



Plant of the Month

By Patrick Fast, Alkemist Labs, Feb. 2021

Mythology

Aphrodite's tears watered the ground from where red Roses grew, symbolizing love until death. Romans filled their baths and bedchambers with rose petals. Legend has it, the Hindu goddess of fortune and prosperity, Lakshmi, was created using roses.



Rosa spp. Rose

Preparation/Use

Rosehips (fruit) are eaten raw or prepared as tea, syrups, or other forms that can be strained to remove irritating hairs inside the fruit. Rose petals are distilled with water, and the resulting rose water is used in food. When making Baklava, rose water is sprayed in between layers of Phyllo dough. What a romantic dessert! Rose oil is a very popular essential oil due to its fragrance and topical uses.

Phytochemistry

Rosehips contain significant levels of Vitamin C, beta-Carotene, essential fatty acids, and pectin. Rose petals contain aroma compounds such as β -Phenyl ethyl alcohol, citronellol, eugenol, geraniol, linalool, and rose oxide. Rosehip seed oil is shown to have antioxidant activity.



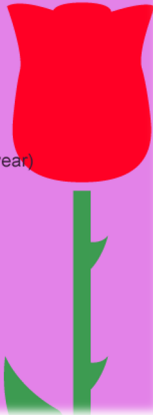
The Industry

\$34.3 billion
total flower industry revenue

15,307
retail florist businesses in the US

Colombia
top source for US flowers (78%)

Christmas/Hanukkah
top holidays for flower selling (\$2.28 billion a year)



Mother's Day

69%
of gifts are flowers

\$1.9 billion
spent on flowers

Botanical Characteristics

Shrubs; stems climbing or procumbent, with prickles (not thorns); leaves membranous or leathery; flower color variable; fruit (hips) red or orange-red, purplish red, or purplish black, fleshy or leathery.

References

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