



Rosa Eskelund

## Competition or cooperation?

Even though our nursery is not placed at the center of the horticultural industry in Europe or in Denmark, we have managed to create a productive and successful business. There can potentially be a lot of disadvantages when not having the best conditions from the beginning, but the challenge is to turn these into advantages and use them as a positive factor for your business. We are everyday facing higher transportation costs, higher energy costs and fewer customer visits than many of our national and international colleagues.

With these challenges in mind it has always been important for me to think of creative and unusual ways of developing new products. A very good example that has come out of my breeding is the Infinity® rose that has turned into a great success in the market. The rose is a true revolution in mini roses with the very large flowers and long lasting qualities. In the stores this rose is often double the price as a normal mini rose, but customers are willing to pay this price because of the beauty and extraordinary qualities. Because of this success by time our small nursery is not able to meet the demands of the market, and cooperation with other nurseries around the world is crucial for the further development of the brand.

For many years we have been offering license to grow Roses Forever and now Infinity roses to other nurseries, and this is a business that is increasing every year. It is very important that we keep in close contact with the nurseries

and offer our consultancy service in the beginning of the process and continuously during the growing season to make sure that we get the best possible starting point for the cooperation. The risk is always to help creating new competitors for your own business, but with our strong brands and the important trademark registration we believe that this is the best solution to meet the demands of the market.

An important side effect of this way of doing business is the environmental concerns, when the roses are being produced close to the customer instead of being transported half around the world. Our roses are being produced in many countries like Japan, Canada, Holland and Norway. Our new garden rose concept Plant'n'Relax is now also ready for license production, and we offer a strong trademark and know-how for nurseries around the world.

By choosing this way of business it gives me the opportunity to focus on my creativeness and developing of new roses, varieties and brands. This has been very successful so far, and I believe it is essential for our survival in the market.



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