

## Sanremo roses: research and selection of new autochthonous hybrids for botanical perfumery

### Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

ROSAEXTREM

Tematica

Biodiversità

Information

Time frame

2020 - 2021

Durata

17 months

Partners (no.)

3

Regione

Liguria

Comparto

Florovivaismo

Localizzazione

ITC31 - Imperia

Costo totale

€100.000,00

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP006: Italy - Rural Development

Programme (Regional) - Liguria

Parole chiave

Farming/forestry competitiveness and diversification

Supply chain, marketing and consumption

Landscape /land management

Biodiversity and nature management

Waste, by-products and residues management

Plant production and horticulture

Genetic resources

Agricultural production system

Sito web

<http://rosaextrem.it>

Project status



### Objectives

The project aims to study the varietal characteristics, the components of the volatile fraction and the phyto-extracts of new varieties of perfumed roses starting from the genetic heritage of the breeder A. Marchese to get to select new hybrids of rose for artistic perfumery. Marchese has worked for years on hybridization to reintroduce and improve the character of perfume in modern rose. These roses have the peculiarity that they can be grown in the open field or in a cold greenhouse, they are re-flowering so they have a high productivity; they are very resistant to plant pathogens so they can be grown with green and sustainable agriculture

### Activities

Selection of hybrids and analysis on the fresh flower (head space) that allows you to make a first selection of flowers with the most original characteristics from the point of view of the aromatic profile. On the selected varieties, tests will be carried out to extract the aromatic fraction and the phytocomplex: distillation, cold extraction, co2 extraction. For this purpose an experimental field will be created for the production of the flowers necessary for carrying out the tests. The choice is made according to these criteria: Best organoleptic profile, best extraction yield with the 3 types of extraction chosen. Multiple uses of the plant. Study of taxonomy and characterization

### Context

Flower growing has a high rate of competitiveness worldwide: high production costs make African and South American productions more competitive, managed on a commercial and logistical level by the Dutch system that allows them to be quickly on the markets of all the world. The

ongoing

situation of the floricultural sector is experiencing a period of difficulty (in the 2000/2010 intercensuary period, there is a -26% in terms of number of holdings and a -24% in terms of UAA). The situation has materialized in the sector of the cut flower, cultivated mainly in the province of Imperia, where the problems of sale of the product have led to a strong contraction in the number of production and commercial companies. The sector has also suffered from a lack of capacity for innovation in the genetic improvement of floricultural species, much reduced compared to a few decades ago. In recent years there has been a gradual abandonment of the protected crop in favour of the open field, which is less expensive than the greenhouse in terms of direct costs. In the section of cut flowers this has led to the abandonment of the cultivation of the traditional species, to which have preferred niche species (buttercup and anemone). Liguria floricultural companies are characterised by a structural weakness, a failure to use accounting tools and participatory benchmarks. The economic situation has worsened in recent years, especially following the global crisis. (Source PSR - Liguria Region) See also file "Allegato 1: Analisi di mercato e fattibilità"

## Partenariato

| Role    | Azienda   | Address  | Telephone | E-mail                        |
|---------|---|--|-----------|-------------------------------|
| Leader  | Azienda Agricola Cotta Giuseppe di Cotta Simona | Via Ameglio, 5<br>18020 Vasia IM<br>Italy                            |           | SIMONA@ESSENSE-BIOCOSMESI.IT  |
| Partner | Universita' di Genova                           | Via Balbi, 5<br>16126 Genova GE<br>Italy                             | 01020991  |                               |
| Partner | Antonio Marchese                                | Via Grossi Bianchi, 309<br>18030 FRAZ. POGGIO<br>SANREMO IM<br>Italy |           | marcheserosesanremo@gmail.com |

## Pratiche abstract

### Description

The innovation is a new hybrid of rose tea to be spread among Ligurian farms. The varieties studied are cultivable in open field that in cold greenhouse therefore with lower management costs.

They have a high robustness to the plant pathogens therefore they are cultivable with techniques of organic agriculture and/or integrated agriculture.

They have a high degree of product differentiation which allows the manufacturer to tick a premium price"" compared to the market price.

They allow the producer to diversify the product by opting between the cut flower, the ornamental pot plant or the plant intended for perfumery, are ideal for this sector because in addition to having a perfume that has been studied with peculiar

## Le rose di Sanremo: ricerca e selezione di nuovi ibridi autoctoni per la profumeria botanica

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<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/le-rose-di-sanremo-ricerca-e-selezione-di-nuovi-ibridi>

characteristics, compared to the traditional roses centifoglie perfumery are flourishing therefore with a production of petals prolonged during the year, moreover they are perfectly adapted to the climate and the soil of Liguria being autochthonous.

Link utili

| Titolo/Descrizione    | Url   | Tipologia |
|-----------------------|---|-----------|
| Sito web del progetto | <a href="http://rosaextrem.it">http://rosaextrem.it</a> | Sito web  |