



DÜMMEN
ORANGE®

Red Fox Poinsettias

*Red Fox
Ethiopia*

2017-2018

GRAPHICAL TRACKING ONTARGET™

A web-based height tracking tool, OnTarget™ helps growers meet their poinsettia crop specifications on time with the most efficient use of inputs. Decisions about plant growth regulation and temperature are easy to make throughout the growing season when viewing plant progress in OnTarget™.

Sign up at OnTarget.DummenOrange.com!



SETTING THE ORANGE STANDARD OUR PRODUCTION FARMS

Our Green Care program ensures strict phytosanitary protocols are top priority, and our dedication to ongoing MPS certification exemplifies the dedication to our people and the communities in which we are rooted.

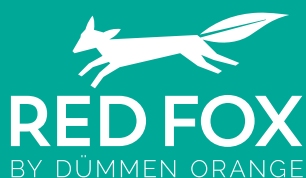


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EUPHORBIA HYBRIDS

ICON KEY

 7 Natural Season Response Time
Expressed in Weeks

 Heat Tolerant

 Cold Tolerant

 Black Friday Production

 High Density Production

 **TOP PICK** Top Selling Variety

 **IMPROVED** Improved Variety

 **NEW** New Variety

RED FOX PRODUCT INDEX



Product Index is in Natural Season Bloom Order

Page Página Page	Chapter Capítulo Chapitre	Variety Variedad Variété	Variety code Codigo de la variedad Code de la variété	Breeder Criador Hybrideur	Natural Response Time Semanas de reacción Temps de production	Vigor Vigor Croissance
08	Reds & Families	Premium Early Red	10241	Red Fox	6	●○○○○
09	Reds & Families	Premium Lipstick Pink	10235	Red Fox	7	●●●○○
09	Reds & Families	Premium Marble	10249	Red Fox	7	●●●○○
08	TOP PICK	Reds & Families Premium Red	10230	Red Fox	7	●●●○○
08	Reds & Families	Premium White	10233	Red Fox	7	●●●○○
08	TOP PICK	Reds & Families Premium Polar	10243	Red Fox	7.5	●○○○○
09	Reds & Families	Premium Picasso	10234	Red Fox	7.5	●○○○○
09	TOP PICK	Reds & Families Premium Ice Crystal	10244	Red Fox	7.5	●○○○○
07	TOP PICK	Reds & Families Ferrara	10897	Red Fox	7.5	●●●●●
10	Reds & Families	Prima Bella	10911	Red Fox	7.5	●●●●●
11	Reds & Families	Prima Donna	10891	Red Fox	7.5	●●●○○
12	TOP PICK	Reds & Families Bravo Bright Red	10360	Red Fox	7.5	●●●○○
12	TOP PICK	Reds & Families Bravo Pink	10894	Red Fox	7.5	●●●○○
12	TOP PICK	Reds & Families Bravo White	10895	Red Fox	7.5	●●●○○
13	TOP PICK	Reds & Families Infinity Polar	10293	Red Fox	8	●●●●●
13	Reds & Families	Infinity Red	10291	Red Fox	8	●●●●○
13	TOP PICK	Reds & Families Viking Red	10650	Red Fox	8	●●●○○
13	TOP PICK	Reds & Families Viking Cinnamon	10657	Red Fox	8	●●●○○
14	Reds & Families	Redlight Bright Red	10182	Red Fox	7.5	●●●●●
14	Reds & Families	Redlight White	10183	Red Fox	8	●●●●●
14	Reds & Families	Scandic Early	10304	Red Fox	8	●●●●○
15	TOP PICK	Reds & Families Bouquet	10500	Red Fox	8	●●○○○
16	Reds & Families	Matinée	10522	Red Fox	8	●●●○○
16	TOP PICK	Reds & Families Maxima	10620	Red Fox	8	●●●○○
16	Reds & Families	Grande Italia	10330	Red Fox	8.5	●●●●●
17	TOP PICK	Reds & Families Burning Ember	10909	Red Fox	8	●●●●●
18	TOP PICK	Reds & Families Southern Belle	10908	Red Fox	8.5	●●●○○
19	Reds & Families	Euroglory	10220	Red Fox	8.5	●●●○○
19	TOP PICK	Reds & Families Protégé Dark Red	10661	Red Fox	8.5	●●●○○
21	Special Varieties	Arctic	10423	Red Fox	9.5	●●●○○
23	Euphorbia Hybrids	J'Adore Pink	10381	Red Fox	7.5	●●●○○
23	Euphorbia Hybrids	J'Adore Hot Pink	10382	Red Fox	7.5	●●●○○
23	Euphorbia Hybrids	J'Adore Pink Blush	10383	Red Fox	7.5	●●●○○
24	Red Fox Regional Recommendations					

