

Exiting IPM is getting more international

Opposite the stand of Knut Jepsen in the Danish hall number five, Rosa Eskelund presented a new series of roses for the garden or patio, called Sweet Home Roses (Photo 5). The 12 plants in the series are smaller and more compact than Plant 'n Relax, which is also a series of garden roses. Another important difference is the early flowering. The flowers open already by the end of April or in May. "This is before Mother's Day, which gives Sweet Home Roses excellent market opportunities", says Rosa Eskelund. Depending on the weather, the Sweet Home varieties will flower until Christmas. In the production, the roses have to be planted in February in a greenhouse, but with additional light the planting date is later.



Photo 5