

Korea Rose Breeding Successful
Commercializing Over Two
Million Dollar Sales World Widely

Wonwoo Trading
Charlie Jeong



BACKGROUND

- 1. Korea join the UPOV in 2002**
- 2. Royalty business is settled gradually**
- 3. Media broadcast royalty make farmers more poor in the beginning**
- 4. Government and various research center try to make rose variety**



PROGRESS

- 1. We have tested variety in Holland from 2007**
- 2. People laugh at us**
- 3. Korean rose varieties are not sold even in Korea**
- 4. But we start sales from 2009 with Green beauty**
- 5. Now, we sold 1,289,887 plant in 2013 year.**



SUCCESS POINT

Interpretation of World Market:

Each area or country have different preference.

Even same variety, its color and size is changed by climate.

So we consider it from first selection.





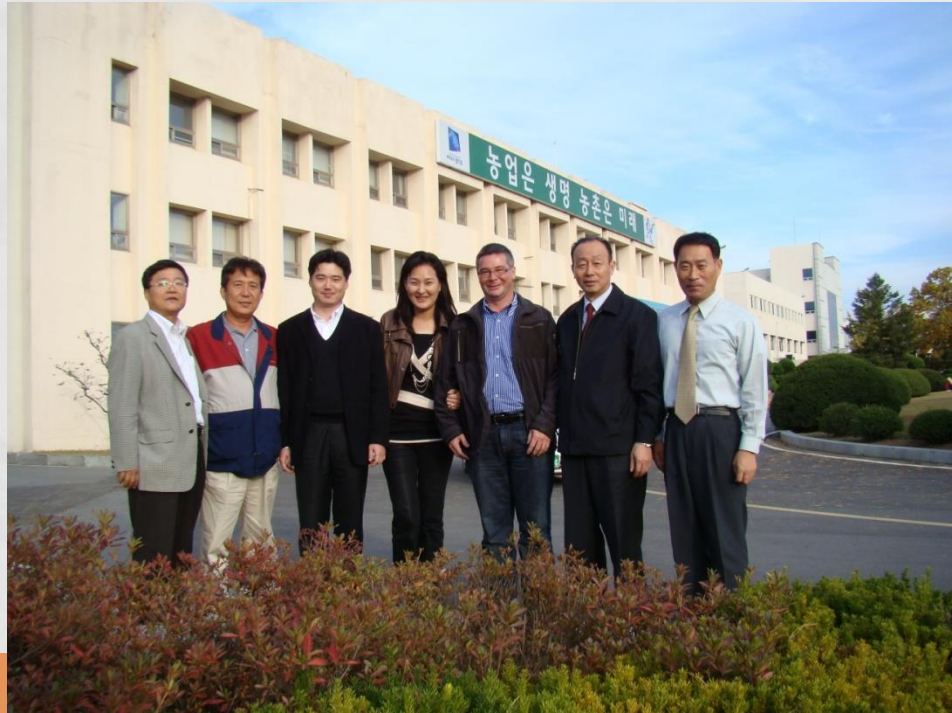
Korea



Holland



Ecuador



SYSTEM

Breeding

GARES



Marketing

Wonwoo



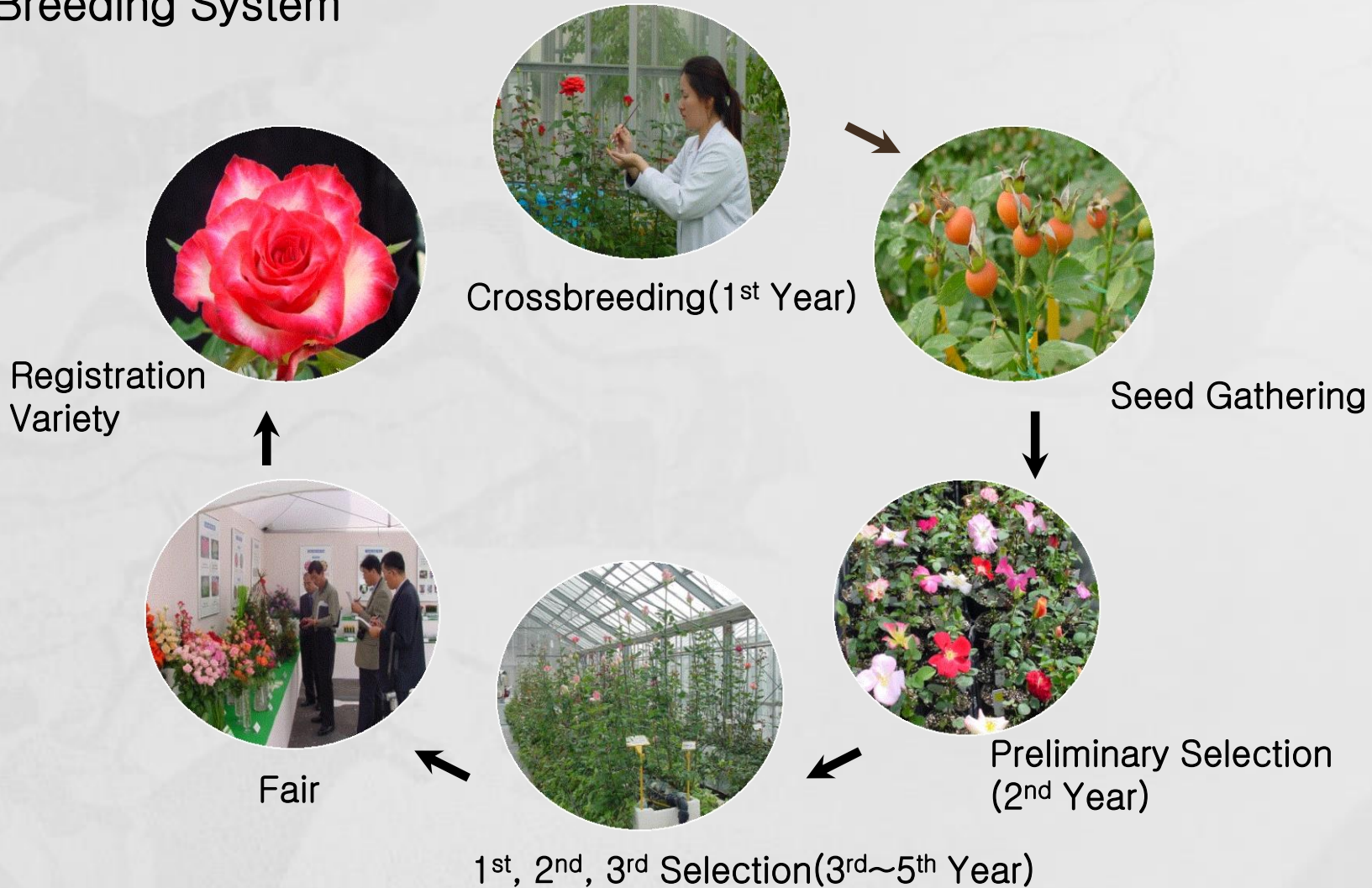
Sales

Olij



ROSE BREEDING

○ Breeding System





Breeding of GARES



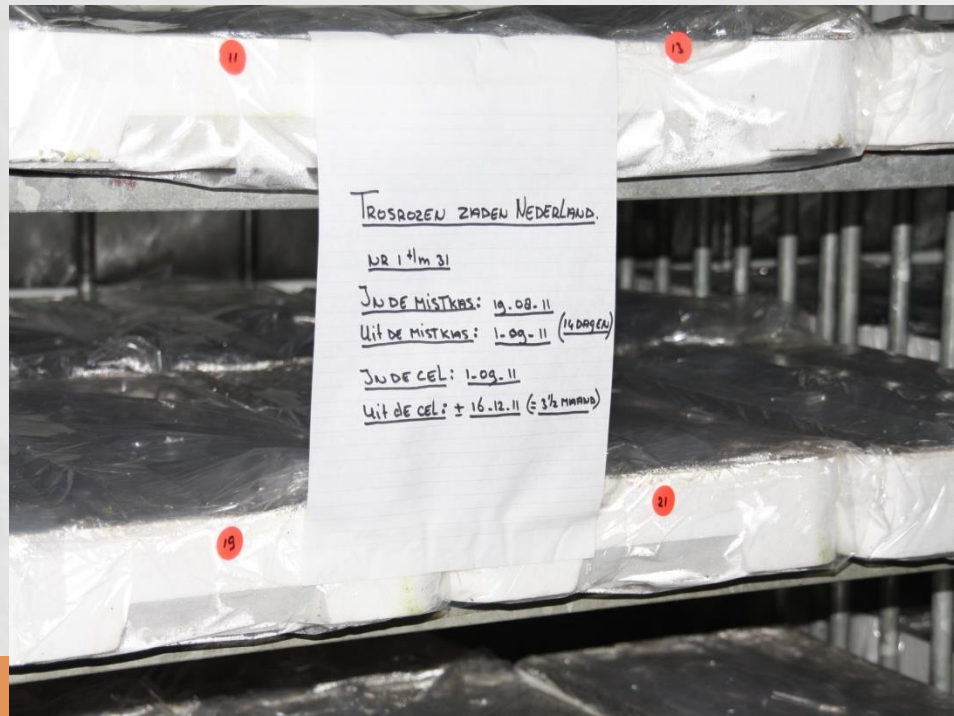


