



Hoja Verde

a remarkable focus that lasts

Catalogue

ROSES WITH A SUSTAINABLE LEGACY

Since 1997, Hoja Verde has been a Ecuadorian renowned trusted floral partner, dedicated to growing high-quality and eco-friendly roses. Our commitment to 360° responsibility: environmental, social, and sustainable guides everything we do.

We believe in responsible growing and take pride in nurturing the environment, contributing to society, and developing a new economic model. Through our roses, we create beauty while redefining global quality standards by fostering a culture rooted in quality across our people, processes, and products.

For us, these standards are not just a requirement, they have become our mantra and philosophy pillars, which are represented as footprint on our logo's company and its applications ; besides of making Hoja Verde a B Corporation.

And it's not just us saying this; it is backed by globally recognized entities and certifications such as :



QUALITY FLORAL BRAND



One of the Ecuadorian
**LEADING ROSE
COMPANIES**



28 YEARS
in Floral Industry



Hoja Verde Brand
present in
+ 50 COUNTRIES



+700
collaborators



+ 60 HECTARES
of production



TINTED & PRESERVED
collection



FOB & CIF
USA y Netherlands



+2000 PEOPLE
benefited from
responsibility projects



+150 VARIETIES
of premium roses



4 FARMS
of production



DISCOVER

elegance in every petal with our
fresh roses: color, freshness, and
quality that captivate

