cocktail'
- 'Home Run Watercolors'
Shrub Roses

- 'Kosmos Fairytale'
- 'Campfire'
Shrub Roses

- 'Coral Knockout'
- 'Yellow Brickroad'
What Tomorrow Brings

- Future Market
- Demographics: The Millennial
- Millennial Trends
- Living Situations
- Time and Effort towards Gardening
- How Does this affect the Rose???
The Rose of the Future

- Same color and fragrance palette.
- Continued improvements in low maintenance qualities.
- Container rose gardening
  - More compact and floriferous
  - Combination Planters
Evolution of The Rose

- The Past,
- The Present,
- The Future...

THANK YOU!!!

Any Questions???