

Bill Reid Rose



New for 2012

CANADIAN
ARTISTS



ARTISTES
CANADIENS

Bill Reid® Canadian Artists Rose

Rosa x 'CA33'

Bill Reid® is the newest member of the Canadian Artists Rose series developed by Agriculture and Agri-Food Canada. This shrub rose offers single, self-cleaning yellow flowers on a compact, disease resistant, vigorous plant.

Botanical Name: *Rosa x 'CA33'*

Family: *Rosaceae*

Common Name: Bill Reid® Canadian Artists Rose

Origin: Bill Reid® arose from the cross 'Morden Sunrise' by 'Golden Celebration' conducted at the Agriculture and Agri-Food Canada Morden Research Station, Morden, Manitoba.

Hardiness: Zone 3 (Canadian and USDA); merits testing in zone 2

Growth Rate: Bill Reid® is approximately 10% larger than Morden Sunrise in all aspects such as leaves, flowers and size of plant. The vigour of Bill Reid® is also greater than Morden Sunrise.

Description: Bill Reid® is the newest member of the Canadian Artists Rose series. This outstanding shrub rose has been selected for the harsh conditions of the Canadian prairies. Bill Reid® offers single, self-cleaning yellow flowers on a compact, disease-resistant, vigorous plant.

Culture: Grows well in full sunlight and well-drained soils.

Pest and Disease: Bill Reid® has significantly more resistance to powdery mildew than Morden Sunrise. However, there is little difference in resistance to black spot between Bill Reid® and Morden Sunrise.

Landscape Value: An outstanding shrub rose for the harsh conditions of the Canadian prairies

Propagation: Softwood cuttings.

Sales Potential: There has always been a shortage of hardy shrub roses with yellow flowers. Morden Sunrise has shown problems with powdery mildew and an overall lack of longevity in prairie gardens. Bill Reid promises a more vigorous plant with improved disease-resistance and cold hardiness.

Production: Propagation by licensed growers only. COPF Royalty of \$1.00 per plant. Protected by a registered trademark and Plant Breeders Rights in Canada.

For additional information about Bill Reid® Canadian Artists Rose, contact Jeffries Nurseries Ltd.:

P.O. Box 402, Portage la Prairie, Manitoba, R1N 3B7, Canada

Phone: (204) 857-5288

Fax: (204) 857-2877

www.jeffriesnurseries.com