NEW VARIETIES



Fashion Gold



Antonia Gardens

Redvolution



Vicky Gardens

Momentum



Sweet Beat



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SHADES OF RED



Explorer

Red
Stem length: 40 - 90 cm
Head size: 7 cm



Fortune

Burgundy
Stem length: 40 - 60 cm
Head size: 5,5 cm



Rediant

Dark Red
Stem length: 60 - 80 cm
Head size: 7 cm



Scarlatta

Red
Stem length: 40 - 60 cm
Head size: 7 cm



Freedom

Vibrant Red
Stem length: 60 - 80 cm
Head size: 7 cm



Mamma Mia

Dark Red
Stem length: 60 - 80 cm
Head size: 6 cm



Redvolution

Vibrant Red
Stem length: 60 - 80 cm
Head size: 7 cm

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SPARKLED SHADES



Wild Cat

Vibrant red flecked with light pink
Stem length: 60 - 80 cm
Head size: 7 cm



Red Panther

Red splashed with fuchsia
Stem length: 70 - 80 cm
Head size: 7,5 cm



Pandora

Dark pink splashed with soft pink
Stem length: 50 - 80 cm
Head size: 6 cm



Clown

Magenta sparkled with white
Stem length: 40 - 60 cm
Head size: 6 cm



Magic Times

White with soft pink highlights
Stem length: 40 - 60 cm
Head size: 5,6 cm



Pink Puma

Bicolor, Hot Pink, Pink
Stem length: 40 - 60 cm
Head size: 6 cm

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SHADES OF HOT PINK




Legend

 Vibrant Fuschia
Stem length: 40 - 60 cm
Head size: 6 cm




Pink Floyd

 Magenta
Stem length: 40 - 70 cm
Head size: 6,5 cm




Stiletto

 Pale magenta
Stem length: 50 - 70 cm
Head size: 6 cm




Full Monty

 Fuschia
Stem length: 40 - 70 cm
Head size: 6 cm




Lola

 Dark Fuschia
Stem length: 40 - 60 cm
Head size: 6 cm




Vi Pink

 Fuschia
Stem length: 50 - 60 cm
Head size: 6,5 cm




All 4 Love

 Hot pink
Stem length: 50 - 70 cm
Head size: 6 cm



Hot Carpe Diem

 Light Peach & Red Outer.
Stem length: 40 - 70 cm
Head size: 6,5 cm

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SHADES OF PINK



Candy X-Pression

Pink & Coral Hues
Stem length: 40 - 60 cm
Head size: 5 cm



Pink X-Pression

Soft pink
Stem length: 50 - 70 cm
Head size: 6,3 cm



Sweet Memory

Hot pink
Stem length: 40 - 70 cm
Head size: 6,5 cm



Saga

Pink
Stem length: 40 - 70 cm
Head size: 6,3 cm



Opala

Pink
Stem length: 40 - 70 cm
Head size: 6,3 cm



Miss Piggy

Soft pink and hot pink outside
Stem length: 40 - 80 cm
Head size: 5 cm



Jessica

Pink
Stem length: 50 - 60 cm
Head size: 6 cm



Rhoslyn

Soft Pink
Stem length: 40 - 80 cm
Head size: 5,5 cm



Pink Avalanche

Soft Pink
Stem length: 50 - 70 cm
Head size: 6 cm

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SHADES OF PINK



Be Sweet

Pale pink
Stem length: 50 - 90 cm
Head size: 6,5 cm



Luciano

Pink
Stem length: 50 - 60 cm
Head size: 6 cm



Sweet Avalanche

Pale pink
Stem length: 50 - 70 cm
Head size: 5 cm



Pink Mondial

Pale pink with greenish tones
Stem length: 40 - 70 cm
Head size: 6 cm



Blessing

soft pink with greenish tones
Stem length: 40 - 70 cm
Head size: 6 cm



Pomarosa

Soft pink with greenish tones
Stem length: 50 - 70 cm
Head size: 5,5 cm



Secret Garden

Pale pink
Stem length: 50 - 60 cm
Head size: 6,4 cm



Salma

Soft pink with greenish tones
Stem length: 50 - 60 cm
Head size: 5,5 cm



Pink Amaretto

Soft pink with greenish tones
Stem length: 50 - 70 cm
Head size: 5,5 cm

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Sweet Beat

 Light pink
Stem length: 50 - 80 cm
Head size: 6,4 cm



CORAL SHADES



New

Mandarin X-expression

Coral & Green Center
Stem length: 40 - 60 cm
Head size: 6 cm



Dragonfly

Pink & Green Center
Stem length: 60 - 70 cm
Head size: 6 cm



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SHADES OF LAVENDER




Blueberry

 Vibrant lavender
Stem length: 40 - 60 cm
Head size: 7 cm




Country Blues

 Vibrant lavender
Stem length: 40 - 80 cm
Head size: 6 cm




Deep Purple

 Lavender with magenta edges
Stem length: 50 - 70 cm
Head size: 6 cm




Violet Hill

 Lavender with magenta edges
Stem length: 70 - 80 cm
Head size: 7,2 cm




Moody Blues

 Light violet
Stem length: 50 - 80 cm
Head size: 7 cm




Scandal

 Light violet
Stem length: 50 - 60 cm
Head size: 7 cm




Cooldown

 Lavender
Stem length: 40 - 60 cm
Head size: 7 cm




Nautica

 Lavender hues
Stem length: 50 - 80 cm
Head size: 6 cm



Arya

 Lavender hues
Stem length: 40 - 60 cm
Head size: 6,2 cm

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SHADES OF LAVENDER




