

Research Update

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Anil Ranwala, PhD. Chief Scientist

Floralife® Premium Rose Flower Food Use Increases Vase Life

Background

Fresh cut roses have been associated with Valentine's Day since the Middle Ages, traditionally a day in which couples express their love for each other with the gift of flowers. A high percentage of the flower industry's total sales of fresh cut roses are sold on this one special holiday. Thus it is critical to provide high quality flowers at a time when you can reach the greatest number of customers and provide them with a satisfying experience and sense of enjoyment. Satisfied consumers become repeat customers.

No matter the rose variety being sold, proper postharvest care and handing is critical for obtaining optimum vase life, flower opening and brilliant petal color. Using fresh cut flower food plays an important role in postharvest performance by providing essential nutrients in the proper balance. Crop specific flower food, such as Floralife® Premium Rose Flower Food, is specially formulated with unique ingredients which enhance rose performance by increasing quality and vase life substantially over the use of standard flower food or plain water.

Research

Vase life tests were conducted in the Floralife, University of Florida Floral Postharvest Research, and FloraHolland (The Netherlands) Laboratories to evaluate the performance of Floralife® Premium Rose Flower Food. Commonly purchased rose varieties were obtained from commercial sources for these experiments. In the tests the ends of the flower stems were recut with a clean knife at least 1 inch (3 cm) upon arrival and the leaves that would be below the solution level were removed. The flower stems were then placed in vases containing 1 liter use solution of either Floralife® Premium Rose Flower Food solution or plain water. Flowers were then held in an interior evaluation room at 68 - 70° F (20 - 21° C) with 12 hours of lighting to monitor vase life performance.

Results

The following photographs show different attributes of Floralife® Premium Rose Flower Food.

Prevention of Bent Neck







Treated: Floralife® Premium Rose Flower Food

Photos taken on Day 7 of Vase Life Experiment

Development of Intense Petal Color







Treated: Floralife® Premium Rose Flower Food

Photos taken on Day 7 of Vase Life Experiment

Proper Opening of Flowers



Control: Water



Treated: Floralife® Premium Rose Flower Food

Photos taken on Day 7 of Vase Life Experiment

Optimum Vase Life



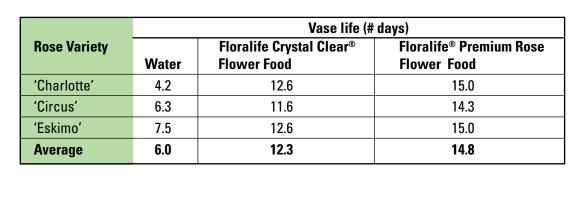
Control: Water

Treated: Floralife Crystal Clear® Flower Food

Treated: Floralife® Premium Rose Flower Food

Photo taken on Day 10 of Vase Life Experiment

Floralife, a division of Smithers-Oasis Company 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



Conclusions

The research results showed the use of flower food, whether it was Floralife Crystal Clear® or Floralife® Premium Rose Flower Food, greatly improved the overall quality and freshness of the flowers versus only using water. Specific use of a specialty rose food, such as Floralife® Premium Rose Flower Food resulted in enhanced flower petal development, petal color, and optimum vase life versus water. Vase life increased on average 20% with these particular rose varieties tested over the use of the all-purpose Floralife Crystal Clear® Flower Food. Vase life increased when using either Floralife® Crystal Clear or Floralife® Premium Rose Flower Food versus water by 105% and 146% respectively.

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