

# L&GR

LAWN & GARDEN RETAILER

## *New Varieties for the New Year*

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## Two Colors Selected for Pantone 2021 Color of the Year

Pantone recently announced that PANTONE 17-5104 Ultimate Gray and PANTONE 13-0647 Illuminating as the Pantone Color of the Year selection for 2021.

Two independent colors come together to create an aspirational color pairing, conjoining deeper feelings of thoughtfulness with the optimistic promise of a sunshine-filled day.



Illuminating is a bright and cheerful yellow sparkling with vivacity, a warming yellow shade imbued with solar power, while Ultimate Gray is emblematic of solid and dependable elements that are everlasting and provide a firm foundation. The colors of pebbles on the beach and natural elements whose weathered appearance highlights an ability to stand the test of time, Ultimate Gray quietly assures, encouraging feelings of composure, steadiness and resilience.

'Sweet Sandia' flowers in the spring and summer and attracts hummingbirds and pollinators. It is also deer resistant, fragrant and a low-water-usage plant.

The echinacea is hardy to Zones 4-9, and its exposure allows for full sun. These traits make 'Sweet Sandia' a good choice for the Deep South. It has a foliage height of 19 inches, a foliage spread of 16 inches and a flower height of 24 inches.



Terra Nova Nurseries has created a "Plant Profile" page and "Grower Recipe" specific to this new variety so growers interested in orders can learn about growing habits, plant characteristics, fertilization recommendations, water requirements, and other insights provided by the breeding team. These documents can be viewed and downloaded for printing at: [www.terrannotnurseries.com/product/echinacea-sweet-sandia/](http://www.terrannotnurseries.com/product/echinacea-sweet-sandia/).

## Jelitto Perennial Seeds Introduces New Varieties

Jelitto Perennial Seeds recently announced two new varieties for 2021. The Basket-of-Gold is botanically known as *Alyssum saxatile*. There is a whole range of tried-and-tested, good varieties on offer that delight gardeners in spring and are a popular source of nectar for insects.



The botanical name has been replaced by *Aurinia saxatile*, which actually does not change anything. Something will really change with the new 'Gold Kobold' variety. Numerous, golden yellow flowers from March to May, and again in September to October with a compact growth of only 12 cm above the vigorous, silvery foliage are just the obvious features of the new 'Gold Kobold'.

*Campanula trachelium* 'Flore Pleno Mix', the nettle-like double bellflower, is one of those perennials that is simply a joy in the garden. As a sturdy plant, it is adapted to all kinds of climatic conditions. It tolerates dry periods in summer and light soils, loves the sun and feels at home in partial shade, competes against weeds and is stable upright.

For further information and sowing instructions, visit [www.jelitto.com](http://www.jelitto.com).

## Terra Nova Nurseries Unveils New Echinacea Variety

Terra Nova Nurseries recently released a sneak peek of its brand-new variety, echinacea 'Sweet Sandia'. This echinacea produces single, broad petals that look like slices of watermelon. Its compact habit and many flowering stems have contributed to echinacea 'Sweet Sandia' being one of Terra Nova's most sought after plants in years.

## Pleasant View Gardens Launches Year-Long Virtual Market Series

Pleasant View Gardens (PVG) is expanding its offering by creating a year-long series of virtual events, geared toward retailers, growers, brokers and gardeners alike.

"The response to the content we provided during our Virtual Open House Week was overwhelmingly positive," said Henry Huntington, PVG president. "And we wanted to continue to provide our customers with the kind of solid horticultural information that would help them grow their businesses."

The PVG Virtual Market Series will offer a full year of informative online discussions, interviews, and roundtables with industry experts sharing expertise about plants, growing, and what it takes to make everyone more successful.

In addition, Pleasant View has created original content for its YouTube channel. Using videos that premiere weekly, PVG is able to update its 400,000-subscriber base regarding topics from the latest Proven Winners varieties, to seasonal plant care, and more.

"Given the current pandemic situation, it's going to take some time to get back to 'business as usual'. Our goal is to help customers and anyone in the industry, for that matter, keep things moving forward. To help them grow their knowledge base and ultimately end up stronger as a result. Combining our new Market Series with our YouTube channel content helps make that happen," Huntington said.

For the full schedule of PVG Virtual Market Series events, visit [www.pwpg.com/virtual-market-series](http://www.pwpg.com/virtual-market-series).

The PVG YouTube channel can be found at [bit.ly/2UxBwO](http://bit.ly/2UxBwO).

**PVGVIRTUAL**  
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Market Series



Petunia 'Trilogy  
Pink Lips'  
American Takii  
[www.takii.com](http://www.takii.com)



Hydrangea  
'Limelight Prime'  
Spring Meadow Nursery  
[www.SpringMeadowNursery.com](http://www.SpringMeadowNursery.com)



Lilac 'Little Lady'  
Bailey Nurseries  
[www.baileynurseries.com](http://www.baileynurseries.com)



Petunia 'SuperCal  
Royal Red'  
Sakata  
[www.sakata.com](http://www.sakata.com)



Heucherella  
'Peach Tea'  
Terra Nova Nurseries  
[www.terravanurseries.com](http://www.terravanurseries.com)



Delphinium  
Delgenius Series  
Pacific Plug & Liner  
[www.ppandl.com](http://www.ppandl.com)