Andrea

 Soft Lavender
Stem length: 40 - 60 cm
Head size: 6 cm




Bounty Way

 Soft lavender
Stem length: 40 - 60 cm
Head size: 6 cm



Friends

 Light lavender
Stem length: 50 - 60 cm
Head size: 6,4 cm

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SHADES OF ORANGE



Nina

Hot orange
Stem length: 50 - 90 cm
Head size: 6 - 6,5cm



Constanza

Vibrant coral
Stem length: 40 - 90 cm
Head size: 6,6 cm



Orange Only

Vibrant orange
Stem length: 50 - 60 cm
Head size: 5,5 cm



Kahala

Peach with coral hues
Stem length: 40 - 60 cm
Head size: 5,6 cm



Mayra's Peach

Peach & soft pink
Stem length: 40 - 50 cm
Head size: 4,8 cm



Orange Crush

Velvet vibrant orange
Stem length: 40 - 60 cm
Head size: 5 cm



Free Spirit

Orange with yellow tones
Stem length: 40 - 60 cm
Head size: 6 cm



Nexus

Vibrant orange
Stem length: 40 - 60 cm
Head size: 5,5 cm



Aloha

Orange
Stem length: 40 - 60 cm
Head size: 6,5 cm

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SHADES OF ORANGE




Heliana Orange

 Yellowish orange
Stem length: 40 - 70 cm
Head size: 5,5 cm




Twilight

 Earthy orange
Stem length: 40 - 60 cm
Head size: 6 cm




Joy

 Orange
Stem length: 50 - 60 cm
Head size: 6 cm




Shukrani

 Yellowish orange
Stem length: 50 - 60 cm
Head size: 5,5 cm



New

Honey Bunny

 Orange
Stem length: 50 - 60 cm
Head size: 5,5 cm

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SHADES OF YELLOW




Brighton

 Vibrant yellow
Stem length: 40 - 80 cm
Head size: 6,2 cm




Bumble Bee

 Yellow
Stem length: 40 - 70 cm
Head size: 6,2 cm




Light House

 Vibrant yellow
Stem length: 40 - 60 cm
Head size: 6,2 cm




King's Cross

 Pale peach yellow
Stem length: 40 - 80 cm
Head size: 6,2 cm




Super Sun

 Vibrant yellow
Stem length: 40 - 60 cm
Head size: 5,5 cm




Sunny Days

 Yellow
Stem length: 40 - 70 cm
Head size: 6,2 cm




Momentum

 Pale peach yellow
Stem length: 50 - 70 cm
Head size: 7 cm



Fashion Gold

 Vibrant yellow
Stem length: 60 - 70 cm
Head size: 6 cm

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SHADES OF PEACH



Fascination

Soft peach
Stem length: 60 - 70 cm
Head size: 6 cm



Lolita

Velvet peach
Stem length: 50 - 70 cm
Head size: 6,2 cm



Melon X-Pression

Soft peach with green center
Stem length: 50 - 70 cm
Head size: 6,5 cm



Shimmer

Pale coral
Stem length: 50 - 90 cm
Head size: 6,2 cm



Tiffany

Pale peach
Stem length: 40 - 60 cm
Head size: 6 cm



Tip Top

Peach
Stem length: 40 - 60 cm
Head size: 6 cm



CarpeDiem

Light peach
Stem length: 40 - 70 cm
Head size: 7 cm



Princess Crown

Pink peach
Stem length: 40 - 60 cm
Head size: 7 cm



Pearl Avalanche

soft peach
Stem length: 40 - 60 cm
Head size: 7 cm

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SHADES OF PEACH




Peach Avalanche

 Light peach
Stem length: 40 - 70 cm
Head size: 7 cm



Tie Dye

 Light peach
Stem length: 50 - 70 cm
Head size: 6,5 cm

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CREAM SHADES



Antonia Gardens

Cream white
Stem length: 40 - 60 cm
Head size: 5,6 cm



Vicky Gardens

Cream white
Stem length: 40 - 60 cm
Head size: 5,6 cm



Vendela

Pale cream
Stem length: 40 - 60 cm
Head size: 5,5 cm



Candlelight

Pale light cream
Stem length: 40 - 70 cm
Head size: 6,7 cm



Petit Champagne

Cream white
Stem length: 40 - 60 cm
Head size: 5,6 cm



Dynamic

Cream white
Stem length: 40 - 60 cm
Head size: 5,6 cm



Crème De La Crème

Light cream
Stem length: 40 - 60 cm
Head size: 6 cm

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SHADES OF WHITE



Playa Blanca

Pure white
Stem length: 40 - 70 cm
Head size: 5,5 cm



Snow Ballet

White
Stem length: 40 - 70 cm
Head size: 6,2 cm



Mondial

White
Stem length: 40 - 60 cm
Head size: 5,5 cm



Playa Blush

White with light pink tones
Stem length: 40 - 70 cm
Head size: 5,5 cm



Tibet

Lime white
Stem length: 40 - 60 cm
Head size: 5 cm



Proud

White
Stem length: 40 - 60 cm
Head size: 5,5 cm



Mia

Pure white
Stem length: 50 - 70 cm
Head size: 5,5 cm



White X-Pression

Cream white
Stem length: 40 - 60 cm
Head size: 5,6 cm



Coldplay

White
Stem length: 50 - 70 cm
Head size: 6 cm

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SHADES OF WHITE



Artica

White with cream center
Stem length: 40 - 70 cm
Head size: 7 cm



Avalanche

White with cream center
