

GROWERTALKS

Cover Story

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The Latest Intros for the Holidays

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Red

Consistently the most popular poinsettia color. Listed here by timing, from earliest to latest.

Early Elegance Red (Selecta One)

Timing: 7 weeks or earlier

Vigor: Low to medium

Recommended container: 4 to 8 in.

Description: Works well in all North American markets from north to south. Ideal for sales in November, including Thanksgiving.

Kayla Red (Beekenkamp)

Timing: 7 to 7.5 weeks

Vigor: Medium

Recommended container: 2 to 6 in.

Description: Dark-red bracts with dark new foliage on thick stems. Oak-leaf shape. Resistant to extreme heat conditions

Runway (Dümmen Orange)

Timing: 7.5 weeks

Vigor: Medium

Recommended container: 6 in. and up

Description: Timing is the same as FabYULEous, but Runway has very large, bright red bracts and extra-large, showy cyathia. It's a great variety for larger containers, straight-ups and trees.

FabYULEous (Dümmen Orange)

Timing: 8 weeks

Vigor: Medium

Recommended container: 4 to 10 in.

Description: A traditional red with dark foliage that grows well from north to south. More compact and fuller than other reds on the market.

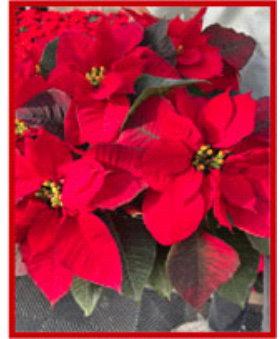
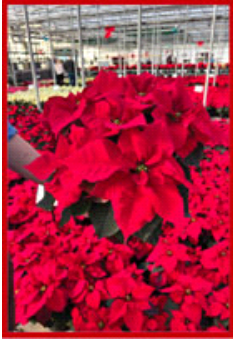
Rojo (Rinehart Poinsettias/Danziger)

Timing: 9 weeks

Vigor: Medium

Recommended container: 4 to 6 in.

Description: Dark leaves with dark, but bright, bracts. In production, this plant has very controlled growth, so there's little need for PGRs. Doesn't stretch and easy to grow. Consistent with most Rinehart Poinsettias, this plant will have a pronounced cyathia presence. Easy to branch with a full habit. And despite the high branching, it has little branch breakage.



White

Early Elegance White (Selecta One)

Timing: 7 weeks or earlier

Vigor: Low to medium

Recommended container: 4 to 8 in.

Description: Works well in all North American markets from north to south. Ideal for sales in November, including Thanksgiving.

Novelties

Listed in alphabetical order by cultivar name.

Christmas Mouse Pink (Selecta One)

Timing: 8 to 8.5 weeks

Vigor: Medium

Recommended container: 2.5 to 6 in.

Description: A pink companion to Christmas Mouse, but about five days later. Upright habit with unique mouse ear-shaped bracts.

Early Elegance Pink, Marble (Selecta One)

Timing: 7 weeks or earlier

Vigor: Low to medium

Recommended container: 4 to 8 in.

Description: Works well in all North American markets from north to south. Ideal for sales in November, including Thanksgiving.

Norwin Orange (Dümmen Orange)

Timing: 8 weeks

Vigor: Medium

Recommended container: 4 to 10 in.

Description: Named after the late Norwin Heimos of N.G. Heimos Greenhouses and Millstadt Young Plants, this mid-season cultivar has the ideal color—and natural timing—for the Thanksgiving holiday. Can also be black-clothed for Halloween sales with careful moisture management.



Pink Champagne (Selecta One)

Timing: 8 weeks

Vigor: Medium

Recommended container: 4 to 10 in.

Description: A sport of Christmas Wish Pink, this cultivar features a marbled pattern. Long-lasting cyathia offers longer shelf life.

Tidings Dark Pink, Light Pink (Dümmen Orange)

Timing: 8 weeks

Vigor: Medium

Recommended container: 4 to 10 in.

Description: A sport of each other, this two-color series is ideal for mid-season sales. And because they're also matched perfectly in timing and habit, they make a unique, easy-to-grow combination.

