

Greenhouse[®]

MANAGEMENT



PLANT BRANDERS:

What do

CONSUMERS

want?

+ America in Bloom
supplement

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Greenhouse MANAGEMENT

COVER STORY

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Branding leaders poll consumers to discover their habits, trends.



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New cut flower varieties

These new varieties can be grown as specialty cut flowers or can be used to provide some height to landscape beds, specimen containers and combination planters.

By David Kuack



AGERATUM

Ageratum houstonianum
Everest Blue from Kieft-Pro-Seeds offers a unique, true blue color and fragrant blooms. It has sturdy 20- to 26-inch tall stems that make it especially suitable for mixed bouquets. In landscapes, Everest Blue spreads 8 to 12 inches and delivers strong color and season-long flowering. It blooms from spring through summer.

Ageratum Everest Blue

NEW VARIETIES



ECHINACEA

Terra Nova Nurseries has introduced three new varieties. **'Aloha'** produces fragrant flowers with wide, cantaloupe yellow petals surrounding orange cones. This all summer to frost bloomer has the perfect landscape habit. It can be used en masse in a border, in a mixed bed or as a cut flower. It looks stunning as a cut flower in a tall glass or crystal vase.

'Leilani' has very large clear, non-fading yellow flowers that bloom late into the fall. Its strong upright habit doesn't require any staking. It reaches 36 inches tall and 30 inches wide. Hardy in Zones 4-9.

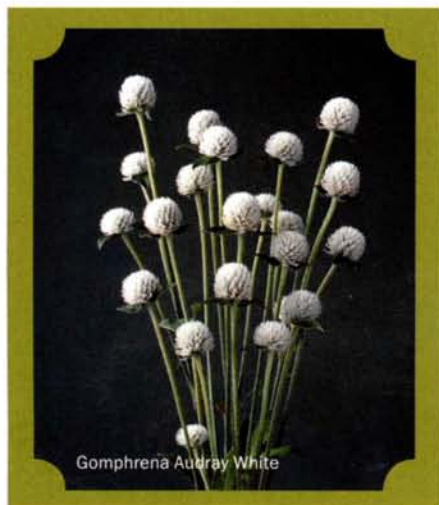
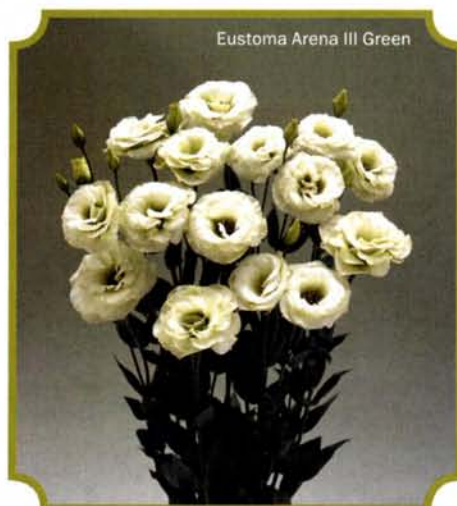
'Secret Joy' produces fragrant, 3-inch wide pale yellow, double flowers. It reaches 24 inches tall and 28 inches wide. It is hardy in Zones 4-9. All of varieties in the Secret series make beautiful cut arrangements.

EUSTOMA (Lisianthus)

American Takii has released several new varieties.

II Apricot, III Apricot and III Green have been added to the **Arena** series. The series is less sensitive to rosetting in plug cultivation and is less sensitive to short stem length under long-day conditions. Plants have very double flowers on strong stems. The colors that make up the series are classified by group, with group I being the earliest to flower, group IV the latest.

I Green expands the **F₁ Vulcan** series to six colors. The series is less sensitive to short stem length under long-day conditions and is less sensitive to rosetting in plug cultivation. It has thick, cup-shaped flower petals which improves its transportability.



GOMPHRENA

White joins Bicolor Rose, Pink and Purple Red in American Takii's **Audray** series. The series can be used both for fresh and dried arrangements. Plants, which reach 30-40 inches tall, withstand hot and humid conditions.



Heleborus 'Amethyst Gem'

HELLEBORUS

'Amethyst Gem' from Terra Nova Nurseries has opalescent double flowers margined in amethyst. The deer-resistant plants show outstanding vigor growing to 12 inches tall and 14 inches wide. Hardy in Zones 5-8. It can be used in mixed cut arrangements or as a single cut flower in a small bud vase.

