

Did you know...?

CARE AND HANDLING

Number

8



Sierra

Distribution florale Ltee
Flower trading Ltd.



Denmark-Ecuador



Initial handling and hydration of roses determines performance and vase life.

THE ROSES YOU RECEIVE AT VALENTINE'S DAY HAVE PROBABLY COME DIRECTLY FROM THE PRODUCER AND, CONTRARY TO OTHER TIMES OF THE YEAR, HAVE NOT RECEIVED ANY TREATMENT SINCE LEAVING THE FARM. IT IS THEREFORE CRITICAL TO PROPERLY CONDITION YOUR ROSES UPON ARRIVAL. HERE ARE A FEW TIPS FOR RE-HYDRATING AND CONDITIONING THAT WILL ASSURE MAXIMUM PERFORMANCE OF YOUR ROSES.

The First Inspection

Upon reception, inspect your roses for quality and freshness. Due to the increase in volume at Valentine's Day, your roses may not arrive in exactly the same condition as they do during regular weeks:

- They may be softer than usual.
- Some roses may have been harvested at a tighter cut stage and may have a darker appearance.
- The outer protective petals may be slightly more damaged than usual.

If you decide to unwrap your roses for closer inspection, be sure to rewrap them in their original packaging. The protective cardboard sleeve will keep stems straight and provide important support to the roses during the re-hydration process.

The First Drink

Rose producers around the world confirm that the "first drink" is a key factor that will affect the performance and vase life of your roses. Re-hydrating roses in their original cardboard sleeve is strongly recommended. Do not remove thorns before the first hydrating process. This will avoid breakage and exposure to warm temperatures before their first drink.

- Chose buckets that are clean and free of bacteria.
- Fill with a minimum of 15cm of lukewarm or cool water
- Use a preservative floral food solution in liquid or powder form such as Floralife or Crystal Clear. Follow directions accurately.
- Remove foliage that will fall below waterline.
- Cut stems 1-2 cm at an angle (under water if possible)
- Dip each package of cut roses in a hydration solution (such as "Quick Dip") for 1 second and then quickly place in bucket of treated water. ** Hydration solutions such as "Quick Dip" encourage the stems water uptake and ensure proper hydration.

Conditioning

Let your roses drink outside of cooler for 1 to 3 hours. Check periodically. If they were very soft or very tight when you received them, certain bunches may need to stay out of the cooler a little longer and go through the above steps a second time to ensure that they are fully hydrated.

Store roses in a refrigerator that is 2 to 3 degrees C with a relative humidity of at least 80%. If stored at a warmer temperature, roses will open more quickly and vase life will be significantly reduced.

... It is acknowledged throughout the floral industry that a floral preservative, such as "Floralife", will significantly extend the vase life of flowers for the consumer. Make sure you have some available for all of your clients.