



Woolf Roses

The Woolf Family is a fourth-generation farm family. Although when it comes to growing rosebushes, Matt Woolf is just the 2nd generation to grow them. His dad Leyton was the 1st. Their 2,000 acre farm is located in the West Valley directly next to Luke Airforce Base.

Although Matt is in charge of the crops, communicating with customers, the farm finances, and all the accoutrement that come with running a business, he does rely on employees to help plant and harvest. Depending on the time of year, he will manage between 30 and 150 people who work on the farm.

They grow hundreds of varieties of rosebushes on the farm. Being organized and careful is a must! For example, you can't just name something "magic". Because you don't know if it is Color Magic, White Magic, Black Magic, Sheer Magic, or one of the many other varieties with magic in the name!

Want to know where to find Woolf's rosebushes? Just look around! Chances are you have seen their rosebushes at retail locations all over the United States and Canada. They harvest 5-6 million bushes each year. Some of the major places they ship besides across Arizona is Texas, California, Florida, and Minnesota.

Matt's favorite part about growing roses? The impact it can have on others, whether it's telling people what I do or the flower itself. It can really brighten someone's day.

What is the most challenging part about growing rose bushes? Same as most agriculture: it takes time and mistakes are very costly. One oversight, and you are staring at a bad crop for years. This is not for the faint of heart!

What do most people not know about rose bushes? Most varieties of roses have a neutral pollen that does not attract many of the usual pollinators. Bees will go to weeds; hummingbirds will drink sugar water if it's available. Quite the curveball!

Do you have a favorite variety of rose? We grow so many that it's hard to choose one, but it may just be Medallion.