Stem length: 40 - 60 cm
Head size: 7 cm



New

Country Soul

White
Stem length: 40 - 50 cm
Head size: 5 cm

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SHADES OF SAND



Exclusive

Toffee

Coffee
Stem length: 40 - 60 cm
Head size: 5,5 cm



Quicksand

Sand
Stem length: 40 - 70 cm
Head size: 6,2 cm



Exclusive

Westminster Abbey

Ivory & pale pink edges
Stem length: 40 - 60 cm
Head size: 6,2 cm



Caramel Macchiato

Sand, peach & green
Stem length: 50 - 70 cm
Head size: 6 cm

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SHADES OF GREEN



Green Fashion

Soft green
Stem length: 50 - 80 cm
Head size: 5 cm



Moonstone

Soft green
Stem length: 50 - 80 cm
Head size: 5 cm



Country Secret

Soft Green with soft Pink tones
Stem length: 50 - 60 cm
Head size: 5 cm

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BICOLOR SHADES




Bluez

 Pink and coral hues
Stem length: 50 - 80 cm
Head size: 6 m




Iguazu

 Hot pink with cream tones
Stem length: 50 - 80 cm
Head size: 5 m




Sweetness

 Cream and pink tones
Stem length: 50 - 90 cm
Head size: 6 m




Discovery

 Hot magenta with cream tones
Stem length: 50 - 80 cm
Head size: 5 m




Paloma

 White with pink edges
Stem length: 40 - 60 cm
Head size: 6 cm




Mandala

 Cream tones with soft pink
Stem length: 40 - 60 cm
Head size: 6 cm




Country Candy

 Bicolor Red and White
Stem length: 50 - 60 cm
Head size: 6 cm




Absolut In Pink

 Soft Pink
Stem length: 40 - 70 cm
Head size: 6 cm



Esperance

 Pink and Green outer petals
Stem length: 40 - 70 cm
Head size: 6 cm

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BICOLOR SHADES




Swan

 Pink and Green outer petals
Stem length: 40 - 70 cm
Head size: 7 cm



Cabaret

 Dark red & cream
Stem length: 40 - 60 cm
Head size: 5 cm




High & Magic

 Crimson red & yellow
Stem length: 40 - 60 cm
Head size: 5 cm




High & Yellow Magic

 Yellow with orange edges
Stem length: 40 - 50 cm
Head size: 5 cm




News Flash

 Yellow with orange edges
Stem length: 40 - 70 cm
Head size: 6 cm




Magic Lips

 Intense orange with yellow tones
Stem length: 40 - 60 cm
Head size: 5 cm




Cherry Brandy

 Yellow with dark orange outer petals
Stem length: 40 - 60 cm
Head size: 6 cm




Silantoi

 Yellow and vibrant orange edges
Stem length: 40 - 60 cm
Head size: 6 cm



Atomic

 Dark red & orange
Stem length: 40 - 70 cm
Head size: 5,5 cm

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BICOLOR SHADES




Honey Bee

 Yellow with orange edges
Stem length: 40 - 70 cm
Head size: 65cm



Sunset Glory

 Orange & yellow
Stem length: 40 - 60 cm
Head size: 6,5 cm




Wild Crown

 Bicolor Yellow & Red
Stem length: 40 - 60 cm
Head size: 7 cm




Frutetto

 Light Pink with Green outer petals
Stem length: 50 - 90 cm
Head size: 6 cm



Hot Merengue

 Vibrant yellow & red edges
Stem length: 40 - 60 cm
Head size: 5 cm

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**SPRAY
ROSES**



SPRAY ROSES



Be amazing

 Peach
Stem length: 40 - 60 cm




Bellalinda Monet

 Orange
Stem length: 40 - 70 cm




Bright Sensation

 Orange
Stem length: 40 - 70 cm




Brilliant Stars Leo

 Yellow
Stem length: 40 - 70 cm




Elegant Rosever

 Light pink
Stem length: 40 - 70 cm




Fibonacci Aureus

 Peach
Stem length: 40 - 60 cm




Fibonacci Spiral

 Bicolor, pink with red
Stem length: 40 - 70 cm




Fire Up

 Hot Pink
Stem length: 40 - 70 cm



Floreana

 White
Stem length: 40 - 70 cm

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SPRAY ROSES



Gem Star

Hot Pink
Stem length: 40 - 70 cm



Golden Blossom

Yellow
Stem length: 40 - 70 cm



Green Rosever

Soft green
Stem length: 40 - 70 cm



Ilse

Soft Pink
Stem length: 40 - 70 cm



Irishka Peach

Peach
Stem length: 40 - 70 cm



Baby Flow

Lavender
Stem length: 40 - 70 cm



Rubicon

Red
Stem length: 40 - 70 cm



Sahara Sensation

Peach
Stem length: 40 - 70 cm



Snowflake

White
Stem length: 40 - 70 cm

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SPRAY ROSES



Star Blush

Light pink with green edges
Stem length: 40 - 70 cm



Sweet Dreams

White
Stem length: 40 - 70 cm



Crazy Rosever

Bicolor
Stem length: 40 - 70 cm



Be Joyful

Coral
Stem length: 40 - 70 cm

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GERBERAS

Our gerberas are ready to fill your days with color and good energy.