● = Compact

●● = Medium-Compact

●●● = Medium

●●●● = Medium-Vigorous

●●●●● = Vigorous



Bract color
 Color de la Bractea
 Couleur des bractées

 Foliage color
 Color de la hoja
 Couleur du feuillage

 2.5" Mini
 3" Mini
 2.5" Mini

 2.5" 3" Mini pinched
 2.5" 3" Mini pinzado
 2.5" 3" Mini pincé

 4" Pixie pinched
 4" Pixie pinzado
 4" Pixie pincé

 5" 5.5"
 5" 5.5"
 5" 5.5"

 6" 6.5" Pinched
 6" 6.5" pinzado
 6" 6.5" Pincé

 8" Multi Pitt pinched
 8" Multi-plantita pinzado
 8" Multiplant pincé

 10" Multi
 10" Multiplanta
 10" Multipiant

 Mini tree
 Mini árbol
 Arbre miniature

 Tree
 Árbol
 Arbre

 Hanging basket
 Planta Colgante
 Jardinière suspendue

Bract color	Foliage color	2.5" Mini	2.5" 3" Mini pinched	4" Pixie pinched	5" 5.5"	6" 6.5" Pinched	8" Multi Pitt pinched	10" Multi	Mini tree	Tree	Hanging basket
Red	Dark Green			✓	✓	✓	✓	✓			✓
Pink	Dark Green			✓	✓	✓	✓	✓			✓
Marble	Dark Green			✓	✓	✓	✓	✓			✓
Red	Dark Green			✓	✓	✓	✓	✓			✓
White	Dark Green			✓	✓	✓	✓	✓			✓
White	Dark Green			✓	✓	✓	✓	✓			✓
Pink Sprinkles	Dark Green			✓	✓	✓	✓	✓			✓
Red w/White Center	Dark Green			✓	✓	✓	✓	✓			✓
Bright Red	Dark Green	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Red	Dark Green		✓	✓	✓	✓	✓	✓	✓	✓	✓
Red	Dark Green		✓	✓	✓	✓	✓	✓			✓
Bright Red	Dark Green		✓	✓	✓	✓	✓	✓			✓
Pink	Dark Green		✓	✓	✓	✓	✓	✓			✓
White	Dark Green		✓	✓	✓	✓	✓	✓			✓
White	Dark Green					✓	✓	✓	✓	✓	
Red	Dark Green					✓	✓	✓	✓	✓	
Red	Dark Green			✓	✓	✓	✓	✓	✓	✓	
Apricot Sprinkles	Dark Green			✓	✓	✓	✓	✓	✓	✓	
Bright Red	Dark Green	✓									
White	Green	✓									
Red	Dark Green	✓	✓	✓							
Red	Dark Green			✓	✓	✓	✓	✓			✓
Bright Red	Dark Green					✓	✓	✓			
Bright Red	Dark Green				✓	✓	✓	✓			
Dark Red	Dark Green					✓	✓	✓	✓	✓	✓
Bright Red	Dark Green			✓		✓	✓	✓	✓	✓	✓
Red	Dark Green					✓	✓	✓	✓	✓	✓
Red	Dark Green			✓	✓	✓	✓	✓	✓	✓	✓
Dark Red	Dark Green			✓	✓	✓	✓	✓	✓	✓	✓
White	Green	✓		✓	✓	✓	✓	✓			
Pink	Dark Green					✓	✓				
Hot Pink	Dark Green					✓	✓				
Pink	Dark Green					✓	✓				



RED FOX
BY DÜMMEN ORANGE

REDS & FAMILIES

POINSETTIAS

PRIMA DONNA
10891

RED FOX

Reds & Families

FERRARA

Deep red bracts with very good cyathia development. V-shaped plant is great for reliable, high-density production. Strong vigor and fast response time allow for quick-turn production.

Brácteas de color rojo brillante. Planta excelente en V para producción fiable a alta densidad. Tiempo de reacción rápido.