Breeding of Olij








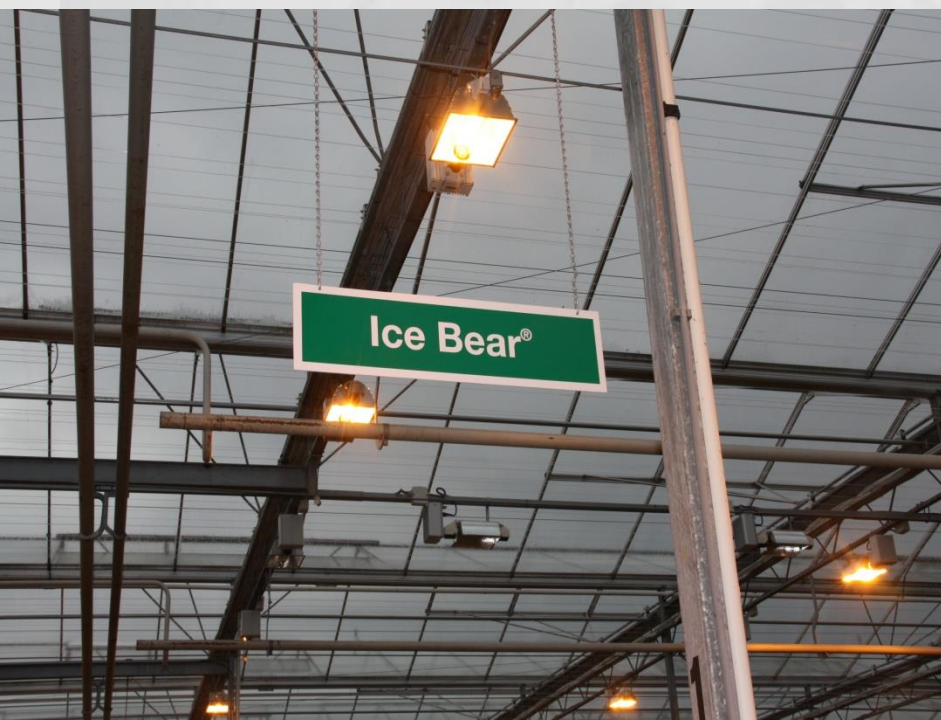


Detail: (1000) Exclusive sensation



Property Name	Value
Buckete progen nr.	2
commercieel ras Olij	True
Fieldnummer	1000
Flower Colour	white or near white (1...
Introductionyear	2011
Location progenitor	Netherlands (NL)
Origin	Olij (Olij)
progenitorYN	True
thorns	medium (3)
Type	T (tree)

Object Number: 11-0005-000
 Description:
 Number free: (1000) Exclusive sensation





Selection



Add.: 338ho, Woon Areriumvil 1st, #730, Janghang-Dong, Ilsan-Gu, Goyang-Si, Gyunggi-do, Korea.

