

# GEDIFLORA

BELGIAN MUMS®

US CATALOG 2024

BELGIAN  
× MUMS® ×

20

EASY TO  
GROW

&



GREAT  
RESULTS

24

EXTENSIVE  
- UNIQUE -



# Legend

<b>B</b>	Biggies, large flower size
	Suitable for Summer Shading
	Indoor
<b>North</b>	Average natural season flower dates
<b>South</b>	Average natural season flower dates
<b>West Coast*</b>	Average flower response time
<b>W</b>	Week
<b>T</b>	Type
<b>V</b>	Vigor

\*Weeks to flower after moving/planting outside on the West Coast and in high altitude regions with consistent cool night temperatures below 60°F

GEDIFLORA

A GOLDEN  
COMBINATION OF  
UNIQUE GENETICS,  
SUPERIOR QUALITY  
& EXCELLENT  
SERVICE

SINCE 1952





# Index

4

The future

6

New varieties

10

Keeping it in  
the family

14

Summer shading  
super stars

16

Alphabetical  
listing

22

Flower zones

30

Our varieties

64

Mixed color  
combinations

74

Cultural  
information

80

Brokers

82

Calendar 2024

84

Contact



Belgian Mums®

# The future looks bright.

The Gediflora DNA is full of dynamism. Dynamism for us means Action, Growth, Improvement and Evolution. This reflects the ongoing, positive dynamism we are experiencing as an individual, as a team and as a company. But this is also evident in our drive and in our relentless pursuit of our never-ending commitment to quality.

Each day we evolve, together with our clients. Whirling dynamically, twisting and turning. From this dynamism we find the inspiration to develop top level genetics. We are encouraged to invest - to name just one example - in new breeding greenhouses. As a result, inspiring new introductions will follow shortly.

That's where evolution and improvement thrive. All of this entails dynamism.

Elien Pieters





# NEW VARIETIES



A fresh year.  
This means stunning colours  
creating fun vibes!

2024



**PENERA**  
PINK





NEW

### PENERA PINK

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40	EARLY OCT W 40,5	8 WEEKS



NEW

### PENERA PURPLE

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40	EARLY OCT W 40,5	8 WEEKS



NEW

### PENERA RED

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40	EARLY OCT W 40,5	8 WEEKS



NEW

### NAZIMI WHITE

VIGOR 4 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40,5	EARLY OCT W 41	7.5 WEEKS





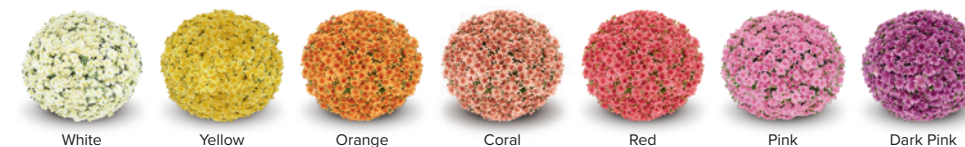
# KEEPING IT IN THE FAMILY



A Gediflora family  
for every season!