Bractées rouge vif. Superbe plant en V pour une production fiable à grande densité. Réagit très rapidement.



FERRARA | 10897



RED FOX
Reds & Families

PREMIUM

Easy-to-grow series with a predictable growth habit.
Great in 4", 6" and hanging baskets.

Poinsettia compacta especialmente
hibridada para los clientes más precoces.
Estructura en forma de ramo.

Série facile à cultiver au port toujours égal.
Excellente gamme de couleurs et de motifs.
Fantastique en pots de 10 et de 15 cm.



PREMIUM RED
10230



PREMIUM EARLY RED | 10241



PREMIUM RED | 10230



PREMIUM WHITE | 10233



PREMIUM POLAR | 10243





PREMIUM ICE CRYSTAL
10244

7



PREMIUM LIPSTICK PINK | 10235
🌱 ❄️

7



PREMIUM MARBLE | 10249
🌱 ❄️

75



PREMIUM PICASSO | 10234
🌱 ❄️

75



PREMIUM ICE CRYSTAL | 10244
🌱 ❄️

TOP PICK

RED FOX
Reds & Families

PRIMA BELLA

Attractive NanoBracts for a more prominent display on top of the plant. Well-developed and long-lasting cyathia. Narrow, V-shaped plant with sturdy stems.

Llamativas nano-bracteas en la parte superior de la planta. Ciatios bien desarrollados y duraderos. Crecimiento compacto, planta en forma de V con gruesos tallos.

Attrayants NanoBracts plus abondants sur le dessus du plant. Cyathes bien développés et durables. Plant étroit au port en V et aux branches épaisses.



PRIMA BELLA | 10911



RED FOX

Reds & Families

PRIMA DONNA

Attractive dark red NanoBracts. Well-developed and durable cyathia. Narrow, V-shaped plant habit.

Llamativas nano-bracteas llamativas de color rojo brillante y tamaño medio. Ciatios bien desarrollados y duraderos. Crecimiento compacto, planta en forma de V con gruesos tallos.

Attrayants NanoBracts rouge vif de taille moyenne. Cyathes bien développés et durables. Plant étroit au port en V et aux branches épaisses.



PRIMA DONNA | 10891



nano[®] BRACT

NanoBract varieties feature a large number of medium sized, closed bracts displayed on the top of the plants; they are easier to transport, stand up well to retail conditions, and they offer strong color even under artificial lighting.



Traditional bract

RED FOX nanoBract



Many, compact, closed bracts



All bracts display on top



Easy to transport and good shelf life



Good color effect under artificial light

RED FOX
Reds & Families

BRAVO

Super strong roots and sturdy, thick stems allow for an excellent chassis development.

Bracts are slightly upright in habit.

Las raíces super fuertes y robustas, y los gruesos tallos permiten que la planta desarrolle una excelente estructura. La bráctea crece ligeramente vertical.

Des racines très fortes et des tiges épaisses et robustes permettent au plant de développer une excellente structure.

Le port des bractées est légèrement érigé.



BRAVO BRIGHT RED
10360



BRAVO BRIGHT RED | 10360



BRAVO WHITE | 10895



BRAVO PINK | 10894



RED FOX

Reds & Families

INFINITY

Strong branches and vigor make this a solid choice for large container sizes.

Sus fuertes ramas y gran vigor lo convierten en una sólida opción para producción en contenedores de gran tamaño.

Des branches fortes et une bonne vigueur en font un excellent choix pour la production en gros contenants.

VIKING

Reselected for uniformity in timing.

Although it tolerates heat, it holds very well in the coolest greenhouses, making it an excellent choice for northern growers. Narrow, V-shaped plant habit and red cyathia.

Varietad fácil de manejar. Aunque tolera el calor, también se comporta bien en invernaderos sin calefacción. Crecimiento compacto, planta en forma de V.

Variété facile à gérer. Résistante à la chaleur, elle se comporte aussi très bien dans les serres les plus fraîches. Port en V étroit.

IMPROVED

VIKING RED | 10650



TOP PICK



INFINITY RED | 10291



INFINITY POLAR | 10293



VIKING CINNAMON | 10657



DÜMMEN ORANGE®

RED FOX
Reds & Families

REDLIGHT

A favorite choice for mini, single-stem production.
Should not be used for multi-shoot production.

