

## Rosa Flora Growers



Rosa Flora is a large family owned floral greenhouse operation based in Dunnville, Ontario. (We are currently in Haldimand County). With over 1.1 million square feet of growing space, Rosa Flora's 100 -150 employees take pride in every petal. So much so that President and Co-Owner, Otto Bulk, says his company's mission is devoted to the glory of God in growing fresh cut flowers of the highest quality.

Established in 1978, by Otto and Corine Bulk, Rosa Flora first grew only fresh hybrid tea roses. Today the company produces snapdragons (above), standard and mini gerberas, alstroemeria, sweetheart roses, and stephanotis in the greenhouses. "We also partner with reliable local growers to provide a large assortment of potted plants and an even wider range of fresh cut flowers, such as Asiatic lilies, anthurium, freesia, Oriental lilies and statice," adds Otto.

"We have highly trained growers who provide everything the crops require for optimal growth including misting, shading, lighting, irrigation, fertilizers and biological pest control," says Ralph Deboer, Rosa Flora's Operations Manager, proudly standing in a football field of perfect gerberas, with Otto and son, Josh Bulk, who works in Information Technology and Support.



In 2006, Rosa Flora received recognition from The Canadian Industry Program as an Industrial Energy Innovator in fossil fuel conservation. "By switching from natural gas boilers to biomass-fueled boilers, we have minimized the net carbon dioxide produced, as biomass is a carbon dioxide neutral fuel. We also have a co-generation system and wind turbine, which provides us with 600 kw, reducing our reliance on fossil fuels," explains Otto.

"The biomass wood boilers use wood chips as fuel to heat hot water which is circulated throughout the greenhouses. We have also added a wood processing plant that converts the raw waste wood into a consistent quality fuel for optimal boiler performance," adds Otto.

Rosa Flora's large market area includes floral wholesalers / distributors in the Niagara region and other areas of southern Ontario, southwestern Quebec and the northeastern states of the U.S.A.

Rosa Flora also has a reputation for its high standards in post-harvest practices. For optimal freshness, crops are harvested daily, like these just picked bunches of alstroemeria.



The flowers are sorted, bunched, sleeved, and placed in pails of treated water.

"At Rosa Flora much of this processed is mechanized. We use a machine called the Flora Flex to cut and bind alstroemeria and gerberas but the Cadillac of sorting equipment is the Rosematic, explains Otto.

The Rosematic photographs the bud as well as stem length and shape, then sorts, binds and cuts rose bunches to the correct length – into 9 different stations.

This kind of equipment allows Rosa Flora to service the high demand seasons like Valentine's and Mother's Day, both peak flower buying occasions.

"The pails of sleeved flowers are then placed in a climate-controlled environment to ensure freshness. All orders are packed right in the cooler, and delivered in temperature-controlled trucks to our customers doors." concludes Otto.

For questions or more information, contact Josh Bulk at [JBulk@rosaflo.com](mailto:JBulk@rosaflo.com).



<http://www.pickontario.ca/site/RosaFloraGrowers.asp>