## Fonti

Early September



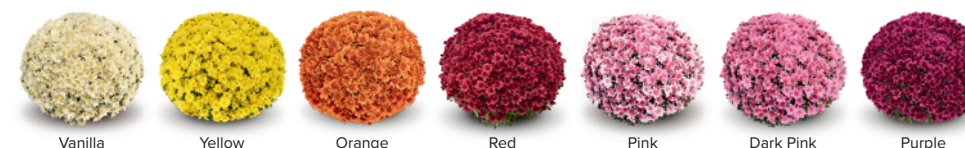
## Padre

Mid-September



## Arluno

Late September



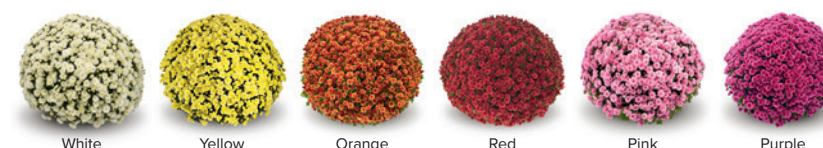
## Amiko

Late September



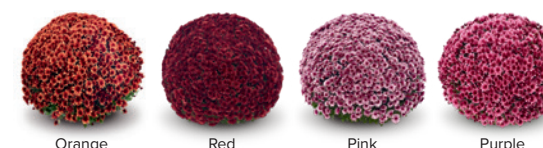
## Jasoda

Early October



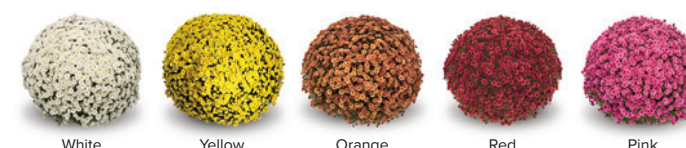
## Aduro

Early October



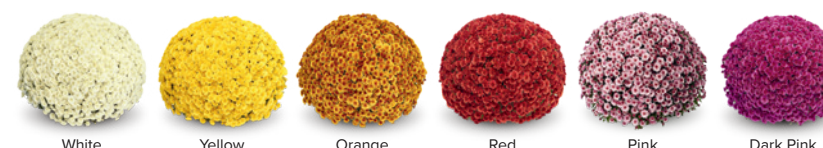
## Staviski

Early October



## Soul Sisters

Mid-October



## Vigorelli

Mid-October









## Arluno

Late September | Start shading 6 weeks prior to sale.\* | 4" - 14" pot size



## Amiko

Late September | Start shading 6 weeks prior to sale.\* | 5" - 14" pot size



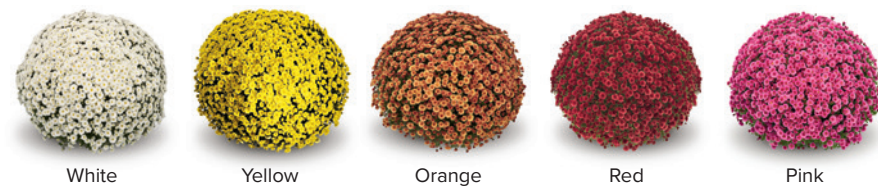
## Jasoda

Early October | Start shading 7 weeks prior to sale.\* | 4" - 12" pot size



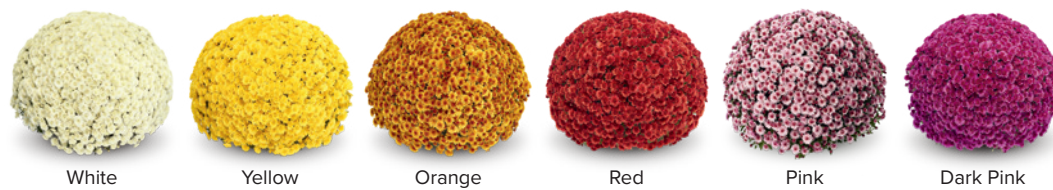
## Staviski

Early October | Start shading 7 weeks prior to sale.\* | 5" - 14" pot size



## Soul Sisters

Mid-October | Start shading 7 weeks prior to sale.\* | 4" - 12" pot size



# SUMMER SHADING SUPER STARS



Our selection for summer  
shading programs.



# ALPHABETICAL LISTING

X

Belgian Mums®  
Extensive and unique but  
especially alphabetic.