Una opción popular para la producción mini.

Un choix populaire pour la production mini.

SCANDIC

Many tight and small bracts, ideal for mini and
midi production. Narrow plant habit.

Muchas pequeñas brácteas estrechas que
resultan ideales para la producción de mini y midi.
Crecimiento compacto.

Plusieurs petites bractées serrées qui
sont idéales pour la production mini et midi.
Port étroit.



REDLIGHT BRIGHT RED | 10182



REDLIGHT WHITE | 10183



SCANDIC EARLY | 10304



RED FOX
Reds & Families

BOUQUET

Among the strongest V-shapes of any poinsettia on the market. The form is so distinctive, it makes the plant look like a hand-held bouquet of flowers. Plant habit pairs well with the Premium family.

Una de las poinsettias más robustas del mercado en forma de V. Su forma es tan única, que la planta tiene apariencia de un ramo de flores cortadas.

Parmi les ports en V les plus robustes de tous les poinsettias sur le marché. La forme est si unique qu'elle donne au plant l'apparence d'un bouquet de fleurs coupées.



BOUQUET | 10500



RED FOX *Reds & Families*

MATINÉE

Very strong stems make this an excellent option for trees. Many big cyathia in classic, star-shaped bracts.

Tallos muy fuertes que la convierten en una excelente opción para árboles. Brácteas en forma clásica de estrella en torno a muchos ciathios.

Ses tiges très fortes en font un excellent choix pour la production d'arbres. Bractées formant l'étoile classique autour de nombreuses grosses cyathes.

MAXIMA

Orange-red bracts on thick stems. Bright color shows well in a retail setting. Narrow, V-shaped plant habit. Very suitable for large pot production.

Brácteas de color rojo anaranjado en gruesos tallos. El brillante color rojo destaca bien en los puntos de venta. Crecimiento compacto, en forma de V.

Bractées orange rouge sur des tiges épaisses. Couleur rouge vif qui se détache bien dans les étalages de vente. Port en V étroit.

GRANDE ITALIA

Showy, dark red bracts. Good option for larger containers. No heat delay.

Espectaculares brácteas de color rojo oscuro y buen mantenimiento del ciatio. Buena opción para maceteros grandes. El calor no retrasa el crecimiento.

Les spectaculaires bractées rouge foncé. Bon choix pour les gros contenants. Pas de délai provoqué par la chaleur.



MATINÉE | 10522



MAXIMA | 10620



GRANDE ITALIA | 10330



RED FOX
Reds & Families

BURNING EMBER

Bright orange-red is preferred by consumers. Showy bracts are vibrant in a retail setting and evoke a warm holiday feeling at home.

Brillante color rojo anaranjado que llama la atención en los puntos de venta.

Couleur rouge orange vif qui brille dans les étalages de vente.



BURNING EMBER | 10909

RED FOX
Reds & Families

SOUTHERN BELLE

Bred for southern growers. Great heat tolerance in a true red.
Strong V-shaped architecture.

Hibridada para los productores de zonas del sur.
Gran tolerancia al calor y robusta estructura en forma de V.

Hybridé pour les producteurs plus au sud. Un rouge pur très tolérant à la chaleur.
Structure en V très robuste.



SOUTHERN BELLE | 10908



RED FOX

Reds & Families

EUROGLORY

Dark red, medium sized bracts on an easy-to-produce plant. Suitable for long transportation times.

Brácteas de tamaño mediano y color rojo oscuro en una planta fácil de producir. Aguanta bien los transportes largos.

Bractées de taille moyenne, rouge foncé, sur un plant facile à produire. Tolère le transport sur de longues distances.

PROTÉGÉ

Strong root system supports use of ebb and flood systems. Suitable for cold finishing. Rated "no heat delay" in trials.

Su fuerte sistema de raíces ayuda los sistemas de riego por inundación. Adecuada para acabado en invernadero sin calefacción. Está calificada en los ensayos como "sin retraso por calor".

Le système racinaire fort supporte les systèmes d'irrigation de flux et reflux. Convient à la finition en serre froide. Qualifié « sans délai dû à la chaleur » durant les essais.



