

Rosa Eskelund



The blue ocean

It has always been important for me to act differently than other people in the business of rose growing. Honestly, I don't know why that is, but I assume that it is simply just my nature to be a bit different than others! Roses are my passion, and it only seems natural to me to constantly think of new ways of developing the business, by creating new concepts, new ideas, new varieties and new markets.

Instead of competing head-to-head with other suppliers in the existing market, I chart my own path. Like my endeavour to create new demand in an unexplored market space – or a Blue Ocean, as it is often called.

When developing the concept “Edible Roses”, I just combined two of the things I love most in life – roses and food. No other pot rose grower has thought of this before, but obviously, there is a market for this combination, and the concept has turned out to be a great success.

Another example is the new line of garden roses “Plant'n'Relax”. Normally garden roses are selected and grouped as ground cover, climbing or floribunda roses, but my concept is different. The roses are linked together in a series despite their differences in growth and height, but what keeps them together is strong health and names like “Lady in red”, “From far away” and “Never

ending story”. Well known titles – but never before seen on garden roses. The conceptual look of the brand is focused on the modern end consumer, instead of the often elderly customer buying classic garden roses.

In the blue ocean, there are a lot of opportunities for those that dare to take the risk of failing. New ideas that have not been tested are always risky and of course it is easier to stay at a place where safety and security rules. But the risk of staying in the known market – or in the Red Ocean – is also that you will be outperformed by other companies in the crowded market space.

It demands great courage and the right business strategy to operate in the blue ocean, but with the right balance, it has so far only been a successful way for me.

I believe this approach applies to all industries, and it is important to keep an open mind, and with charisma, confidence and persistence it is always much more rewarding to be independent. Personally, I strive to be an inspiring and attentive leader both in the horticultural market and as a manager to my employees. I hope this is also the impression I have given to the many people I have worked with through my 34 years in the business.



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