Tel. : +82-31-929-5355 Fax: +82-31-929-5356 E-mail: wonwootrading@msn.com



Wonwoo Trading

To: Olij rozen breeding

Mr.Philippe Veys Add: Achterweg 73 1424 PP De Kwakel Holland.

Tel.: +31 297 382929 Fax: +31 297 341340 E-mail: p.veys@olijrozen.nl

Packing list N.O. 20111012-2

12th October 2011

Packing list

Label	stems	value	N.O of box
09-134	20	***	
07-11	30	***	
08-R3	40	***	
09-250	37	***	
09-217	10	***	
09-164	20	***	
09-150	18	***	
09-105	18	***	
09-124	20	***	
09-437	4	***	
09-457	19	***	
Sub total	236		
09-419	20	***	
07-33	20	***	
09-48	40	***	
07-50	20	**	
07-275	20	**	
07-134	20	**	
09-320	11	**	
09-86	11	**	
09-21	10	**	
09-423	13	**	
09-370	20	**	
09-274	20	**	
Sub total	239		
09-330	20	**	
09-373	20	**	
09-395	20	**	
09-400	10	**	
09-122	10	**	
09-64	20	**	
08-R32	10	*	
07-28	10	*	
09-267	10	*	
09-261	10	*	
09-327	10	*	
09-138	10	*	
09-248	10	*	
09-235	10	*	
08-30	10	*	
07-28	10	*	
09-152	20	*	
09-22	10	*	
Sub total	230		
Total	700 stems		

1 Box

The Republic of Korea provides electronic export phytosanitary cert
(https://minwon.npqs.go.k

Republic of Korea
Ministry of Agriculture and Forestry
National Plant Quarantine Service
PHYTOSANITARY CERTIFICATE

Incheon R.O. Plant Quarantine Service No : 10-11C
TO : The Plant Protection Organization of Netherlands

DESCRIPTION OF CONSIGNMENT

Name and address of exporter : WONWOO TRADING
Gyunggi-do, Goyang-si, Ilsan-gu, Janghang-dong 730, Woon Areriumvil 338ho, Korea
Declared name and address of consignee : Olij rozen breeding
Achterweg 73 1424 PP De Kwakel Holland

Number and description of packages : 3
Distinguishing marks :
Place of origin : Republic of Korea
Declared means of conveyance : Air Cargo
Declared point of entry : AMSTERDAM
Name of produce and quantity declared :
Rose cuttings, 20 Kg

Botanical name of plants :
Rosa hybrida Hort

This is to certify the plants, plant products or other regulated articles described herein have been inspected and/or tested according to appropriate official procedures and are considered to be free from the quarantine pests specified by the importing contracting party and to conform with the current phytosanitary requirements of the importing contracting party, including those for regulated non-quarantine pests.

ADDITIONAL DECLARATION

NIL

DISINFESTATION AND/OR DISINFECTION TREATMENT

Date : NIL Treatment : NIL
Chemical (active ingredient) : NIL Duration and temperature : NIL
Concentration : NIL

Add.: 338ho, Woon Areriumvil 1st, #730, Janghang-Dong, Ilsan-Gu, Goyang-Si, Gyunggi-do, Korea.