EUROGLORY | 10220



PROTÉGÉ DARK RED | 10661



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 Variety / Variedad / Variété
 Variety code / Código de la variedad / Code de la variété
 Breeder / Criador / Hybrideur
 Natural Response Time / Semanas de reacción / Temps de production
 Vigor / Vigor / Croissance
 Bract color / Color de la Bráctea / Couleur des bractées
 Foliage color / Color de la hoja / Couleur du feuillage

Poinsettia		RED FOX						
Page	TOP PICK	Variety	Variety code	Breeder	Natural Response Time	Vigor	Bract color	Foliage color
07	TOP PICK	Ferrara	10897	Red Fox	7.5	●●●●●	Bright Red	Dark Green
08		Premium Early Red	10241	Red Fox	6	●○○○○	Red	Dark Green
08	TOP PICK	Premium Red	10230	Red Fox	7	●●●○○	Red	Dark Green
08		Premium White	10233	Red Fox	7	●●●○○	White	Dark Green
08	TOP PICK	Premium Polar	10243	Red Fox	7.5	●○○○○	White	Dark Green
09		Premium Lipstick Pink	10235	Red Fox	7	●●●○○	Pink	Dark Green
09		Premium Marble	10249	Red Fox	7	●●●○○	Marble	Dark Green
09		Premium Picasso	10234	Red Fox	7.5	●○○○○	Pink Sprinkles	Dark Green
09	TOP PICK	Premium Ice Crystal	10244	Red Fox	7.5	●○○○○	Red w/White Center	Dark Green
10		Prima Bella	10911	Red Fox	7.5	●●●○○	Red	Dark Green
11		Prima Donna	10891	Red Fox	7.5	●●●○○	Red	Dark Green
12	TOP PICK	Bravo Bright Red	10360	Red Fox	7.5	●●●○○	Bright Red	Dark Green
12	TOP PICK	Bravo Pink	10894	Red Fox	7.5	●●●○○	Pink	Dark Green
12	TOP PICK	Bravo White	10895	Red Fox	7.5	●●●○○	White	Dark Green
13	TOP PICK	Infinity Polar	10293	Red Fox	8	●●●○○	White	Dark Green
13		Infinity Red	10291	Red Fox	8	●●●○○	Red	Dark Green
13	TOP PICK	Viking Red	10650	Red Fox	8	●●●○○	Red	Dark Green
13	TOP PICK	Viking Cinnamon	10657	Red Fox	8	●●●○○	Apricot Sprinkles	Dark Green
14		Redlight Bright Red	10182	Red Fox	7.5	●●●●●	Bright Red	Dark Green
14		Redlight White	10183	Red Fox	8	●●●●●	White	Green
14		Scandic Early	10304	Red Fox	8	●●●○○	Red	Dark Green
15	TOP PICK	Bouquet	10500	Red Fox	8	●●●○○	Red	Dark Green
16		Matinée	10522	Red Fox	8	●●●○○	Bright Red	Dark Green
16	TOP PICK	Maxima	10620	Red Fox	8	●●●○○	Bright Red	Dark Green
16		Grande Italia	10330	Red Fox	8.5	●●●●●	Dark Red	Dark Green
17	TOP PICK	Burning Ember	10909	Red Fox	8	●●●○○	Bright Red	Dark Green
18	TOP PICK	Southern Belle	10908	Red Fox	8.5	●●●○○	Red	Dark Green
19		Euroglory	10220	Red Fox	8.5	●●●○○	Red	Dark Green
19	TOP PICK	Protégé Dark Red	10661	Red Fox	8.5	●●●○○	Dark Red	Dark Green

● = Compact ●● = Medium-Compact ●●● = Medium ●●●● = Medium-Vigorous ●●●●● = Vigorous



RED FOX
BY DÜMMEN ORANGE

SPECIALTY VARIETIES

POINSETTIAS

PREMIUM ICE CRYSTAL
10244

RED FOX
Specialty Varieties

ARCTIC

Pure white bracts on light green foliage. Ideal for mini production. Not suitable for cold production.

Brácteas de blanco puro con follaje verde. Ideal para producción mini. No es adecuada para producción de invernadero sin calefacción.

Bractées blanc pur et feuillage vert. Idéal pour la production mini. Ne convient pas à la production en serre froide.



