



Hoja Verde

a remarkable focus that lasts

X

LatinFlor





ROSES WITH A SUSTAINABLE LEGACY

Since 1997, Hoja Verde in Ecuador has been synonymous with exceptional rose quality, sustainable cultivation, and a deep commitment to people and the planet. As a trusted partner farm of LatinFlor, Hoja Verde shares our core values of transparency, excellence, and social responsibility.

The company embraces a philosophy of 360° responsibility environmental, social, and economic. This approach shapes every rose they grow. Through innovative practices and mindful resource management, Hoja Verde sets global standards for sustainable rose production and fair working conditions.

Proudly certified as a B Corporation, Hoja Verde meets the highest international benchmarks for responsible and forward-thinking business. This dedication is reflected in every detail from the outstanding quality of their roses to the care for their employees and the preservation of the natural ecosystem where their flowers flourish.

Together with Hoja Verde, LatinFlor unites beauty, sustainability, and integrity offering roses that not only captivate the eye but also embody values we can all stand behind.



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

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

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



Enchantment

 Pink with a cream gradient
Stem length: 40 - 60 cm
Head size: 6,5 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



Stiletto

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



Vi Pink

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



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



Dragonfly

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



Opala

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



Sweet Memory

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



Miss Piggy

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



Saga

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



Rhoslyn

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



Be Sweet

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



Jessica

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



Luciano

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



Pink Avalanche

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



Shades of Pink



Blessing

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



Pink Amaretto

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



Pomarosa

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



Pink Mondial

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



Salma

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

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



Powder Puff

 Pale lavender
Stem length: 50 - 60 cm
Head size: 6,8 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



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

Shades of Lavender



Andrea

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



Secret Garden

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



Sweet Avalanche

Light lavender
Stem length: 50 - 70 cm
Head size: 5 cm

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



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

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



Goldfinch

 Velvet pale 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



Tropic Versilia

 Vibrant yellow
Stem length: 40 - 50 cm
Head size: 6 cm



Light House

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



Sunny Days

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



Super Sun

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

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



Peach Wave

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



Pearl Avalanche

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



Cream Carpediem

Light peach with light green edges
Stem length: 40 - 60 cm
Head size: 7 cm



Westminster Abbey

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



Shades of Peach



Silver Sand

 Sand
Stem length: 40 - 70 cm
Head size: 7 cm



Peach Avalanche

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

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



Crème De La Crème

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



Mia

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



Vendela

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



Proud

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



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



Coldplay

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

Shades of white



Candlelight

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



First Lady

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



White X-Pression

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



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



Pistaccino

 Soft green
Stem length: 40 - 50 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