VERY USEFUL





Variety	Color	North		South		West Coast*	Vigor	Blackcloth response weeks	ⓑ	Hanging baskets	Large pots and bushell baskets	☾	🏠	PG.
			week		week									
Adiva Purple	Purple	Mid-Sept	37,5	Mid-Sept	38	6	3	6	–	–	✓	–	–	P. 38
Aduro Orange	Orange	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 57
Aduro Pink	Pink	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 57
Aduro Purple	Purple	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 57
Aduro Red	Red	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 57
Allegra Yellow	Yellow	Early Sept	36	Early Sept	37	6	3	6	✓	✓	–	✓	✓	P. 32
Aluga White	White	Late Sept	40	Early Oct	41	6.5	4	7	✓	–	✓	–	–	P. 52
Aluga Yellow	Yellow	Late Sept	40	Early Oct	41	6.5	4	7.5	✓	–	✓	–	–	P. 52
Amadora Red	Red	Mid-Sept	37,5	Late Sept	38,5	6	3	7	✓	–	✓	✓	✓	P. 38
Amiko Bronze	Bronze	Late Sept	39	Early Oct	40,5	7	3	6.5	✓	–	✓	✓	✓	P. 48
Amiko Violet	Violet	Late Sept	39	Early Oct	40,5	7	3	6.5	✓	–	✓	✓	✓	P. 48
Amiko White	White	Late Sept	39	Early Oct	40,5	7	3	6.5	✓	–	✓	✓	✓	P. 48
Amiko Yellow	Yellow	Late Sept	39	Early Oct	40,5	7	3	6.5	✓	–	✓	✓	✓	P. 48
Arluno Dark Pink	Pink	Late Sept	38,5	Late Sept	39	6.5	3	6	✓	✓	✓	✓	✓	P. 45
Arluno Orange	Orange	Late Sept	38,5	Late Sept	39	6.5	3	6	✓	✓	✓	✓	✓	P. 44
Arluno Pink	Pink	Late Sept	38,5	Late Sept	39	6.5	3	6	✓	✓	✓	✓	✓	P. 44
Arluno Purple	Purple	Late Sept	38,5	Late Sept	39	6.5	3	6	✓	✓	✓	✓	✓	P. 45
Arluno Red	Red	Late Sept	38,5	Late Sept	39	6.5	3	6	✓	✓	✓	✓	✓	P. 45
Arluno Vanilla	White	Late Sept	38,5	Late Sept	39	6.5	3	6	✓	✓	✓	✓	✓	P. 44
Arluno Yellow	Yellow	Late Sept	38,5	Late Sept	39	6.5	3	6	✓	✓	✓	✓	✓	P. 44
Baoli Lilac	Lilac	Mid-Sept	38	Late Sept	38,5	6.5	3	6	–	✓	✓	✓	✓	P. 39
Camina Red	Red	Mid-Sept	37	Mid-Sept	38,5	6	3	6	–	✓	–	✓	✓	P. 37
Cesaro Yellow	Yellow	Mid-Sept	38,5	Late Sept	39,5	6.5	4	6	–	–	✓	✓	✓	P. 43
Cipriani pink	pink	Early Sept	36	Mid-Sept	37,5	5.5	3	6	–	✓	✓	✓	✓	P. 32
Como Red	Red	Late Sept	39,5	Late Sept	40	7.5	3	7	–	✓	✓	✓	✓	P. 51
Conaco Gold	Bronze	Late Sept	39	Late Sept	39,5	7	3	7	✓	✓	–	✓	✓	P. 49
Conaco Orange	Orange	Late Sept	39	Late Sept	39,5	7	3	7	✓	✓	–	✓	✓	P. 49
Conaco Yellow	Yellow	Late Sept	39	Late Sept	39,5	7	3	7	✓	✓	–	✓	✓	P. 49
Conella Orange	Orange	Mid-Sept	38	Late Sept	38,5	6	3	6	–	✓	✓	✓	✓	P. 39
Conella Yellow	Yellow	Mid-Sept	38	Late Sept	38,5	6	3	6	–	✓	✓	✓	✓	P. 39
Espero White	White	Mid-Sept	38,5	Late Sept	40	6	3	6.5	–	–	✓	✓	✓	P. 43
Espero Yellow	Yellow	Mid-Sept	38,5	Late Sept	40	6	3	6.5	–	–	✓	✓	✓	P. 43
Fonti Coral	Pink	Early Sept	36,5	Mid-Sept	37,5	6	4	Not for BC	✓	✓	✓	–	–	P. 34
Fonti Dark Pink	Pink	Early Sept	36,5	Mid-Sept	37,5	6	4	Not for BC	✓	✓	✓	–	–	P. 35
Fonti Orange	Orange	Early Sept	36,5	Mid-Sept	37,5	6	4	Not for BC	✓	✓	✓	–	–	P. 34
Fonti Pink	Pink	Early Sept	36,5	Mid-Sept	37,5	6	4	Not for BC	✓	✓	✓	–	–	P. 35
Fonti Red	Red	Early Sept	36,5	Mid-Sept	37,5	6	4	Not for BC	✓	✓	✓	–	–	P. 35
Fonti White	White	Early Sept	36,5	Mid-Sept	37,5	6	4	Not for BC	✓	✓	✓	–	–	P. 34
Fonti Yellow	Yellow	Early Sept	36,5	Mid-Sept	37,5	6	4	Not for BC	✓	✓	✓	–	–	P. 34
Granata Red	Red	Early Sept	36,5	Mid-Sept	37,5	5.5	3	6	–	–	✓	✓	✓	P. 36

