

Full Traceability

Interview with our Alpenrose Flower Supplier

- Traceability of Plant Source
- Environmental Sustainability
- Social Sustainability
- Legal Compliance

The Farming Family and their Alp

Mr. Perren, since when does your family enterprise exist?

Based on the existing family tree which has been initiated in 1551, our farm exists since 10 generations. In 1996, my wife and I took over the alp with the farm with sole responsibility. Ever since, we have been operating it as an organic farm which is certified by the Swiss organic label 'Bio Knospe'.

How large is your alp and what is your main area of work?

Our alp, located in the Bernese Alps, ranges from 1'000 to 1'900 meters, and encompasses 30 hectares of grasslands for cows, 35 hectares of agricultural area, and 20 hectares of forest. We mainly focus on cattle farming. As an auxiliary income and out of pleasure, we also collect plants such as the Alpenrose.

Do you have other employment?

During winter time, I work as a snow sports instructor. My wife has a part-time job as a socio-educational adviser.



The Alpenrose - Swiss Icon Plant

What are the optimal growth conditions for the Alpenrose?

The Alpenrose grows in subalpine conditions above 1'600 meters. The plant can become up to 100 years old. To be able to withstand wind and storm, the shrub only grows approximately 50 cm in height. During winter months, it must be covered by snow in order to survive. Notably, the Alpenrose is entirely naturally grown and is not able to tolerate fertilizers or pesticides.



When is the Alpenrose in flower?

The flowering time of the Alpenrose is dependent on the weather conditions as well as the altitude of growth. On our alp they are in flower in early summer (May to June). Flowering time is once a year, and is limited to only 14 days.



Sustainable Flower Collection

How do you collect the Alpenrose flowers?

We only collect the fully open flowers which exhibit the most intense odor. During the 2 weeks of the Alpenrose flowering period, we fully focus on this work, in order to pick all flowers at the optimal open stage. We pick the flowers manually, and we do not use gloves to have the required feeling for them.



How labor-intensive is the collection?

In general, one person can collect up to 500 g flower material in an hour. Besides us picking the flowers, sometimes we get support from 1-2 employees during the 14 days of intense collection. As each shrub carries flowers of different developmental stages, we often harvest several times in the same area to ensure picking the open flowers. This makes the collection very laborious.



How are the flowers further processed?

After harvesting, we keep the flowers cool, put them into air-tight crates and transport them, mostly at the same day, to the drying plant. We use a very mild drying procedure to maintain the flavor and color of the Alpenrose flowers. In addition, only the Alpenrose flowers are being dried at this time of the year in the drying plant, in order to prevent the mixing of the odor with other plants.



How are flower batches combined and documented to ensure full traceability?

We have annual batches and documentation, because the flowering time and therefore the collection is limited to two weeks a year.

Are there guidelines or regulations for the growth and collection of the Alpenrose flowers?

Regarding the growth conditions and the collection of Alpenrose flowers we follow the guidelines of the 'Bio Knospe', the Swiss organic label that our farm is certified by. It is incorporated into the guidelines that we, for instance, do not use fertilization, chemical treatment or mechanical collection.

Furthermore, we also take particular care to not damage any other plants or disturb animals during the Alpenrose flower collection.



For more information and for the flyer of Alpenrose Flower extracts contact: info@lipoid-kosmetik.com