ARCTIC | 10423
●●●●●



PREMIUM PICASSO | 10234
●●●●●



PREMIUM ICE CRYSTAL | 10244
●●●●●



VIKING CINNAMON | 10657
●●●●●

Page Página Page	Variety Variedad Variété	Variety code Codigo de la variedad Code de la variété	Breeder Criador Hybrideur	Natural Response Time Semanas de reacción Temps de production	Vigor Vigor Croissance	Bract color Color de la Bráctea Couleur des bractées	Foliage color Color de la hoja Couleur du feuillage
19	Arctic	10423	Red Fox	9.5	●●●●●	White	Green
07	Premium Picasso	10234	Red Fox	7.5	●●●●●	Pink Sprinkles	Dark Green
07	TOP PICK Premium Ice Crystal	10244	Red Fox	7.5	●●●●●	Red w/White Center	Dark Green
11	TOP PICK Viking Cinnamon	10657	Red Fox	8	●●●●●	Apricot Sprinkles	Dark Green

● = Compact ●● = Medium-Compact ●●● = Medium ●●●● = Medium-Vigorous ●●●●● = Vigorous



RED FOX
BY DÜMMEN ORANGE

EUPHORBIA HYBRIDS

J'ADORE PINK
10381

RED FOX

Euphorbia Hybrids

J'ADORE

Developed with the commercial grower in mind, these varieties have perfect vigor to fill out six or eight inch pots. The outstanding branching habits of the Pink and Pink Blush allow them to be grown without a pinch under optimal growing conditions.

All three are excellent in combinations or planted singly.

Pensando en el productor profesional, estas variedades se han desarrollado con el vigor perfecto para macetas de seis o de ocho pulgadas / de quince o de veinte centímetros. La destacada rami-ficación de 'Pink' y 'Pink Blush' permite un cultivo sin un pinzado en condiciones óptimas de crecimiento. Las tres son excelentes en combinaciones o plantadas individualmente.

Ces variétés développées expressément pour les producteurs commerciaux affichent une vigueur idéale pour remplir des pots de 15 ou 20 cm. La ramification remarquable du Pink et du Pink Blush permet une production sans pinçage sous des conditions culturales optimales. Les trois variétés excel-lent seules ou en combinaison.



J'ADORE PINK | 10381



J'ADORE HOT PINK | 10382



J'ADORE PINK BLUSH | 10383



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Variety
Variedad
Variété

Variety code
Código de la variedad
Code de la variété

Breeder
Criador
Hybrideur

Natural Response Time
Semanas de reacción
Temps de production

Vigor
Vigor
Croissance

Bract color
Color de la Bractea
Couleur des bractées

Foliage color
Color de la hoja
Couleur du feuillage

Poinsettia		RED FOX					
21	J'Adore Pink	10381	Red Fox	75	●●●○○	Pink	Dark Green
21	J'Adore Hot Pink	10382	Red Fox	75	●●●○○	Hot Pink	Dark Green
21	J'Adore Pink Blush	10383	Red Fox	75	●●●○○	Pink	Dark Green

● = Compact

●● = Medium-Compact

●●● = Medium

●●●● = Medium-Vigorous

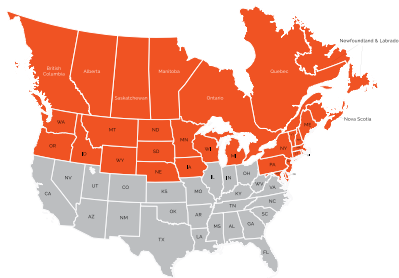
●●●●● = Vigorous



Take the guesswork out of choosing new varieties that will thrive and build the best-matched program for you: these varieties are uniquely suited for your regional growing conditions.

A partir de estas informaciones usted podrá manejar mejor su programa de plantación: estas variedades son las mejores opciones basadas en la climatología de cada región.

Pour que vous n'ayez pas à décider au jugé des variétés à choisir pour mettre au point un programme performant, nous avons sélectionné pour vous les meilleures variétés en fonction des particularités climatiques de chaque région.