GERBERAS



Kimsey
Mini-Gerbera



Velluto
Mini-Gerbera



Twiggy
Mini-Gerbera



Delina
Mini-Gerbera



Lido
Mini-Gerbera



Barbados
Mini-Gerbera



Bonamare



Mondelo



Café del Mar

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GERBERAS



Yellow Taxi



Toro Roso



Kensi



Carlita



Silver Snow



Lisandra



Passoa



Armor



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of green that enhances any arrange-
ment



EUCALYPTUS



Baby Blue



Blue Gum



Gunki



Parvifolia



Populnea



Silver Dollar

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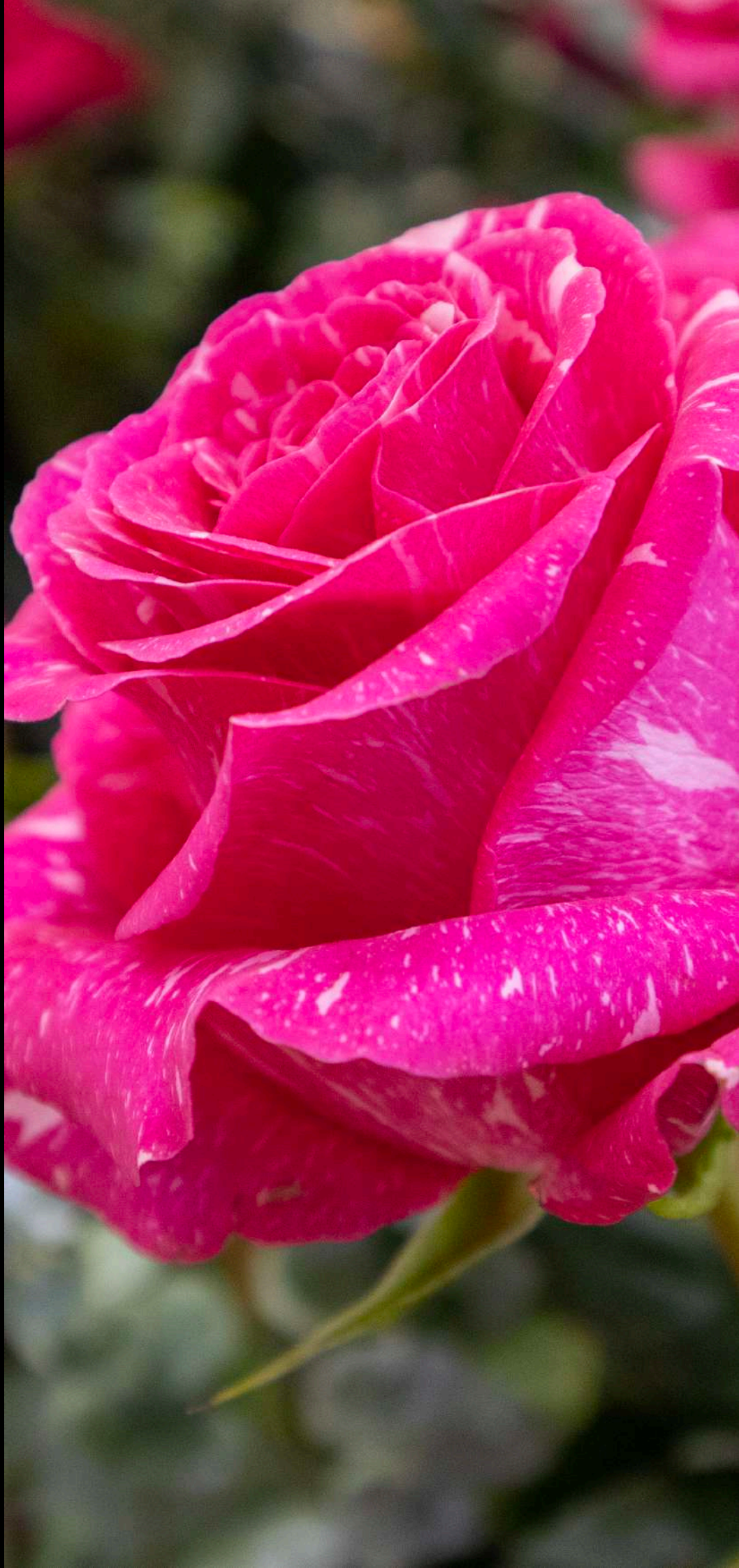
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SUSTAINABLE Premium Roses

