



Newsletter #3

February 2011

Volume 2,
Number 1

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Links:

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Appearing in the press

We are ecstatic to report that last month (January 2011) we were featured in the cover of **Flora Magazine**, arguably the most important Floral Design magazine in the US! Our flowers came up in a couple of interior spreads as well:



[Design Ideas](#)

[Videos](#)



You can see Red Piano in the cover and on an inside spread as well as Baronesse, Mariatheresia, and Pink Piano. Thank you Laura and Suzie!

We were also very excited to have been featured in **SAF's Floral Management Magazine** this Summer. They featured many of the varieties we introduced in 2010:



GREEN VALLEY FLORAL



"FRANCOIS REBELAIS" This spray garden rose from Green Valley Floral responded for its ruffled, curled shape and large, clustered blooms, won blue-ribbon honors at SIF's 2009 Outstanding Varieties competition. But that's certainly not the end of its bragging rights: The White House personally requested it several times last year.

ALEXANDRA FLORE



"PURPLE FRAGRANCIA" This French variety sports a traditional hybrid tea shape, as well as a rich, garden perfume. Its dark lavender shade makes it coveted for weddings worldwide, Azouf said. With a vase life of seven days, "Purple Frangancia" lasts longer than most garden roses and retains its cup shape.

WILLIARD



"BABY ROMANTICA" The first variety Willard introduced as both a cut flower and a flowering potted plant, "Baby Romantica" enabled professionals to think you could get an old-fashioned look on a modern plant," the breeder said. This fragrance-free rose comes in a range of colors — including cream and pink, light apricot, creamy yellow and tangerine and boasts a vase life of seven to 10 days.

ALEXANDRA FLORE



"MARILATHERESIA" If you're looking for a "true pink" Rosen-Tantau's "Marilyntheresia" will surely turn heads. Part of the "New Nostalgie" line grown at Alexandra Farms, "Nostalgie" has a vase life of eight to 12 days and is very fragrant. "We use new rose hydration solutions in the post-harvest, new ethylene sequestrants for ethylene control and pack our bunches ... with a gel solution so our stems don't dry out during transport," Azouf said.

ALEXANDRA FLORE



"NOSTALGIE" This rose's striking contrast of white and cherry pink will surely turn heads. Part of the "New Nostalgie" line grown at Alexandra Farms, "Nostalgie" has a vase life of eight to 12 days and is very fragrant. "We use new rose hydration solutions in the post-harvest, new ethylene sequestrants for ethylene control and pack our bunches ... with a gel solution so our stems don't dry out during transport," Azouf said.



GREEN VALLEY FLORAL

"CLAIRE DE LUNE" Another blue-ribbon winner from last year's Outstanding Varieties competition, "Claire de Lune" is a creamy floribunda — a large bloom flanked by big, beautiful buds. "We keep the center bud instead of picking it and leave side shoots, so it has a more natural look," said Janet Louie, sales manager of Green Valley Floral.



WILLIARD

"TOULOUSE LAUTREC" This ruffled stunner features a pointed bud center surrounded by ruffles. Fancy another color? It's actually part of a series, which comes in pure white, soft pink, hot pink and tangerine, as well as various fragrances, including citrus and arise.



ALEXANDRA FLORE

"AUGUSTA LOUISE" This "goat performer" from Rosen-Tantau features ruffled petals that go from pink to peach — a nice, dark peach during the fall, perfectly timed for the season's harvest colors. You can count on about five to seven days vase life, "not as high as some of the other Garden varieties," said Louie, "but still a good performer."



"ROMANTIC ARTIKE" The scent is faint with this rose, but its large, cabbage shape is reminiscent of the flowers depicted in Dutch masterpieces from the 18th-century masterpieces. 'Romantic Artike' opens in a vase like a large, full peony.



"VITALITY" Besides the levelness of its creamy white petals that open up extra wide, 'Vitality' is "fabulous for wedding work because it will fill any vase with an extraordinary smell," said Azout.



"YVES PIAGET" Akin in appearance to the peony, Meilland's 'Yves Piaget' is among the early cut garden roses and remains a favorite for its beautiful shape as well as its fragrance. "Just put one in an arrangement, and you have this incredible smell," said retailer Tim Farnell, AAI, AFD, PVCL of Farnell's Florist in Orem Hill, Pa. It's part of a series from Meilland and is available in lavender, cream, pink and peach.