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Invoice N.O. 20111012-1

12th October 2011

Invoice

Label	stems	Price per stem	price
09-134	20	\$0.20	\$4.00
07-11	30	\$0.20	\$6.00
08-R3	40	\$0.20	\$8.00
09-250	37	\$0.20	\$7.40
09-217	10	\$0.20	\$2.00
09-164	20	\$0.20	\$4.00
09-150	18	\$0.20	\$3.60
09-105	18	\$0.20	\$3.60
09-124	20	\$0.20	\$4.00
09-437	4	\$0.20	\$0.80
09-457	19	\$0.20	\$3.80
09-419	20	\$0.20	\$4.00
07-33	20	\$0.20	\$4.00
09-48	40	\$0.20	\$8.00
07-50	20	\$0.20	\$4.00
07-275	20	\$0.20	\$4.00
07-134	20	\$0.20	\$4.00
09-320	20	\$0.20	\$4.00
09-86	11	\$0.20	\$2.20
09-21	10	\$0.20	\$2.00
09-423	13	\$0.20	\$2.60
09-370	20	\$0.20	\$4.00
09-274	20	\$0.20	\$4.00
09-330	20	\$0.20	\$4.00
09-373	20	\$0.20	\$4.00
09-395	20	\$0.20	\$4.00
09-400	10	\$0.20	\$2.00
09-122	10	\$0.20	\$2.00
09-64	20	\$0.20	\$4.00
08-R32	10	\$0.20	\$2.00
07-28	10	\$0.20	\$2.00
09-267	10	\$0.20	\$2.00
09-261	10	\$0.20	\$2.00
09-327	10	\$0.20	\$2.00
09-138	10	\$0.20	\$2.00
09-248	10	\$0.20	\$2.00
09-235	10	\$0.20	\$2.00
08-30	10	\$0.20	\$2.00
07-28	10	\$0.20	\$2.00
09-152	20	\$0.20	\$4.00
09-22	10	\$0.20	\$2.00
Total	700 stems		\$140.00



GREEN HOUSE OF SOUTH KOERA





World Rose Market Current State

1. Europe Production :

- 1. 90% consume in region**
- 2. 10% Export to Asia and North America**

2. South America Production:

- 1. 75% Export to North America**
- 2. 25% Export to Europe and Russia,
But high competition with Africa gradually.**

3. Africa Production:

- 1. 90% Export to Europe**
- 2. 10% Export to North America, Asia, Russia, Middle East.**
- 3. Enhance to export Asia, Russia, Middle East.**

4. Asia Production:

- 1. 95% consume in region**
- 2. 5% Export to Russia, Australia**

World Rose Royalty Market

World rose cultivation areas are 15,000ha.

Average changing time of rose tree in world is 10year.

Changing rose cultivation area of a year in world are 1,000ha.

1,000ha X 60,000plant = 60,000,000plant



Ecuador

- Rose cultivation area 2,500ha (2nd largest in world)
- Cultivation Environment : Altitude 2,500 ~3,500m,
Temperature(day24°C, night10°C)
Amount of solar radiation 100,000lux
 - Strong sunlight, large temperature difference day and night.
 - ※ Rose is one of the main five exports of Ecuador.



○ Preferred rose variety character in Ecuador.

- High quality variety for exporting Russia.
- Big size flower
- deep one color(red, pink, yellow, orange)
- Stem length is more than 90cm
- Long vase life.
- Thick petal and round flower shape for no damage during the transportation.

Local test in Ecuador



<10-123>



<10-112>



<09-348>



<09-32>























Colombia

- Rose cultivation area 3,000ha, largest area in world.
 - Cultivation Environment: Altitude 2,000m,
Temperature(Day 22 °C, Night 6°C),
Amount of solar radiation 80,00lux
 - Strong sunlight and large temperature difference day and night.
- Main export country: USA, Russia
 - Almost export to USA,
small quantity of high quality rose export to Russia.

➤ Preferred rose variety character in Colombia.

- High production variety for export USA.

- Deep color, flower size 5~6cm, long vase life, slow blooming.

- Large demand for new red variety : replace for Freedom

No blackening in petal, high production red variety

※ Red market in Colombia share 40~45%

- Unique color and bicolor

Position of GARES

- There are about 25 rose breeding company for sales in the world
- Orij sales GARES' variety from 2009 year
- By success of Deep Purple sales rapidly rise up from 2012 year
- Accumulating sales are 2,122,727plant until 2013 year
- In 2013 year, GARES varieties are sold 1,200,000plant, but it share 2.1 % in the world market.





