

# Roseraies ORARD



## Our history

The Roseraies Orard were set up in 1930 in FEYZIN (12 kms South of Lyon) by Pierre-Joseph ORARD. At the time, Feyzin was a small rural community, blessed with deep soils, well-adapted to the cultivation of garden roses.

Making the most out of this favourable local context, Pierre-Joseph quickly grew his business and decided to embark his company on a new journey: that of the rose-breeding activity. In the early fifties, his son, Joseph, took over the family business and gave a new dimension to its research department.

## Some creations

Today, Jean-Charles and Pierre ORARD, the founder's grand-sons are running the family business dealing with both the rose production and rose breeding activities. Thanks to an international network of renowned rose experts, many of the company's creations bred in Feyzin are now released on a global scale, including the USA, South Africa, Australia, New Zealand and Japan.

## A company dedicated to the introduction of new varieties

Looking to reenergise their research department, Pierre, Jean-Charles and his wife Laurence recently started a new venture entirely dedicated to the creation of new varieties of roses. Its name R.O.S.E., standing for Roses Orard Selection Edition, says it all. With more than 5 000 pollinations a year, the objective of the ORARD family is to offer a wide range of varieties both on the national and international level.



- 3 hectares of open field cultivation
- 6 000 m<sup>2</sup> of indoor cultivation
- More than 25 000 pot-grown roses per year
- Worldwide renowned varieties:
  - HACIENDA ® / FIREFIGHTER ® / RED'NFRAGRANT ® (Oradal) - Awarded more than 10 times for its fragrance. Selected by the Remember me Rose Garden organisation to pay tribute to the New York firefighters killed during the 9/11 attacks.
  - PRINCESSE SIBILLA DE LUXEMBOURG ® / STORMY WEATHER ® (Orafantanov) An impressive international record for this mauve single-petalled shrub.
  - OVER THE MOON ® (Oraclelon) Gold Medal Award winner in PORTLAND (Oregon), a prestigious rose contest that honours one variety every year, following a 3-year assessment in real garden conditions.



[www.roses-orard.com](http://www.roses-orard.com)



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