



AmericanHort Update: Rose Import Regulatory Pathway

Current Status and Path Forward

AmericanHort met with USDA APHIS leadership to discuss the agency's concerns regarding *Ralstonia solanacearum* R3B2 and its potential association with rose imports. These concerns had led APHIS to consider new regulatory measures on rose germplasm that could have imposed significant burdens on the industry and discouraged U.S. growers from importing new rose varieties.

Key Outcome

Based on input from the industry meeting and evidence presented by AmericanHort, APHIS confirmed it will not move forward with the previously discussed controlled import permit pathway for rose germplasm. That approach would have imposed substantial economic burdens on growers and relied on National Clean Plant Network centers that lack the capacity to support the volume of rose imports.

Instead, APHIS intends to issue a Federal Order that will:

- Allow Denmark, Netherlands, United Kingdom, France, and Germany producers to continue exporting rose germplasm to the United States
- Maintain use of the existing post-entry quarantine (PEQ) permit pathway
- Require that production sites be designated as a Pest-Free Area of Production by the exporting country's National Plant Protection Organization (NPPO)
- Require this designation to be formally listed on the phytosanitary certificate accompanying shipments

What This Means for Industry

This represents a positive and practical outcome for the U.S. rose industry:

- Preserves access to new rose genetics from international breeding programs
- Maintains a workable and familiar import pathway
- Reflects the operational realities of breeders, propagators, and growers
- Minimize disruption to existing supply chains

This outcome also demonstrates constructive engagement between APHIS and industry, resulting in a science-based approach that balances plant health safeguards with business continuity.

Timing

APHIS will be reaching out to the five European NPPO's to discuss their plan and how to comply with this new requirement.

APHIS indicated that the Federal Order is expected to be finalized within approximately two months, pending internal clearance.

AmericanHort Engagement

To reinforce industry support for this approach, AmericanHort will be engaging with USDA senior leadership.

Our objectives are to:

- Express support for the direction outlined by APHIS
- Reinforce the importance of maintaining a practical import pathway
- Acknowledge APHIS's willingness to work collaboratively with industry

AmericanHort's support remains contingent on the Federal Order reflecting the framework presented during this meeting.

Ongoing Research Efforts

In parallel, industry-led research efforts on *Ralstonia* will continue moving forward.

These efforts will:

- Further evaluate the *Ralstonia* pathway in ornamental plants, beginning with roses
- Support development of a standardized testing methodology for R3B2
- Establish a scientific framework that can be applied across additional ornamental hosts

This work is intended to better position the industry and regulators for future scenarios involving similar plant health concerns.

Acknowledgment

AmericanHort extends its appreciation to all members and stakeholders who have contributed throughout this process.

The level of engagement, feedback, and coordination across the industry played a critical role in shaping this outcome. The industry's continued involvement ensured that real-world impacts were clearly understood and addressed.