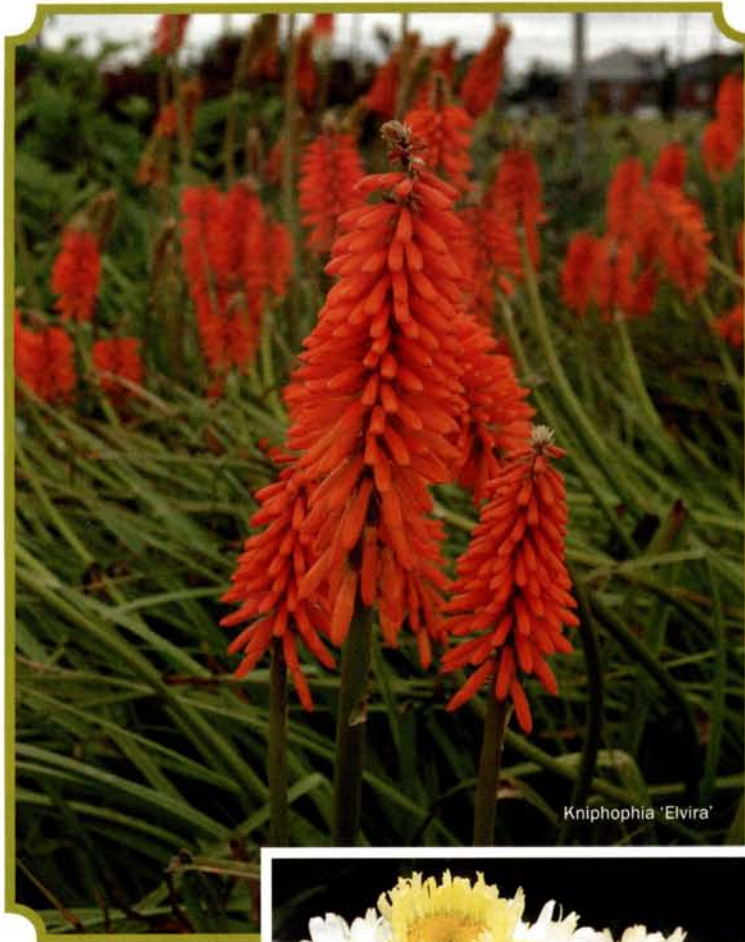
HYDRANGEA

PlantHaven has introduced two *H. macrophylla* varieties. **Romance** and **Passion** produce double flowers at first giving a typical lace cap look, filling to create full double blooms. Soft pink in color or blue when treated with aluminum sulfate and the growing medium pH is maintained at 5.2-5.5. Their deciduous, glossy dark foliage contrasts well with the soft flower colors. They have a sturdy upright growth habit growing 48 inches tall and 36 inches wide. Both are hardy to Zone 5.



Hydrangea Passion

NEW VARIETIES



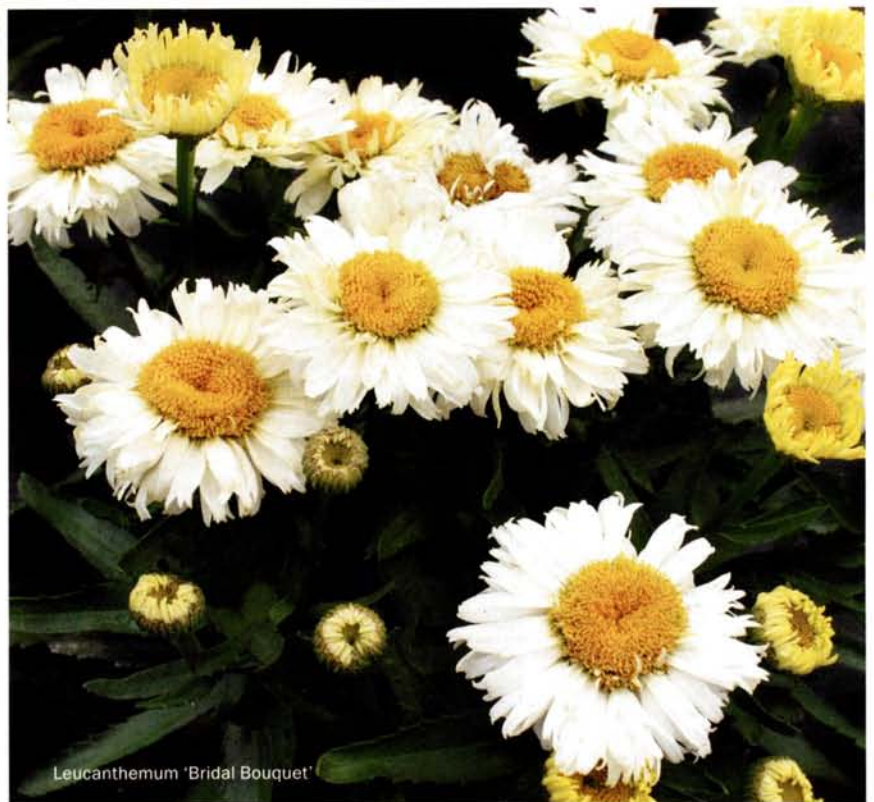
Kniphofia 'Elvira'

