

Rosa Eskelund



Do what you love to do

One of my strong believes is that it is possible to get very far when showing a true interest in a product or in a new idea. Not focusing on the result of your efforts, but allowing the product to grow in its own pace. Let me give you an example that makes me so happy!

As a hobby next to my professional work as a rose breeder, for many years I have been using cut roses in my breeding of new mini roses. It was mainly for my own fun and joy in the beginning, but soon the cut roses turned out to be a good help in the development of long lasting mini roses with really large flowers and many petals.

On the IPM fair in Germany this January I brought with me from Denmark a large bouquet of the different cut roses from my breeding. The main purpose was only to use them as decoration on the stand and we placed them in small vases on the tables. Not knowing anything of the professional market for cut roses, I did not think that it would be possible to use them in a commercial production. But suddenly customers from Germany, Japan and Norway came to our stand wanting to buy these beautiful cut roses. These customers went to their producers and asked them to visit our stand in order to learn more about these cut roses and the breeding in Denmark. In the time of writing we are now negotiating with these producers and have already signed contracts for production in Kenya.

Small and humble is my place in the nursery with the cut roses. I have never used any money on development; my only effort has been some time of my own and the love of working with the roses. I never had any expectations to an end result, but the roses have given me a lot of joy and I have loved working with them.

What you love to do is often also what you are best at doing – and suddenly my hobby became a commercial success when large professional buyers and producers discovered my cut roses.

The learning for me is that when you allow yourself to play with your interest, the expectations you have for the result will often come true. I had an expectation that the roses would turn out to be very beautiful – and they truly did. Just as I expected them to be. But that they would also turn out to be a commercial success was never my point, but I am very happy and proud that so many people is also able to see the potential in the beautiful cut roses that has grown out of my hobby.



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