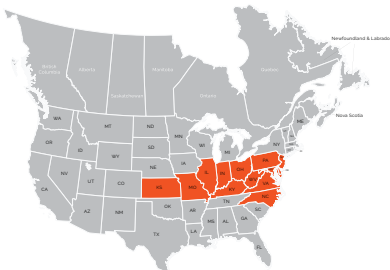
NORTH REGION



FERRARA | 10897



BOUQUET | 10500



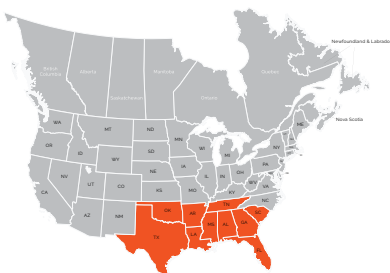
MIDWEST/MID-ATLANTIC REGION



FERRARA | 10897



GRANDE ITALIA | 10330



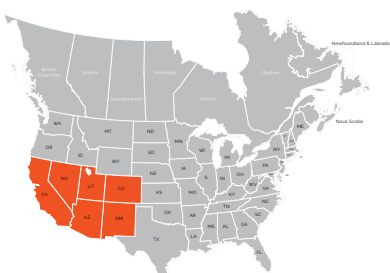
DEEP SOUTH REGION



FERRARA | 10897



SOUTHERN BELLE | 10908



SOUTHWEST REGION



FERRARA | 10897



BOUQUET | 10500



DÜMMEN
ORANGE®

POINSETTIA

Production Guidelines

PROPAGATION

Upon receipt, open cuttings and stick immediately.

- If cuttings cannot be stuck upon arrival, store in a cooler at 50-55°F (10-13°C) with near-100% humidity. Wet the floor to maintain high humidity. Mist cuttings with water if they appear wilted or dry.

Stick cuttings with a powder rooting hormone. Alternatively, 100 ppm KIBA can be drenched after sticking (3-4 gallons per 100 square feet). Some leaf curl may occur, but leaves relax within a few days. Capsil should be applied at a rate of 2-4 oz. per 100 gallons of water after sticking to reduce wilting.

Light levels should be maintained no higher than 1000 footcandles the first 1-2 days after sticking and be increased gradually as cuttings callus and root.

Misting should maintain a film of water on the leaves, but over-misting should be avoided. Root media temperature should be maintained at 73-75°F (22-24°C).

Callus formation should be visible by day 7. Gradually reduce misting frequency as roots develop.

An early PGR application can be beneficial to vigorous varieties at this stage to avoid stretch.

Begin to fertilize as soon as roots begin to form with a 100 ppm N, no-phosphorous formulation.

Monitor for fungus gnats during propagation, especially during days 7-10. An insecticide should be applied if the presence of adults and/or larvae is observed. Application of an insecticide should be made no later than day 7 to prevent infection of the stem by larvae.

By day 15, roots should have expanded to the edge of the cell. Continue toning the crop by increasing air movement and light intensity. Misting should be greatly reduced during the day and stopped overnight. PGRs may be needed on vigorous varieties.

ESTABLISHMENT

If receiving rooted liners, unpack liners immediately and transplant within 48 hours. If transplanting is delayed, fertilize liners every other day with 100-200 ppm N. Rinse foliage with clear water to avoid phosphorous damage. Do not allow media to dry out as this will increase the probability of future *Pythium* infections.

Growing media should be moist at transplant. Water in liners thoroughly after transplant using 100-200 ppm N from a complete fertilizer.

Irrigation should be closely monitored during establishment.

- Young plants should never be allowed to wilt. Monitor the moisture level directly around the liner until the roots expand into the surrounding media.

Fertilize after transplant with 200-250 ppm N to charge the growing media. Rinse leaves with clear water after fertilizing to avoid phosphorous damage.

Increase light levels to 4,500 footcandles after transplant. Shading and/or misting should be used at higher light levels to avoid wilting. Full light is desirable once plants start rooting out/no longer wilt.

Temperature after transplant should be maintained between 75-85°F (24-30°C) during days and 70-75°F (21-24°C) during nights. Once liners are well-established, temperatures can be reduced to 70°F (31°C) during days and 65°F (18°C) during nights.

- Cool temperatures will slow overall growth, while high temperatures can cause heat delay, leaf edge burn and foliage distortion.

PGRs can be applied if no growth regulators were applied in propagation or to prevent lateral stretch.

- If needed, chlormequat at 500-1000 ppm may be used based on program needs. Always follow label directions.

Pinching should take place when roots reach the edge of the growing container, approximately 10-14 days after transplant or 4 to 5 weeks after direct sticking.

- In general, the number of nodes remaining should match the finish container size, i.e., 4-5 nodes for a 4" (10 cm), 5-6 nodes for a 6" (15 cm), 7-8 nodes for an 8" (19 cm). Leaving too many nodes will encourage weak, horizontal growth and is not recommended.

