



# Rose

(*Rosa* spp.)



## Origins

Flowers in the *Rosa* genus belong to the Rosaceae family, which includes more than 20,000 cultivars of the world's most popular cut flowers--commonly called roses. These timelessly beautiful blooms originated more than 4,000 years ago, growing in the fertile land between the Tigris and Euphrates rivers in the Middle East. Today, roses come in many shapes, sizes and colors, including three popular types: sweetheart, spray and tea.

## Availability and Vase Life

Because of their widespread cultivation, roses are available in many different colors and sizes year-round. Vase life ranges from 6-12 days, depending on the cultivar and the care-and-handling quality.

## Care and Handling

Remove any leaves that will fall below the water line. Then provide a fresh underwater cut about one inch from the stems' base. Place them in a fresh flower-food solution, which will provide nourishment and prevent bacterial growth. Cut rose stems under water and add fresh flower food to vases.

## Design Uses

Roses are versatile flowers, often associated with romance and elegance. They make beautiful vase arrangements and single-stem gifts. They're often used in bridal bouquets, corsages and boutonnieres, and other special-occasion arrangements. Their broad appeal is enhanced by the wide variety of rose colors and styles available on today's market.



Information courtesy of Extra Touch Florist Association, [www.etfassociation.org](http://www.etfassociation.org)  
Images courtesy of Colombia Flower Council, California Cut Flower Commission

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