

Efficacy of Floralife® New Rose Fresh Flower Food

Background

The rose is one of the most popular cut flowers in the world. Improvement of the quality and longevity of cut roses is of utmost importance for consumers and the floral industry. Fresh cut flower food plays an important role in the postharvest performance of roses. Floralife has done extensive research on postharvest aspects of roses and introducing a new flower food specifically formulated to improve the quality of fresh cut roses.

Research

At the Floralife Laboratory, we conducted an extensive evaluation of the efficacy of the new rose food compared to our standard flower food product, using a number of different rose varieties. Independent tests by an outside research organization were also conducted to evaluate the performance of this new flower food. The following tables present data from both in-house experiments and from the independent trial.

Results

In-house Experimental Data

Rose Variety	Vase life (# days)		
	Water	Floralife Crystal Clear® Flower Food	Floralife® Rose Food
'Charlotte'	5.0	8.8	13.2
'Classy'	5.7	9.0	11.1
'Anna'	7.8	8.9	10.0
'Gold Strike'	7.5	9.4	11.9
'Grand Prix'	4.9	11.1	13.3
'Sonrisa'	6.8	9.1	11.8
'Sombrero'	3.7	7.0	9.7
'Sacha'	5.3	13.7	20.2
'Surprise'	6.3	14.2	19.3
'Lindsey'	6.7	7.3	9.7
'Jade'	6.1	8.8	10.5
'Akito'	3.8	8.2	12.6
Average	5.8	9.6	12.8

Floralife® **RESEARCH UPDATE**

Independent Research Data:

Flower Food	Vase life (days)*	% Improvement
Average of two standard flower foods	7.1	—
Floralife® Rose Food	9.5	34

*Average vase life of 'Naranga', 'Sphinx Gold' and 'Avalanche' roses from a July 20, 2007 article published in www.chainoflifefenetwork.org.



Water

Floralife Crystal Clear® Food

Floralife® Rose Food

Time Period: Day 10

Conclusion

When considering the in-house tests, the performances of Floralife Crystal Clear® and Floralife® Rose Food were better than water by 66% and 121%, respectively; and Floralife Rose Food performed better than Floralife Crystal Clear with an increased vase life of 33%.

For more information or to download a copy of our "Care and Handling Book" on line, visit www.floralife.com. Questions? e-mail: info@floralife.com

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