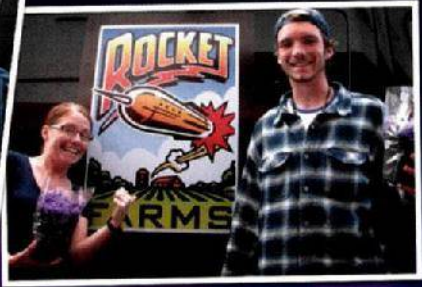
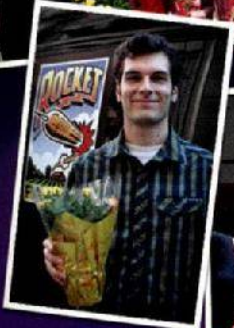


greenhouse GROWER



The New Marketers

Innovative ideas from Rocket Farms and other growers are creating new customers.



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By Josiah Raymer

Emerald Coast Growers' new *Andropogon gerardii* 'Red October' will increase interest and boost sales in your ornamental grasses program.



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Caladium is a crop that keeps getting better and that so many of us have ignored for too long.

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From roses to weigela, to spiraea and buddleia, dwarf shrubs are small enough to be used in new ways.

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Landscape Luminaries

Multi-season interest and long bloom times are features of these 14 plants you'll want to add to your crop mix next year.

Shrubs



Buddleia 'Lo & Behold Pink Micro Chip'
(by Spring Meadow Nursery/
Proven Winners)

'Lo & Behold Pink Micro Chip' brings a new color to this dwarf line of sterile butterfly bush. It has abundant tiny, pink blooms and flowers continuously from mid-summer to frost without deadheading. This series makes a colorful mass planting or can be grown as a low hedge or in a container. It grows 18- to 24-inches tall and

wide and is hardy in USDA Zones 5 to 9.

Deutzia 'Yuki Cherry Blossom'

(by Spring Meadow Nursery)

A decade of breeding brings the first ever Nikko-type deutzia with pink flowers. *Deutzia 'Yuki Cherry Blossom'* creates a shower of elegant pink flowers for a low-spreading carpet of color. It is perfect for mass plantings with its neat, mounded habit and rich burgundy-purple fall color. It grows 1 to 2 feet tall and wide and is hardy in Zones 5 to 8.



Hydrangea 'Sweet 'N Salsa'
(by HGTV)

Hydrangea 'Sweet 'N Salsa' has gorgeous bicolor red and white flowers with shades of pink. The foliage is a unique bronze-red when it first emerges. It is compact, just 2 to 3 feet high and 3 to 5 feet wide and prefers full to part sun. 'Sweet 'N Salsa' is hardy in Zones 5 to 9.



Hydrangea 'Let's Dance Rhapsody Blue'
(by Proven Winners/Four Star Greenhouse)

This variety is very easy to change from pink to blue and back to pink. It will win gardeners' hearts with reliable blooms, sturdy stems and tightly packed florets. It grows 2 to 3 feet tall and is hardy in Zones 5 to 9.

Sweet Spot Rose Series
(by Tesselaar Plants)

This new series is a completely new category of compact "decorator" shrub roses. Plants grow 16- to 24-inch tall and are blanketed with non-stop blooms in four colors, each punctuated in the center by a deep, contrasting hue. Flowers continuously change color as they age. Sweet Spot roses are hardy to Zone 5 and perfect for containers and mass plantings.



Weigela 'Magical Robin'
(by Ball Ornamentals)

'Magical Robin' heralds the spring with a bold splash of color. Then it reblooms in the summer, providing an extra season of landscape interest. This compact variety features brilliant, deep-red flowers and a dense, tidy habit that needs no pruning. The Magical series also includes Pink and White.

Perennials



Aloha Lily Series

(by Golden State Bulb)

Beautiful new complementary forms and colors are coming down the pike this spring to join the Aloha series: Tiki (spotted burgundy), Maui (white), Nani (soft pink) and Kona (burgundy).



