



Anil Ranwala, PhD.  
Chief Scientist

# Efficacy Testing of Floralife® eZ Dose® Storage Solution Flower Food

## Background

Floralife® eZ Dose® flower food is a convenient holding and shipping treatment which is ideal for use by bouquet operators, supermarkets and mass merchants. It is a great choice in the fresh cut flower life chain where flower longevity and quality need to be maintained without causing excessive opening and development of the flower petals before the final consumer sale.

Floralife® eZ Dose® flower food is made in a micro-perforated packet in that it can be directly placed or dropped into a clean flower bucket without having to tear the packet open. The micro-perforated holes allow water to penetrate into the packet quickly and dissolve the flower food powder once it hits the water. The fast dissolving technology of the packet ensures quick mixing of the contents throughout the bucket of water. It is available in various pre-measured food amounts to accommodate different bucket volumes of water, making the dosage correct for the greatest flower performance. Special formulations are also available for businesses with hard or pure water qualities.

The micro-perforated packet is a very bright, vibrant color which is easily seen and should remain in the bucket until it is time to re-clean the flower buckets and change out the food solution. This colorful packet serves as a great tool for store management as a visual identifier to confirm the treatment has been made.

## Research

An experiment was conducted in the Floralife, Inc. Walterboro, S.C. lab to test the effectiveness of Floralife® eZ Dose® flower food. Three varieties of fresh cut roses were stored in clean buckets containing either simply water (control) or water treated with Floralife® eZ Dose® flower food. The buckets of flowers were stored for 2 days in a cooler between 34 - 36° F, then held at 68 - 70° F for 3 days to simulate shipping and retail store conditions. At the end of the 3 days, all flowers were placed in vases containing Floralife® Rose Food (consumer packet) and held in an interior postharvest evaluation room for vase life determination.

## Results



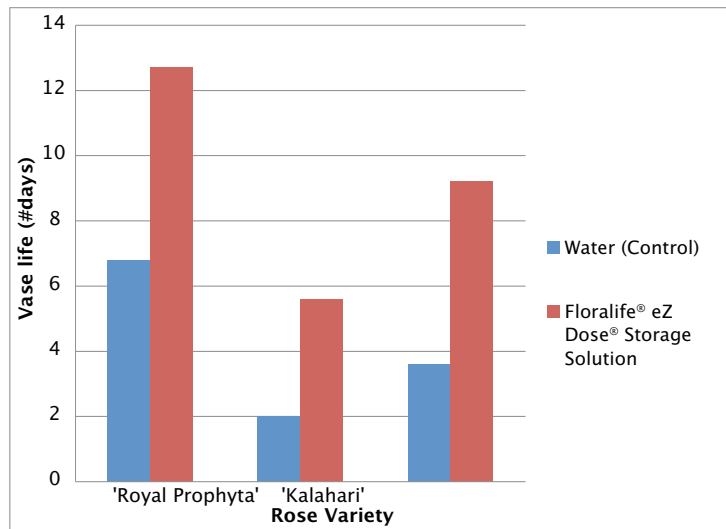
*Water Storage Treatment +  
Floralife® Rose Flower Food*



*Floralife® eZ Dose® Storage Treatment +  
Floralife® Rose Flower Food*

**Flowers after 4 Days of Vase life with Floralife® Rose Food Treatment**

*continued on back*



### Conclusions

The results of this experiment show the importance of proper postharvest treatment during shipping and the storage of cut flowers. All rose varieties tested in this experiment benefited from 3 - 6 additional days of vase life when Floralife® eZ Dose® flower food storage treatment was used prior to the final consumer stage when Floralife® Rose flower food treatment was utilized.

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FLORALIFE, INC.  
 751 THUNDERBOLT DRIVE  
 WALTERBORO, SC 29488  
 PH 800.323.3689  
 843.538.3839  
 FAX 800.471.4248  
 E-MAIL: INFO@FLORALIFE.COM  
 WWW.FLORALIFE.COM  
 A SMITHERS-OASIS COMPANY