Katie Hendrick
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NOT JUST YOUR GARDEN VARIETY

> Garden roses go hand in hand with romance. Their frothy petals and sweet smell naturally conjure images of English manors and Impressionist paintings, placing them high on the wish list of many a bride. The last few years have seen a high demand for fresh cut garden roses, perhaps due to a "nostalgia trend" and an increasingly sophisticated clientele, said Jose Azout, president of Alexandra Farms in Bay Harbor Islands, Fla., which grows garden roses exclusively. "People want vintage, proven classics, whether they're buying old whiskey labels or traditional chocolate brands," he said, noting that garden roses' texture attracts discerning customers. But you no longer need to have local production to satisfy brides seeking roses that were seemingly plucked from Eden. Breeders have answered that nostalgia-lust with varieties that travel well, smell fresh from the garden and last for a week in the vase. (See Care and Handling p. 48 for tips on showing them off in your shop.)

Just don't call these heartier varieties "garden roses" when you're talking to a breeder. To differentiate between the garden roses that grow on a bush and those that shine in a vase, "some (breeders) are stepping away from the term 'garden,'" said Janet Louie, sales manager for Green Valley Floral in Salinas, Calif. French breeder Meilland refers to its garden roses bred for commercial production as Romanticas. English breeder David Austin calls his English-cut fragrant roses. Confused? None to worry, said Louie. There are enough varieties of these durable cousins to what's in grandma's garden, that, if you don't have a specific variety in mind, just describe the shape, fragrance level and color you're seeking, and your supplier will more than likely be able to source it. Here, though, are a few reliable favorites. 🌹

We also would like to share with you that we came out in Japanese Florist Magazine:



Magazine



Thank you Kazuyo Asayama!

Spec Sheets Available

We have made available "Spec Sheets" for our most popular varieties. In them you will see pictures of the flowers at their point of cut, again at midlife and again at the end of their life, with the days in the vase for each. Here is the example of Mariatheresia's spec sheet:

Mariatheresia



Day 1
Point of Cut : 3 cm



Day 3-5
50% open: 5 cm



Day 7+
Fully Open 8 cm

Marietheresia	
Color	Light Pink
Shape	Rosette
Fragrance	None
Vase Life	7-10 Days
Origin	German
Lengths	30-50 cm



These are available to view or download from our website at www.alexandrafarms.com. They are available for Alabaster, Augusta Luise, Baronesse, Candlelight, Caramel Antike, Fiction, Free Spirit, Mythos, Nostalgie, O'Hara, Piano, Pink Piano, Romantic Antike, Sunset, Vitality and Wanted.

You can use these as guides to help you or your customer determine how many days before an event the flowers need to be put in water. (If you are technically handicapped, just e-mail me and I'll send you hardcopies in the mail)

SAF Ribbons

We participated in the SAF New Varieties Competition in Orlando in September and are proud to share that we won several ribbons:



Wanted



Pink O'Hara



Pink Piano

Of course these need to be added to the 8 we've won in previous years!

Incredible Head sizes!

Although our varieties look small right out of the box, they become huge after a few days in water. Leave lots of space for them to grow into when making arrangements!



Alabaster



Baronesse



Romantic Antike



White O'Hara

New Markets

We are happy to have recently opened or re-activated customers in the following countries: Poland, Spain, and Sweden. Thanks for sharing the vision and welcome!

IPM Essen

Alexandra Farms had a stand in what has become one of the largest and most important Flower shows in the World: The IPM show held in Essen Germany every year in late January. It is a shame the dates deter most people who cannot take the time so close to Valentine's Day.

We were able to send Catalina to the show to (wo) man our booth. She was amazed at the level of interest our garden roses ignited in the visitors. Everybody from floristry students to veteran importers stopped by to inquire about availability!



Our very own Catalina and top customer Rob at the IPM Essen Stand

New Variety - Vuvusela

Test for Vuvusela are going very well. The few beds that are planted are developing nicely. We shall see the first flowers before Mother's Day.

