

How do we  
pick the best  
roses?



# What do we look for when selecting?

- Disease Resistance
- Color
- Fragrance
- Habit
- Blooming Cycle
- Hardiness
- “Le je ne sais quoi”



# How do you do that?



First you pick the best hybridizers to  
work with...





















It is a big country with a lot of  
different climates so you need to  
travel a lot and spend a lot of time in  
the trial fields



## WEST

## MIDWEST

## NORTHEAST

Pacific

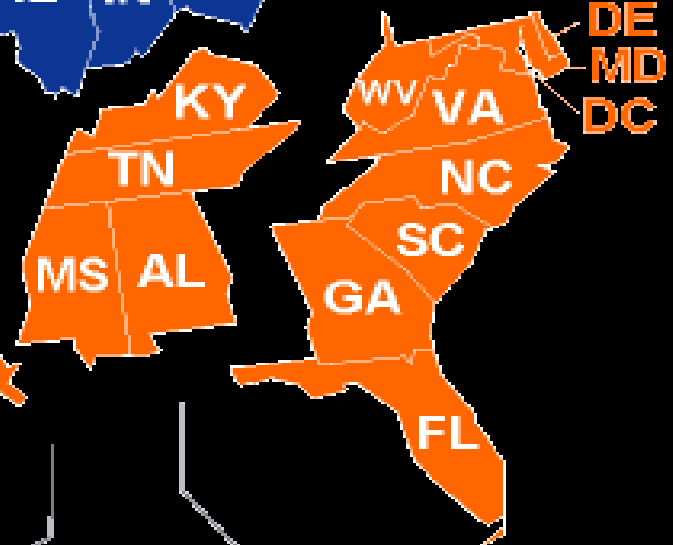
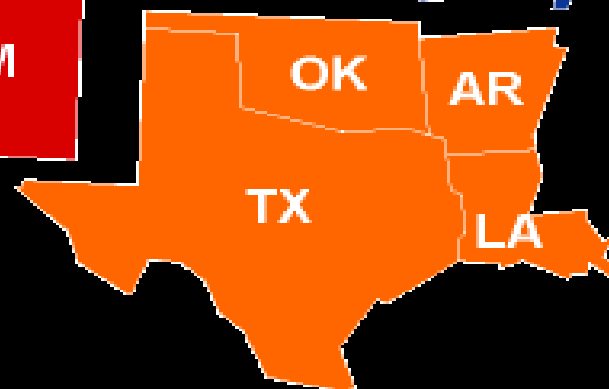
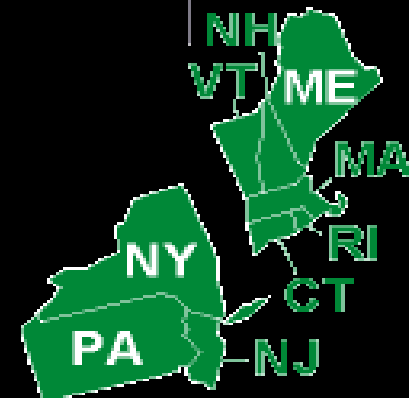
Mountain

West  
North Central

East  
North Central

Middle  
Atlantic

New  
England



West  
South Central

East  
South Central

South  
Atlantic

## SOUTH

Since most seedlings we look at  
have their “Day in the Sun”  
You need to see them over and over  
during the evaluation Period



Which are centered over two core  
“Rose Hells”, one on each side of the  
country to test for disease resistance  
over a 3 year period.





























At the same time we look at the  
agronomic side of the equation, aka:  
Can they make a plant in normal  
production settings?

















Next step is to decide which  
seedlings are going to see the real  
world

Overseas and in production trials at  
growers nationwide





























We do extensive container and in ground trials for another couple of years, again all over the country at key locations (growers and trial gardens)







































Since all our roses are selected on their own root, we also look at how they handle cold storage













At this point, usually 5 to 6 years  
after we start to look at them, we  
think we know enough to argue a lot  
over the final decision to introduce  
or not?









It takes another 2 years to build up  
enough plants for a commercial  
release













At this point we also send them here  
at the Foundation for Virus Indexing  
to make sure we work with clean  
stock













Last but not least you argue a lot  
over the name!

But it is for a good cause.

A good name sells a lot of plants.





# Eyeconic™

Unique appearance, characterized by darker blotches of color close to the base of each petal

Bred for improved plant habit and repeat flowering.  
Soon available in a wide range of colors

Eyeconic™ Lemonade

Eyeconic™ Pink Lemonade

Eyeconic™ Pomegranate Lemonade

Eyeconic™ Melon Lemonade





# Look-A-Likes™

Unique appearance, characterized by darker blotches of color close to the base of each petal

Bred for improved plant habit and repeat flowering.  
Soon available in a wide range of colors.

Look-A-Likes™ Hydrangeaful

Look-A-Likes™ Phloxy Baby

  
Look-A-Likes™

Don't be fooled!  
Although these  
look like other  
plants, they are  
actually roses!



Phloxy Baby



Hydrangeaful



So what does it mean for you at the  
Garden Center this Spring?





































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# *Last, but not least, the Drift® Series of Roses, the next big thing in roses since Knock Out®*



Peach Drift®



Pink Drift®



Red Drift®



Coral Drift®



# *Drifts are great because....*

- They are smaller, groundcover type roses with FLOWER POWER!
- Seven great colors to choose from
- Larger flowers on a plant with a short, low habit, they don't get much taller than 2-2 1/2'tall and as wide





# *Drifts are great because.....*

- Same great disease resistance you would expect from modern landscape shrub roses
- Great in container or in the garden
- Long bloom period
- Hardy to Zone 5
- Trim back to 4" in late winter for best performance



















DRIFT  
Climax Rose Plant

New!  
Popcorn Drift



Yonkin

Yonkin





# NEW ROSES 2013



**BIG MOMMA™**  
'Meitafnah' PPTBS



**CINNAMON  
DOLCE™**  
'Meitadeha' PPTBS



**EYECONIC™ MELON  
LEMONADE**  
'Spromel' PPTBS



**EYECONIC™ POMEGRANATE  
LEMONADE**  
'Spropom' PPTBS



**FRANCIS  
MEILAND™**  
'Meitroni' PPTBS



**LOOK-A-LIKES™  
PHLOXY BABY**  
'Raddeome' PPTBS



**LOOK-A-LIKES™  
HYDRANGEAFUL**  
'Harballred' PPTBS



**MOONSHINE  
MIST™**  
'Radclean' PPTBS



**POPCORN DRIFT®**  
'Novarospop' PPTBS



**RASPBERRY  
CREAM TWIRL**  
'Metteratol' PPAF

For more information about Star® Roses, please contact us at 1.800.457.1859  
Visit our website [www.starroses.com](http://www.starroses.com).



# Thank You

