

Roselily newsletter 2011

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*Rose
Lily*



- *No pollen*
- *Less fragrance*
- *Long vase life*
- *Suitable for cut flower production and at least a double amount of petals*

VISIONS

Introduction

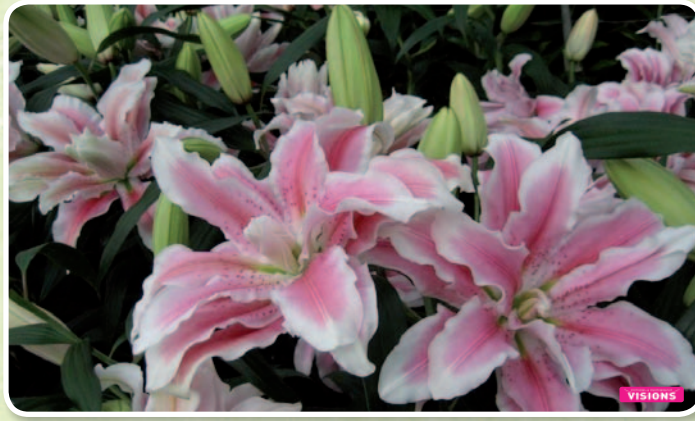
This newsletter is being brought to you by the breeder and suppliers of this gorgeous new product as well as the Roselily bulb growers association. In issuing this newsletter, our aim is to provide you with a clear picture of the production schedule for Roselily varieties and to let you know how the market is responding to the first Roselily varieties. We divided the information in three categories:

- *Current varieties*
- *Future varieties*
- *Other information*

Current varieties:



Roselily Belonica



Roselily Fabiola



Market response: The Roselily varieties are bred to produce double-flowering lilies with an absence of pollen and a light pleasant fragrance. The initial varieties exhibiting these exciting characteristics are being received with great enthusiasm in the lily market. The buds of Roselily Belonica and Roselily Fabiola are side facing and thus vulnerable during the logistic process. Now, after 18 months, we have a good idea of the markets suitable for Roselily Belonica and Roselily Fabiola. These bulbs are now being supplied to bulb-forcing operations that package and ship the finished products appropriately.

Bulb production: the bulb growers association Roselily closely follows the results from the flower growers. These results are leading for the production planning. The production of Roselily Belonica and Roselily Fabiola will be modest but sufficient in 2012 and 2013.

Future varieties



Roselily Annika



Roselily Natalia



Roselily Carolina



Roselily Elena

Bulb production: These varieties, the next varieties in the Roselily series to be released, will introduce more colours into the Roselily series as well as more upward-facing flowers. They were selected from breeding efforts completed five years ago. One to five bulbs were put into tissue culture propagation with the knowledge that it would take six years to propagate enough bulbs to introduce these varieties into commercial production. The Roselily bulb growers association is subjecting this year's harvest of bulbs to extensive tests to measure their forcing qualities and vase life. The bulbs harvested in 2012 will undergo testing under commercial conditions. By 2013, there will be enough bulbs to start supplying them commercially.

General information

Communicating Unique Selling Points of Roselilies: none of the USPs of Roselily can be seen in the stage when the lily isn't yet flowering (closed bud). Consumers can hardly see that that Roselily is pollen free, double, has less fragrance and an excellent vase life. So marketing is of major importance. For that reason we have marketing material available for Roselily growers. We have (see below): tags, stickers, boxes, posters and banners available for Roselily growers. If you have any questions or ideas about marketing Roselily, please come forward with these questions and ideas!



Naming of Roselily varieties. A variety can only be named "Roselily" when the variety is suitable for cut flower production, has no pollen, has a minimum of 18 petals and has less fragrance than "normal" oriental lilies. Roselily varieties have a name that consists of the following two parts: Roselily followed by a female name ending with an "a".

Dry sales: although Roselily focuses on the cut flower market, Roselily is also being sold in dry sales. The Roselily bulb growers association made magnificent photos for dry sales last summer. These photos can be viewed at www.visionspictures.com

Bulb Sales: Roselily sales are exclusively done by: Zabo Plant, Flamingo Holland/van den Bos and Tuberbulb (only dry sales Japan).

Present state of Roselily breeding: Just as with other lily varieties, the successors to the existing Roselily varieties are currently being bred. The breeding of Roselily varieties, too, is taking great strides in development. Over the last five years, varieties have been selected that display even more improvements in length, upward-facing flowers and beauty. Some varieties have also been selected for their suitability as pot plants. Despite our own excitement about these varieties, we will not be able to tell you more about them until next year in a new issue of the Roselily Newsletter.



Shows: Roselily can be seen at several locations, such as: The Dutch Lily Days (may 2012), SAF (USA), OFA (USA) and IFEX (Japan) And Springtrials 2012.

More information or marketing material: please visit our website (www.roselily.com), contact Zabo Plant, Flamingo Holland/van den Bos, Tuberbulb or send an e-mail to info@roselily.com.