Gaillardia xgrandiflora 'Celebration'

(by PlantHaven)

An exceptionally long bloom time sets *Gaillardia* 'Celebration' apart. It produces elegant, single red flowers on very strong stems

from early spring until fall. The flowers contrast well with the grayish-green foliage. A compact size of 16 inches high and 14 inches wide make it perfect for containers and landscape beds. It is hardy in Zones 5 to 9.

Brunnera 'Alexander's Great'

(by Terra Nova)
Beautiful silver-flecked gigantic leaves topped with sky-blue flowers in spring make 'Alexander's Great' a standout in a shady garden. Perfect for containers, borders and beds, it grows to 12 inches tall — 15 inches when in flower.



Gaillardia 'Mesa Peach'

(by Kieft Seed)

This new cultivar from the Mesa series of blanket flower finishes three to five days earlier than its sisters 'Mesa Bright Bicolor' and 'Mesa Yellow.' The Mesa series has excellent uniformity for bench-run production. 'Mesa Peach' is well-branched and fills quart to 2-gallon containers. It blooms from June to August and is hardy in Zones 5 to 10.



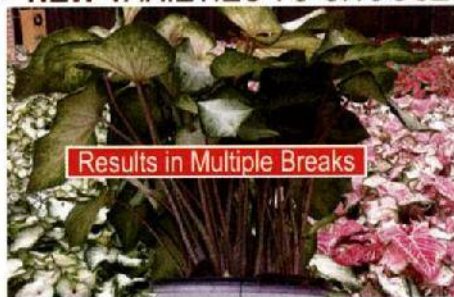
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Heliopsis 'Sunstruck'
(by Darwin Perennials)

Heliopsis 'Sunstruck' boasts huge flowers and eye-catching variegated leaves that are attractive even when it is not in flower. Its compact habit makes it easier to ship and keeps it tidy at retail. It blooms four to six weeks earlier than other heliopsis and stays in flower spring through summer. 'Sunstruck' is hardy in Zones 4 to 9.



Penstemon 'Peregrine Lilac'
(by Green Fuse Botanicals)

Like the other plants in the First Light perennial line, *Penstemon* 'Peregrine Lilac' is a first-year flowering variety requiring no vernalization. It has small, dark-lilac flowers on a mounded, compact plant and is cold hardy to Zone 5. It reaches a height of 10 to 14 inches.

Heucherella 'Twilight'
(by Terra Nova)

This beautiful plant brings simplicity to the garden palette with its velvety, charcoal-gray leaves that easily blend with neighboring plants and colors. It is low-growing and works well in mass plantings, as an understory, mixed beds, containers and landscapes.



Stachys 'Mighty Velvet' (by HGTV)

This fast-growing stachys is silky to the touch, but tough. It has good heat tolerance, foliage that holds up in rain and weather, and deer don't like it. This irresistibly soft perennial is great in combination planters. **GG**



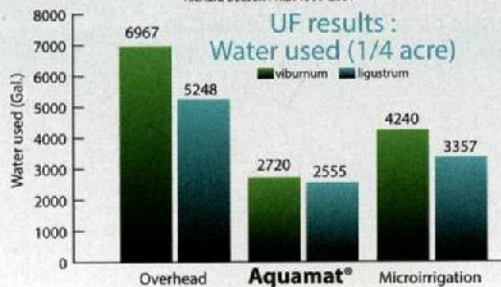
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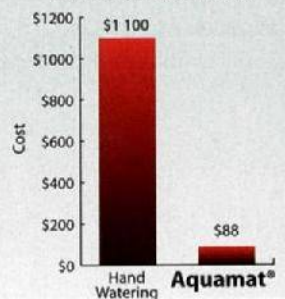


Nursery comparative performance trials at University of Florida:
Aquamat® vs Microirrigation and Overhead

Richard Beeson Ph.D. 1999-2001



*Labor cost / 1000 sq.ft greenhouse
*Labor cost \$1.10/sq.ft as per
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