

# High-Tech Production Leads to Roses of High Quality from Denmark



*Like in other areas of the Danish agricultural production, roses and other flowers made in Denmark have encountered a technological development. The Danish flower producer, Rosa Danica, is one of Europe's market leaders with an annual production of 16-17 million roses where more than 90% is exported. By thoroughly scrutinizing the production and implementing technology in their production, Rosa Danica has obtained a production with a minimum of chemicals and a consistent high quality.*

## **Using technologies to obtain a better production**

Since being founded in 1987, Rosa Danica has implemented a wide range of technical solutions that can combat the usual downsides of flower production.

One way to get a more efficient production is to display the roses with UV-C light. The light simply surface treats the roses so they do not get infected by mildew which is a very common disease among roses.

Another way of obtaining higher is to use a new technique – so-called mechanical stress – which causes the roses to grow more compactly, be shorter and with a larger flowerhead, which is something that many customers want. The technique means that during night-time when there is no one at the facilities, a large plastic foil is swiped over the plants, back and forth many times.

## **High-quality roses to the whole World**

The result of high-tech production of roses from Rosa Danica is clear. More than 90% of the company's pot rose production is exported to countries around the world – many of whom are outside EU's borders.

Rosa Danica production stands as an example to how agricultural production in general is taking place in Denmark. Through the implementation of technologies, Danish farmers have large security of supply and a consistent high quality.