- Ethephon should be applied before and/or after pinching to control stem elongation and leaf expansion if plants cannot be pre-spaced within two weeks following pinching.

- Plants given a "hard" pinch, only leaving mature leaves, do not benefit from leaf removal at time of pinch.

- A softer pinch, leaving immature leaves, results in the development of large "flag" leaves. Removal of these immature leaves improves uniformity of lateral shoot development, as immature leaves contribute to apical dominance until the leaf is mature.

VEGETATIVE GROWTH

Focus should be on vegetative growth once plants have recovered from pinch to ensure that plant is on target to finish according to specifications. High light from pinch to start of short days promotes strong stems at time of ship.

Pot-tight spacing can encourage V-shaped habit on some cultivars, but is not needed on naturally V-shaped habits. Plants should be spaced once leaves begin to overlap.

Pot size	Minimum spacing	Ample Spacing
6" (15 cm)	10x12"	14x14"
8" (19 cm)	16x16"	24x24"
10" (22 cm)	20x20"	30x36"

Fertilizer is recommended at a constant feed of 100-200 ppm N from a balanced formulation, including minor nutrients.

- Molybdenum and calcium are particularly important.
- pH should be maintained between 5.8-6.2.
- EC should be maintained between 1.0-1.5.
- Weekly calcium foliar sprays from calcium chloride encourage strong growth, prevent leaf edge burn, and prevent bract edge burn. A small portion of the crop should be tested 3-4 days prior to spraying entire crop.
- To increase stem elongation, increase phosphorous rate by approximately 10 ppm.
- If feeding less than 200 ppm N, add micronutrients as needed to deliver 1 ppm iron, 0.5 ppm manganese, 0.5 ppm zinc, 0.25 ppm copper, 0.25 ppm boron and 0.1 ppm molybdenum.

Temperatures should be maintained between 68-78°F (20-26°C) during the day and 65-70°F (18-21°C) during the night. Temperatures can be manipulated to regulate growth:

- Utilize positive DIF to increase stem elongation.
- Utilize negative DIF to slow stem elongation.

Chemical PGRs such as Gibberellin A₄A₇, 6-BA (Fascination/Fresco) can be applied during the vegetative growth stage to achieve final plant height specifications.

- Sprays can cause significant bract regreening when applied just before and during early bract development. Bract regreening is much less likely to occur with drenches.
- Ensure thorough application and drench along with 200-250 ppm N from a 20-10-20 formulation.
- For each additional 1 ppm of GA₄A₇, 6-BA applied, an additional 1-2" of stem elongation can be expected. Labels allow for the following application types:

Product	Spray	Drench
Fascination®	✓	
Fresco®	✓	✓
Typy®	✓	

- To slow growth, apply paclobutrazol drench at 0.25-2 ppm prior to flower initiation. Alternatively, a tank mix of 1000-2000 ppm daminozide and 500-1000 ppm chlormequat can be applied before or after flower initiation.

Common pests & diseases include whitefly, fungus gnats, mites, *Pythium*, *Phytophthora*, *Rhizoctonia*, and powdery mildew. Proactive IPM practices should be utilized.

FLOWER INITIATION

In general, most early-season cultivars initiate approximately September 10-15, while most mid- and late-season cultivars initiate approximately September 25.

- Temperatures below 65°F (18°C) in September encourage flower initiation, while night temperatures above 70°F (21°C) delay initiation.

Shading may be utilized to create artificial short days and initiate early flowering. Shade cloth should not allow more than 0.5 footcandles of light to penetrate the cloth.

- Crops should be shaded for a minimum of 12 hours to initiate flowering.

- Be aware of light pollution sources that can negatively affect flower induction, including security lights, street lights and/or nearby traffic.
- If light pollution is a problem, continue shading until bracts have reached 25-50% color.

Fluffing bracts can be achieved with an application of GA₄A₇, 6-BA (Fascination/Fresco) at a rate of 1-5 ppm at the "fish lips" stage of cyathia development.

- Adequately wetting the bract is essential to obtain a uniform response. Typically, this will be 6-10 oz. of Capsil per 100 gallons of spray solution.
- Temperatures must be above 65°F (18°C), with best results at temperatures between 68-70°F (20-21°C).





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