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Episode 603: A Rose On Any Other Day

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Episode 603: A Rose On Any Other Day

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February 13, 2015 · 10:10 PM ET



Long-stem red roses in Ecuador

NPR



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Ever wonder how a rose loses its thorns? This shop will sell 25,000 roses on Valentine's Day.

FEBRUARY 13, 2015

Red roses are a unique product — a commodity worth double the price for a very short,

24-hour period: Valentine's Day.

To cash in on this demand, flower growers have to figure out how to make millions of roses bloom exactly the right amount, at exactly the right moment, in the middle of February — get them from farms in Africa and South America to your doorstep.

On today's show: the logistical miracles and wild risks behind getting red roses to your Valentine.

Music: Mary J. Blige's "Roses." Find us: Twitter/ Facebook/ Spotify/ Tumblr.

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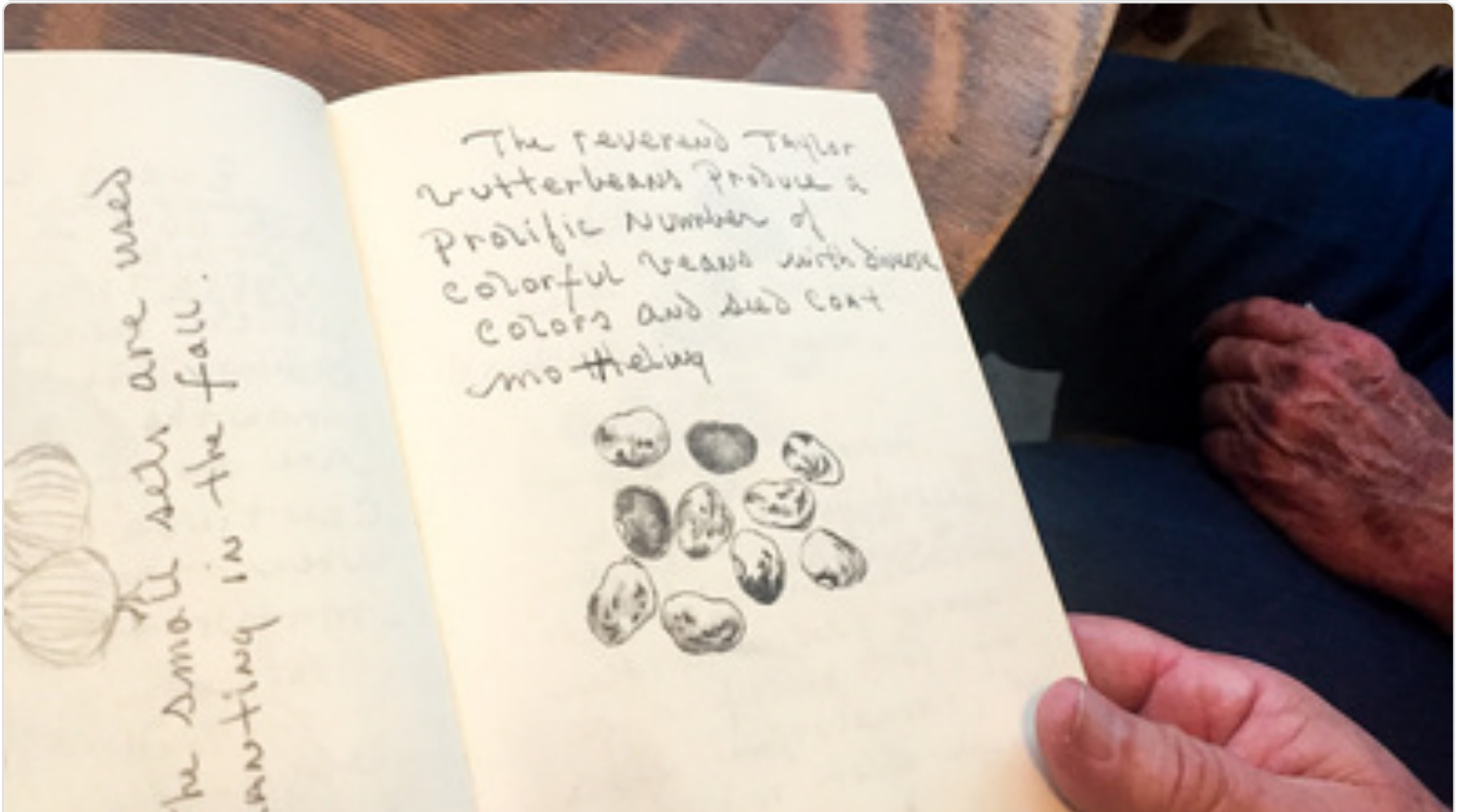
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