KNIPHOFIA

'Elvira' from Blooms of Bressingham has single bright orange narrow spikes on thick stems above the foliage. It forms clumps of upright, evergreen, narrow strap-shaped leaves. Plants grow to 30 inches tall and 24 inches wide. 'Elvira' blooms summer into early autumn and attracts hummingbirds and butterflies. Hardy in Zones 5-9.

LEUCANTHEMUM

Reblooming 'Bridal Bouquet' from Terra Nova Nurseries the yellow to white flowers have lightly ruffled, double, broad petals. It has a compact habit and requires no plant growth regulators. It grows 6 inches tall and 18 inches wide. Hardy in Zones 5-8. As the name indicates, perfect for cut bouquets alone or with harmonized blooming varieties.



Leucanthemum 'Bridal Bouquet'

NEW VARIETIES

LUPINUS

Blooms of Bressingham has released two varieties ('**Manhattan Lights**' and '**Masterpiece**') that were bred by Westcountry Nurseries. 'Manhattan Lights' features single flowers with a light fragrance packed on tall spikes of deep purple with contrasting orange hearts. 'Masterpiece' has deep purple flowers.

Both plants have upright, clumping foliage that is soft green to grayish in color. The finger-like leaves make whirls at the top of the leaf stems. Plants are 30-32 inches tall by 27 inches wide. They bloom late May through early June (flowers last three to four weeks). Hardy to Zone 5.



RUDBECKIA

'**Little Henry**' from Terra Nova Nurseries produces the same charming blooms of 'Henry Eilers', but one-third shorter. Plants reach 36 inches tall and 24 inches wide with flower stems to 48 inches tall. It makes a great cut flower filler in arrangements or used as a single cut stem in small bud vases.

SNAPDRAGON (*Antirrhinum*)

The F₁ **Chantilly** series from American Takii is an open-faced, Group I-II snapdragon, with a longer vase life than other varieties. It is extra early and blooms 110-130 days after sowing. Stem length is 4-4½ feet. **White Improved** has brighter white flowers placed more densely on the stem than the previous White.

NEW CUT FLOWER CONTACTS

American Takii, (831) 443-4901;
www.takii.com.

Blooms of Bressingham,
(800) 232-9557, Ext. 2512;
www.bloomsofbressinghamplants.com.

Fred C. Gloeckner & Co. Inc.,
(800) 345-3787;
www.fredgloeckner.com.

Golden State Bulb Growers,
(831) 728-0500;
www.goldenstatebulb.com

Jelitto Perennial Seeds,
(502) 895-0807;
www.jelitto.com.

Kieft-Pro-Seeds, (630) 231-1400;
www.kieft-pro-seeds.com.

PanAmerican Seed, (630) 231-1400;
www.panamseed.com.

PlantHaven, (805) 569-9179;
www.planthaven.com.

Sakata Ornamentals,
(408) 778-7758;
www.sakataornamentals.com.

Terra Nova Nurseries, (800) 215-9450;
www.terranovanurseries.com.

Walters Gardens, (800) 925-8377;
www.waltersgardens.com.

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