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.
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)
Then you argue a lot over the evaluation period.
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?
Then you argue a lot over the evaluation period.
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
So what does it mean for you at the Garden Center this Spring?
Eyeconic™

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Eyeconic™ Lemonade
Eyeconic™ Pink Lemonade
Eyeconic™ Pomegranate Lemonade
Eyeconic™ Melon Lemonade
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
NEW ROSES 2013

BIG MOMMA™
'Mettaflia' PPTBS

CINNAMON DOLCE™
'Mettadehla' PPTBS

EYECONIC™ MELON LEMONADE
'Spromel' PPTBS

EYECONIC™ POMEGRANATE LEMONADE
'Spropom' PPTBS

FRANCIS MEILLAND™
'Metrone' PPTBS

LOOK-A-LIKES™
PHLOXY BABY
'Radclemente' PPTBS

LOOK-A-LIKES™
HYDRAANGEAFL
'Harbolfred' PPTBS

MOONSHINE MIST™
'Radcleen' PPTBS

POPCORN DRIFT®
'Novarospop' PPTBS

RASPBERRY CREAM TWIRL
'Metteratol' PPAF

For more information about Star® Roses, please contact us at 1.800.457.1859
Thank You