



Column

Commitment

Rosa Eskelund

Rosa Eskelund is the owner of
RosesForever ApS, a rose grower and
breeder in Denmark.

Poems have always meant a lot to me. Some are special favorites that I have memorized and use every day. One of them is from Johan Wolfgang von Goethe's Faust, a tragic play in two parts, and considered by many to be one of the greatest works of this German poet (1749-1832).

*"Until one is committed, there is hesitancy,
the chance to draw back, always ineffectiveness.
Then indecision brings its own delays,
And days are lost lamenting over lost days.
Are you in earnest? Seize this very minute;
What you can do, or dream you can do, begin it;
Boldness has genius, power and magic in it.
Begin it now."*

Especially the last three lines are powerful wisdom for me. Often when a task seems overwhelming for me, I use this wisdom of Goethe's. "Are you sincere?" he asks. So I reply "Yes, I am" and I seize "this very moment". I do not focus on finishing the task or project, but only on the beginning by seizing the moment. Whether it is a breeding plan for next year's development of roses, a marketing project, a big selection of new garden roses or a dream holiday to planned. I start and discover that "In boldness is genius, power and magic". The tendency to postpone is always strong. However, if you just get started without promising to get the job done but only to get started, it brings warmth and comfort to your body and mind. Seizing

the moment and make things happen works very well for me. Not just keep talking about the trip to Italy we dream about, but order the hotel, and then we go. To develop the perfect blue rose - not just talking about it, but also starting. I have started on developing the blue rose, by collecting many roses in shades of purple for my breeding greenhouse. Surprisingly, I received a package from a friend of mine, Torben Thiim, who owns a huge collection of antique roses. In the package was a rare blue/purple rose. I did not expect this and was really happy and surprised. Magic! Often just beginning by writing down to-do's on a list, is enough to take the first step. When I look back, I can easily see how large and small to-do's that initially seemed difficult to manage, are often completed just by starting to get an overview. I do not promise to make the job done, just to begin. Be bold. Then comes the strength and magic. Creating roses that are grown worldwide and brings joy in many places around the world started more than 20 years ago. I "seized the moment" and started by breeding two roses with one another. I called myself a rose breeder. There was "boldness" - and I worked long hours, weekends and holidays, to create the most beautiful roses that growers around the world could easily grow. I wanted to sell the license to grow these roses and all the expertise I had learned. It should become my career and it did! There was magic, and coincidences led to serious contacts in several places in the world, from Japan in the east to America in the west, Norway in the north and South Africa in the south. Roses Forever was a reality.