

GROWERTALKS

Cover Story

5/1/2023

New Holiday Must-haves

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Red

There were A LOT of red introductions this year. They're listed here by timing, from earliest to latest.

Carmen Red (Lazzeri)

Timing: 7.5 weeks

Vigor: Medium

Recommended container: 6 in. and up

Description: Bright red medium to large bracts with good branching. The cyathia appears later, so it allows

for a longer shelf life.

Ruby Red (Express Seed)

Timing: 7.5 to 8 weeks

Vigor: Medium

Recommended container: 6 to 8 in.

Description: In between a burgundy and bright red color, Ruby Red times for the core selling season. It has dark foliage, so it contrasts nicely in a combo with a white.

Ranch Red (Rinehart Poinsettias/Danziger)

Timing: 8 weeks

Vigor: Medium

Recommended container: 6 to 10 in.

Description: According to Steve Rinehart, all red poinsettias have a place in the market. Steve says this cultivar works well as a high-volume red and has early bract expansion.

Christmas Candle (Selecta One)

Timing: 8.5 weeks

Vigor: High

Recommended container: 6 to 10 in.

Description: A vigorous, mid-season red with extremely strong stems and narrow branching, so no ring is needed. It's shippable in Week 47, but won't produce pollen until Week 49, so it's got an excellent shelf life. Colors early and flowers late.

Prestigious (Dümmen Orange)

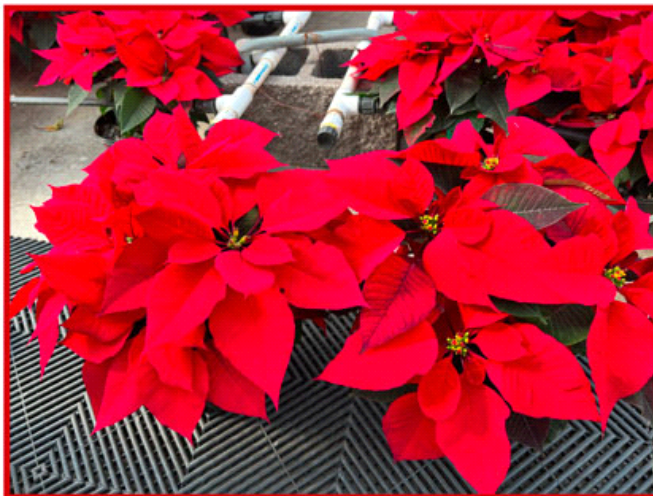
Timing: 8.5 weeks

Vigor: Medium

Recommended container: 6 to 10 in.

Description: With this new cultivar, you get the performance of the long-popular Prestige, but with no heat delay. Rebecca Siemonsma described it as "the next generation in breeding" with a better cyathia. A one-size-fits-all cultivar.

Pictured: Prestige on the left with the new Prestigious on the right.



White

Flurry White (Dümmen Orange)

Timing: 8.5 weeks

Vigor: High

Recommended container: 6 in. and up

Description: Dümmen's Rebecca Siemonsma said, "Everyone's on a quest for the whitest white," and this is their next introduction in this color. She said it's pretty vigorous, so it will need some PGRs.



Novelty

Robyn Marble (Beekenkamp)

Timing: 7 weeks

Vigor: Low to medium

Recommended container: 4 to 8 in.

Description: The addition of Marble offers a novelty option in the Robyn family that includes Red and Pink. The zero heat delay makes them ideal for southern growers, but Robyn also works well for northern growers who can grow them under natural daylength.

Pictured: Lauren Blume (left) and Kat Wolper of Beekenkamp show off the Robyn family. Marble is new for 2024.

Other Misc.

There are some new introductions that are now completing whole poinsettia families or will be having its first full season in the market.

Early Elegance Family (Selecta One)

Timing: 7 weeks or earlier

Vigor: Low to medium

Recommended container: 2 to 8 in.

Description: Now in its first full season, this series includes four colors (White, Pink, Marble and Red). Nice robust cultivars that lend themselves for combinations in larger containers.

Superba Poker (Lazzeri)

Timing: 8 weeks

Vigor: Medium to vigorous

Recommended container: 2 to 10 in.

Description: Lazzeri is trying out a new concept with their novelty glitter-type poinsettias, blending them into a collection that includes Red & Marble, Red & Pink, Pink & Marble, and Dark Glitter. It's called "Poker" because there are four suits in a deck of cards and four colors of Superba Poker. **GT**