FERRER. Starts its activity as a nursery of rose plants in Valencia (Spain) more than 80 years ago, being the 3rd generation dedicated to this task. It begins as a breeder of new varieties of roses in 1980. Performs about 20,000 crossings a year.

Its main goal is obtaining new varieties suitable for the Mediterranean climate (with re-florescence, as well as resistance to heat and lack of water), recovery of the perfume etc., with regard to rose plants for gardens and also for cut flower. To this end, the new plants are tested, both in the warm, humid climate of Valencia, and the continental, dry and warm climate of Seville.

Also interested in obtaining new varieties suitable for use in public spaces (easy to grow, low maintenance, etc.).