

ROSE CODE NAMES by Doug Hayne

At sometime when you have been in the process of purchasing a rose you could of noticed in a catalogue or on the identifying ticket there in brackets after the name of the rose a word that doesn't seem to make sense made up of three capital letters followed by varying number of letters in lower case e.g Iceberg (KORbin). The code is known as the ICRAR code or International Cultivar Registration Authority for Roses. When a rose breeder believes he has a rose worthy of keeping or of commercial value he will register it with ICRAR.

The reason for this is because quite often the nursery introducing the rose prefers to give it their own trade name for marketing purposes. If a new rose arrives from American rose breeding company the like of Weeks with a name deemed "unmarketable" in Australia it might hurt its chances of being a commercial success. Therefor the breeder leaves it up to the nursery of introduction to decide the trade name. Take for instance the outstanding American red rose Veteran's Honour. In Australia the word "veteran" is not in common use to describe someone who has returned home after fighting



for his country. The term used in Australia is "returned serviceman" as a result the name the nursery introducing the rose in Australia preferred to give it their own trade name for marketing purposes. Thus rose was released as City of Newcastle.

The important part of the code is the first part usually in all capital letters. This is a unique code assigned to a rose breeder by the ICRAR. It can be three, four or even five letters and is usually made up from the breeder's last name HAIbashir or the name of the company they work WEKcryland. In the first case the rose was bred by Paul Hains and he has incorporated the surname Bashir into the code the second example the rose was bred by Tom Carruth while he worked at Weeks Roses so his roses are registered under the the company's code.

Other Hain's roses are Jennifer Helen (HAJennifer), Lenny (HAIlenny), and Tony Stallwood (HAImoogol) while roses bred by American Carruth include Neptune (WEKhilpernil), Blueberry Hill (WEKcrylag) and Scentimental (WEKplapep).

An advantage of the unique code name for each rose is it enables a rose to be identified no matter what the rose has been called by a nursery when it introduced the rose. For instance KORoyness a pink hybrid tea bred by Rimmer Kordes has three names Fairy Tale Queen, Bride's Dream and Marchenkonigin.

