

Export Strategy of Indian Cut Roses

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Introduction

India is availability of natural resources like diverse agro-climatic conditions permit production of a wide range of temperate and tropical flowers, almost all through the year in some part of the country or other. Improved communication facilities have increased their availability in every part of the country. The commercial activity of production and marketing of floriculture products is also a source of gainful and quality employment to scores of people. Truly woman empowerment as 85% women are getting jobs in their own villages human civilization developed along riverbanks. Our villagers are situated on the banks of the Pawana River. Therefore, our rose producer farmer cooperative society was named Pawana Sanskriti farmer producer co Ltd. Today we have 71 farmers in the comparative consumption of roses increase by 15%. Every year and areas under cultivation of roses are increasing. As small farmers we believe there is no salvation without cooperation.

Cut Roses Production Capacity

The production of roses in India is estimated to be around 500 million rose stems annually. It will continue to excel as development of more availability of natural resources that favorable and diverse climatic conditions permit production and availability of a large variety

of flower crops round the year. Cheaper labor leads to reduced costs, increasing access of the consumer to good quality flowers at affordable prices besides increasing our competitiveness in the export markets.

The Indian floriculture market, which includes roses, reached a value of INR 293 billion in 2023 and is expected to grow at a CAGR of 11.4% from 2024 to 2032. India is a major producer of cut roses, contributing a significant portion of the global production. While India has large production capacity, its export share of cut roses remains relatively small compared to its production. Key states like Karnataka and Maharashtra are major producers of 2 cut roses. In India around 39 thousand hector land is under cultivation for roses and second Generation is taking charge of the family-owned roses Farms. Several export-oriented units are being in clusters around Pune (Maharashtra) in the West, Bangalore (Karnataka) and Hyderabad (Andhra Pradesh) in the South, and Delhi in the North, are coming up in technical collaboration with expertise mainly from Holland. We produce around 100 thousand roses per day. All varieties are imported from well-known Rose Breeders of EU (DeRuiter, Kordes, Tantau, Meilland and Rose Forever). Roses in a fully commercial manner cultivated in greenhouses in the 1990s.

Post Harvest & Transportation

The packaging and transportation of flowers from the production center to the wholesale markets as soon as possible to keep it fresh. Roses are pre-cool to graded, wrapped and packed cartons and transported by air. Mostly, flowers are boxed by the next day after harvest. All flowers are soaked in Crystal Clear[®] immediately after being harvested, and then strictly graded, cleaned and packaged in bundles of 10 flowers. The average hourly labor is 12.5 bundles. The

daily wage for beginners is 500 rupees. The government has assisted with refrigerated carriage vans. Lots of export-oriented units have built up excellent facilities of pre-cooling chambers, cold storage thus of very good quality and have longer vase life. The government programs for floriculture development include creating common facilities of cool chain in large production areas to be shared on a cooperative basis. Formation of growers' cooperatives/associations are being encouraged.

Brand Protected Varieties

The varieties must qualify the following criteria for us to grow and export: The stem length must be at least 50 cm, the yield should be (120-140 branches/square foot), the flower size should be 4-5 cm, and the flower lifespan should be 12-15 days. Most popular varieties that we grow are Red: Top secret, Yellow: Solar, Pink: Revival, Orange: Naranga, White: Avalanche, Bicolor: Jumilia. The other varieties such as: First Red, Grand Gala, Konfitti, Ravel, Tineke, Sacha, Prophyta, Pareo, Noblesse. Versilia, Vivaldi, Big Apple, Sweet Moment, Samurai, Bordeaux; Revival, Aqua (thornless), Nobles, Circus and Gold Strike etc. These varieties are also being grown commercially.

We paid fee for protected cultivars, the royalty charges for new varieties which can be paid in two instalments; the patent fee is based on a base price of 0.85 euros, and the larger the quantity, the lower the patent fee; 6-month-old bud-grafted seedlings (with Pro3 rootstock) are charged 20 rupees each, flowers can be started to harvest 4 months after planting. We test 45-50 new varieties every year for a period of two years. International well-known players in the Indian roses industry include Shreurs, Moerheim, DeRuiter, Kordes, Rosen Tantau, Meilland & Rose Forever. Rose is the principal cut flower grown all over the country for bouquets, arrangements others major flowers

are gladiolus, tuberose, carnation, orchids and more recently lilioms, gerbera, chrysanthemum, gypsophila etc.

Export Share

Despite its high production, India's share in global cut rose exports is relatively low. While India has seen an increase in cut rose exports, export prices have declined in recent years. The major share of the export trade is for roses, in addition to orchids, gladiolus etc. The major markets are Europe (Holland, Germany and U.K.) and Japan. Prices fluctuate with the seasons, with an average annual wholesale price of \$0.45 to \$0.58. Prices are best from November to March, including Mother's Day and graduation ceremonies, when the wholesale price can reach \$0.65 to \$1.00 per stem. We sell mainly to the Netherlands, Australia, & New Zealand.

Research Backing

Research work on floriculture is being carried out at several research institutions under the Indian Council of Agricultural Research and Council of Scientific and Industrial Research, in the horticulture/floriculture departments of State Agricultural Universities and under the All India Coordinated Floriculture Improvement Project with a network of about twenty (20) centers. The crops which have received larger attention include rose, gladiolus, chrysanthemum, orchid, jasmine, tuberose, aster, marigold etc. The thrust till recently had been on crop improvement, standardization of agro-techniques including improved propagation methods, plant protection and post-harvest management. Production technology, particularly the agronomic requirements and control methods for important diseases and insect pests have also been developed.

Export Strategy

The domestic market is already well-established. We focus on expanding export markets to untapped regions and explore new countries for export opportunities, we are working on East Asia market such as Taiwan, Singapore and Japan. As the improvement of cold chain and logistics infrastructure, elevated costs of cultivation and maintenance, quality standards are the force of growth. In addition to increasing demand for roses in domestic and international markets, the adoption of advanced cultivation techniques and greenhouse technologies are needed. As our business backbone are built from skilled workforce and unique climate---The right time, place and people, it generated the advantage of relatively cheaper cost of production (labor, unheated greenhouses), government strong support and yearly provide newer varieties available to advance quality with competitive price, beside offer customer's pack, flexible that to ease ordering process furthermore crucial part of our core service

Conclusions

The aesthetic appeal of life that is in line with the general belief consumption and the fashion of sending flowers to friends globally, it makes export-market as a sky to us to explore. It will require a concerted effort on all parts of floricultural science. Paying attention to varied international needs, sensible communication and continuing to offer the best varieties for the demanding market would lead our industry to excel.