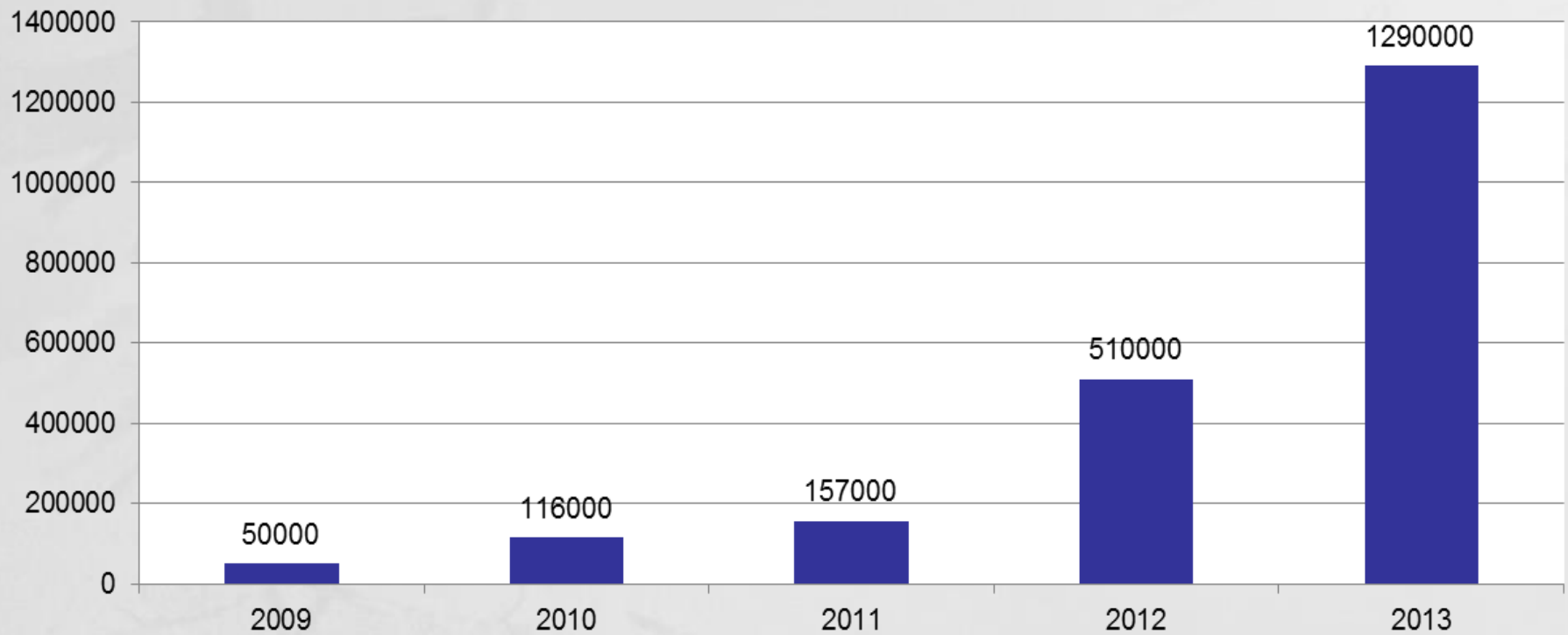




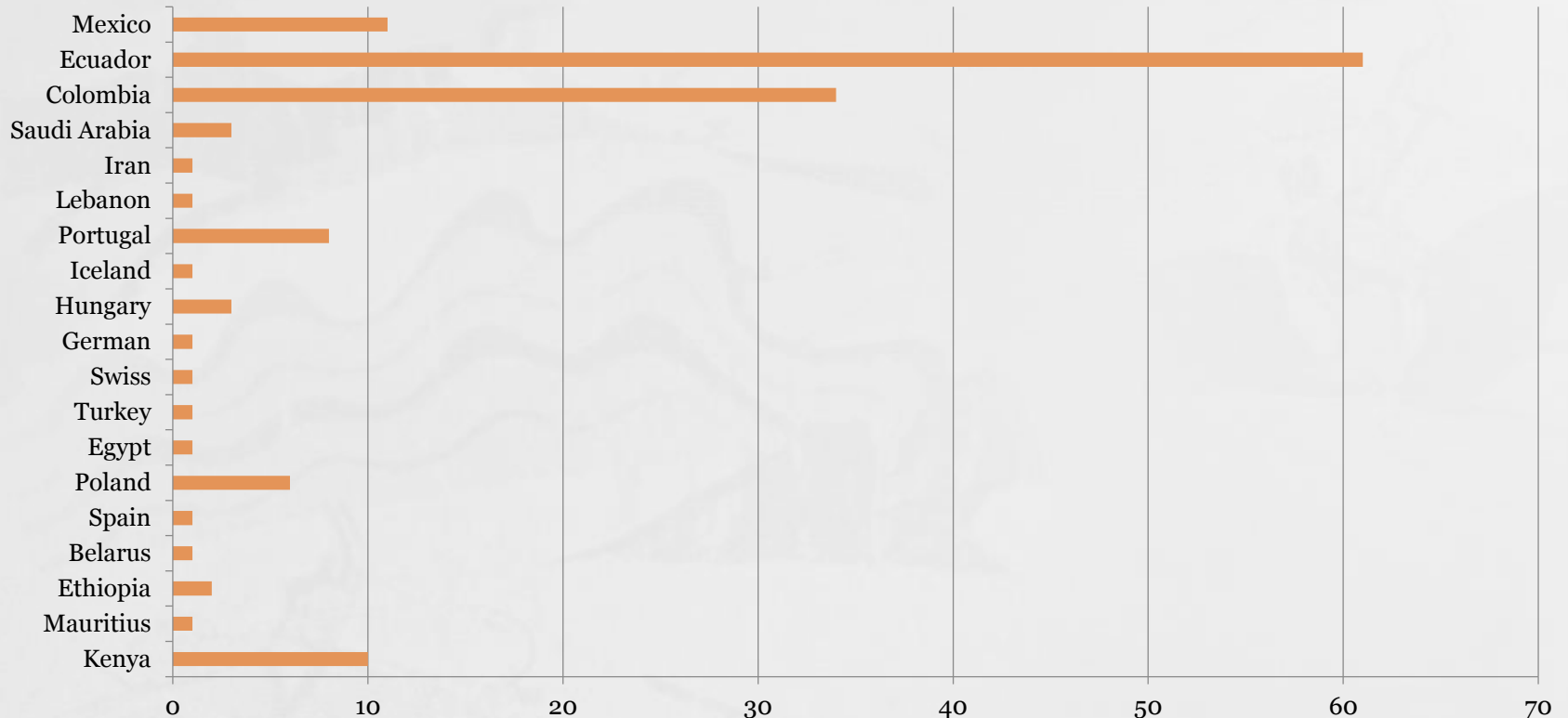
Sales Report

year	Green Beauty	Deep Purple	Silver Shadow	Rock Fire	Ice Bear	total
2009	50,000	0	0	0	0	50,000
2010	115,809	0	0	0	0	115,809
2011	64,424	49,900	14,000	29,000	0	157,324
2012	-23,688	423,625	2,180	74,380	33,210	509,707
2013	32,133	12,54,381	0	5,200	-1,827	1,289,887
total	238,678	1,727,906	16,180	108,580	31,383	2,122,727

Sales by Year



Global sales Country



- Sales country: Ecuador, Colombia, Kenya, etc. 19 country
- Sales farm : 148 farms

GARES Royalty Value

-Total royalty value(2009~2013)

\$1,425,426 +€408,906





Thank you

Wonwoo trading
Charlie Jeong

