

Title Consumer acceptance of nine varieties of cut rose flower grown in dry and highland areas of Indonesia

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Abstract

The objective of this assessment was to evaluate nine cut rose varieties grown on dry highland (elevation of 1,100 m above sea level) and to assess their cut flower production and consumer acceptance. The nine varieties were 'Tineke' (bone-white flower color), 'Akito' (white flowers), 'Grand Gala' (velvety dark red flowers), 'Black Magic' (heart-red flowers), 'First Red' (deep red flowers), 'Kiss' (orange flowers), 'Confeti' (yellow petals with a red edge), 'Pergiwo' (red flowers), and 'Pergiwati' (pink flowers). Each variety was grafted on rootstock 'Multie' and planted with spacing of 20 cm x 40 cm. This assessment was done using a Randomized Block Design with three replications with six plants per unit experiment. Percentage of plants still growing three months after planting was not different for cultivars 'Tineke', 'Akito', 'Grand Gala', 'Black Magic', 'First Red', 'Confeti' and 'Pergiwo', they had 77.78-100% plant survival, and the rate was higher than for 'Kiss' and 'Pergiwati' (45.45% and 28.31% respectively). 'Pergiwo' produced the tallest plants (49.6 cm) with the most leaves (45.9 leaves/plant). 'Akito' had the largest number of flowers (5 flowers/plant), 'Grand Gala' had the widest flower diameter (5.4 cm) and the longest neck length (8.1 cm), while 'Tineke' had the greatest number of petals (56 petals/flower). Varieties that were most preferred by consumers were 'Tineke', 'Akito' and 'Grand Gala'. Farmers have been developing these varieties in the area where the experiment was done. The markets for these three varieties of cut rose flower are in big cities such as Jakarta, Semarang and Surabaya. Consumers use these roses for wedding ceremonies, hotel decoration, catering, and religious ceremonies.