

Meet the Breeder

Daphne 'Eternal Fragrance'
Robin White, UK

It was the scent of *Daphne odora* that first captured the attention of Robin White as a young nurseryman. He was hooked for life and spent the ensuing years perfecting the art of growing Daphne's, amassing a wealth of knowledge about the genus along the way. 'Eternal Fragrance' has been over 30 years in the making. Robin said "The reason I did the breeding was to improve on the existing varieties on the market."

Throughout his career Robin has developed his plant breeding expertise and is now widely recognised as an institution in the plant world. He is also a well respected horticultural author and for many years owned and operated his own successful boutique nursery in the UK.

The scent of a Daphne alone is enough to stop passers-by in their tracks. Add to this exquisite white flowers and classic dark green foliage, it is little wonder discerning gardeners are rarely without one in their collection. With 'Eternal Fragrance' Robin has quickly dispelled the long held notion that Daphne's are difficult to grow. His expertise has led to the launch of a highly anticipated breakthrough variety overwhelmingly popular with gardening enthusiasts.

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