Green Fashion

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

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



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



Magic Lips

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

Bicolor Shades



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



Atomic

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



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



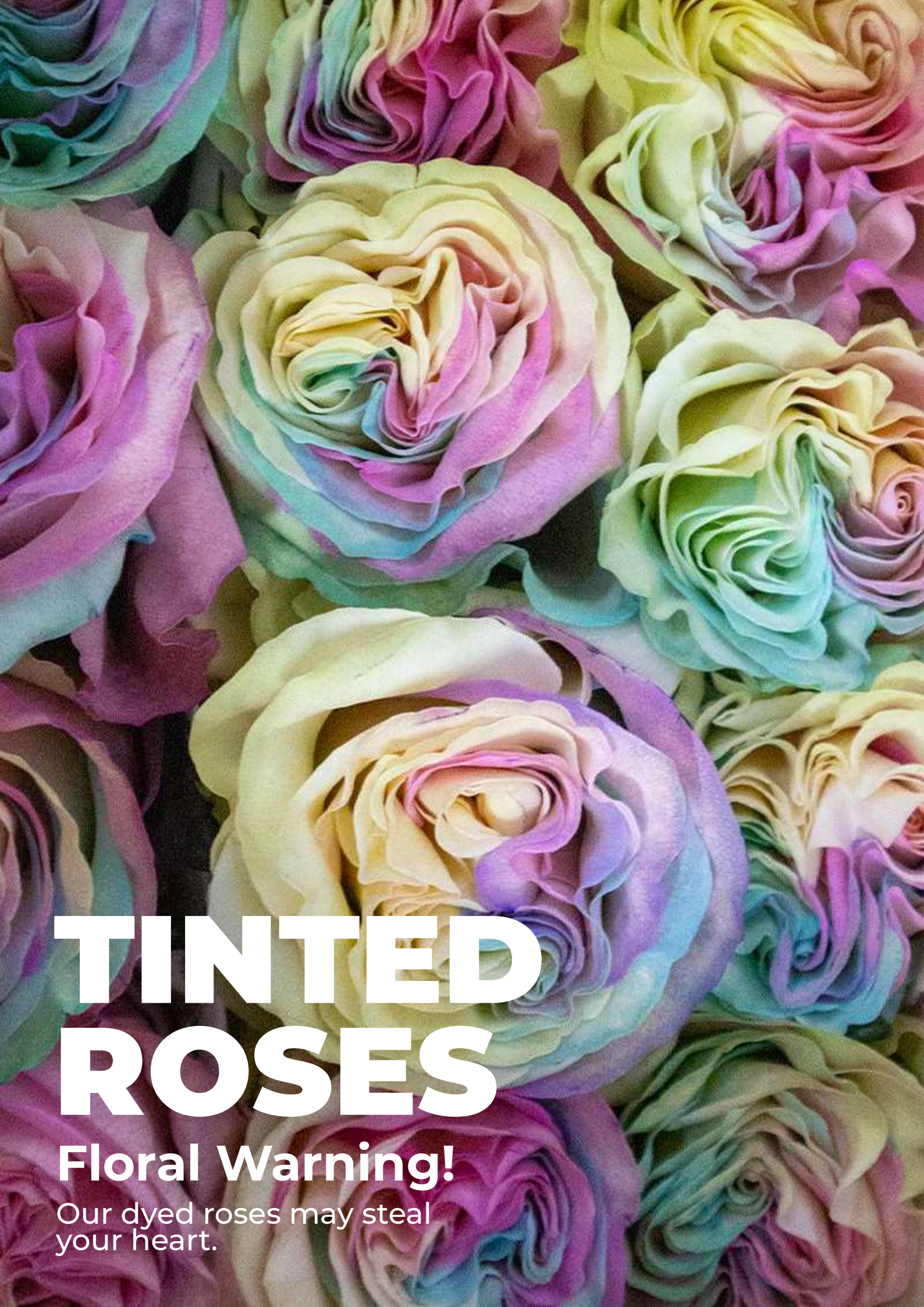
Caramel Macchiato

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



Hot Merengue

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



TINTED ROSES

Floral Warning!

Our dyed roses may steal
your heart.



Black and Red



Bluetiful



Cherry Lips



Dark Moon



Dark Night



Elegant



Gentle



Grey



Hope



Lovely Orange



Marshmallow



Orange Smoke



Peach Explosion



Peachy Cream



Pink Ballet



Pink Harmony



Pink Heaven



Pink Sky



Pink Violet



Shinny Coral



Stilish Black Edge



Strong Twins



Sweet Lemon



Tropical



**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



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

Spray Roses



Ilse

Soft Pink
Stem length: 40 - 70 cm



Irishka Peach

Peach
Stem length: 40 - 70 cm



Royal Rosever

Yellow
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



Star Blush

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



Sweet Dreams

White
Stem length: 40 - 70 cm



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



Yellow Taxi



Toro Roso



Kensi



Gerberas



Carlita



Silver Snow



Lisandra



Passoa



Armor



Dinero



EUCALYPTUS

**The perfect filler:
fresh, elegant and with that touch
of green that enhances any arrangement**

Eucalyptus



Baby Blue



Blue Gum



Gunni



Parvifolia



Populnea



Silver Dollar

Stay in
touch
with us

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Hoja Verde

a remarkable focus that lasts



QUALITY FLORAL BRAND



One of the Ecuadorian
**LEADING ROSE
COMPANIES**



28 YEARS
in Floral Industry



Hoja Verde Brand
present in
+ 50 COUNTRIES



+700
collaborators



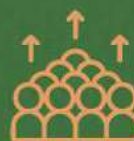
+ 60 HECTARES
of production



TINTED & PRESERVED
collection



FOB & CIF
USA y Netherlands



+2000 PEOPLE
benefited from
responsibility projects



+150 VARIETIES
of premium roses



4 FARMS
of production

