

## BUSINESS BEAT

# Rosa Flora celebrates 30 years

BY LISA MILLER  
The Sachem

Rosa Flora, located on Diltz Road in Dunnville, opened its doors to the public on Saturday, March 28 for their 30th anniversary.

Employee Bill Schuur estimates that approximately one thousand locals showed up to take part in the four-hour celebration.

When you combine Rosa Flora's 1.2 million square feet of greenhouses with tours, expert advice, floral demonstrations, floral giveaways, hourly door prize draws, hay rides, complimentary refreshments and a barbecue lunch, it ends up to be one full day.

Established in 1978 by Otto and Corine Bulk, Rosa Flora first grew only fresh hybrid tea roses. The demand for their product grew, and in 2009, the business employs 160 workers, including greenhouse, maintenance, drivers, sales, and office staff. They grow all year round, and are committed to using green energy and earth-friendly practices whenever possible.

Rosa Flora is constantly working towards reducing their fossil fuel requirements. They have achieved significant energy savings by implementing the latest green tech-



Sachem photo by Lisa Miller

(l-r) It was time to take off the jackets in Rosa Flora's greenhouse at the business' 30th anniversary celebration. "It was getting a little warm for Emily in the greenhouse," said her mom, Steph Beldman. The pair were two of the estimated 1,000 guests at Rosa Flora's 30th Anniversary Spring Open House.

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By switching from natural gas boilers to biomass-fueled boilers, they have minimized the net carbon dioxide produced, as the biomass is a car-

bon dioxide neutral fuel. They also have incorporated a cogeneration system and wind turbine, which provide the business with alternative sources of electricity, reducing

their reliance on fossil fuels.

For more information about Rosa Flora, please contact Jackie at (905) 774-0613 or visit their website at [www.rosaflo.com](http://www.rosaflo.com).

## 30 years of blooming success at Rosa Flora

BY RYAN TUNKS  
Special to the Chronicle  
DUNNVILLE

With a full parking lot the three plants of flower producer Rosa Flora were abuzz with excitement as they celebrated 30 years in business on March 28.

With the blooming products and technology on display at their three plants, visitors were amazed at what the Dunnville company has to offer.

One couple touring the plant, Rob and Lori Maracle said, "Fabulous, a pure genius plan that was put together."

Rosa Flora offered hourly draws for door prizes. Upon entering one of

the three plants, guests were greeted by a pleasant attendant who provided a schedule of the days' events. After touring plants one and two visitors had the opportunity to go for hay ride to plant no.3.

Jack VanderMass who works for Bloomfield Flowers, who are supplied by Rosa Flora, hosted a flora demonstration.

Employee Chantel Barnes likes working there and said, "It's a really friendly environment with focused management and employees."

The large crowd provided a fitting tribute to mark the milestone and impressive scope of the local business.



Rob and Lori Maracle tour plant no.1 at Rosa Flora open house.

RYAN TUNKS / THE CHRONICLE