Variety	Color	North		South		West Coast*	Vigor	Blackcloth response weeks	ⓑ	Hanging baskets	Large pots and bushell baskets	☾	🏠	PG.
			week		week									
Jasoda Orange	Orange	Early Oct	40,5	Early Oct	41	8	3	6.5	–	✓	–	✓	✓	P. 55
Jasoda Pink	Pink	Early Oct	40,5	Early Oct	41	8	3	6.5	–	✓	–	✓	✓	P. 55
Jasoda Purple	Purple	Early Oct	40,5	Early Oct	41	8	3	6.5	–	✓	–	✓	✓	P. 54
Jasoda Red	Red	Early Oct	40,5	Early Oct	41	8	3	6.5	–	✓	–	✓	✓	P. 54
Jasoda White	White	Early Oct	40,5	Early Oct	41	8	3	6.5	–	✓	–	✓	✓	P. 55
Jasoda Yellow	Yellow	Early Oct	40,5	Early Oct	41	8	3	6.5	–	✓	–	✓	✓	P. 55
Koko Purple	Purple	Mid-Sept	39	Late Sept	39,5	7	3	7	–	✓	✓	✓	✓	P. 50
Koko Red	Red	Mid-Sept	39	Late Sept	39,5	7	3	7	–	✓	✓	✓	✓	P. 50
Lano Purple	Purple	Late Sept	39,5	Late Sept	40	7	3	6.5	–	✓	✓	✓	✓	P. 51
Lava Red	Red	Late Sept	40	Early Oct	40,5	7.5	3	7	✓	✓	✓	✓	✓	P. 52
Lesconil White	White	Late Sept	39	Late Sept	39,5	6.5	3	6	–	✓	✓	✓	✓	P. 50
Mabel White	White	Early Sept	37	Mid-Sept	37,5	5.5	3	6	–	✓	✓	✓	✓	P. 37
Magnus Bronze	Bronze	Mid-Sept	38,5	Late Sept	39	7	3	6.5	–	✓	✓	✓	✓	P. 46
Magnus Pink	Pink	Mid-Sept	38,5	Late Sept	39	7	3	6.5	–	✓	✓	✓	✓	P. 46
Magnus Violet	Violet	Mid-Sept	38,5	Late Sept	39	7	3	6.5	–	✓	✓	✓	✓	P. 46
Matador Yellow	Yellow	Mid-Sept	37,5	Late Sept	38,5	6	3	6	–	✓	✓	–	–	P. 38
Mika Orange	Orange	Early Sept	36	Mid-Sept	37,5	5.5	3	6	–	✓	–	✓	✓	P. 32
Miora Orange	Orange	Mid-Sept	38	Late Sept	39,5	6	3	6.5	–	✓	–	–	✓	P. 44
Mouria Yellow	Yellow	Mid-Oct	42	Mid-Oct	42	8	3	6.5	–	✓	✓	✓	✓	P. 63
<b>NEW</b> Nazimi White	White	Early Oct	40,5	Early Oct	41	7.5	4	6.5	–	–	✓	✓	✓	P. 56
Padre Cerise	Red	Mid-Sept	38	Late Sept	38,5	7	4	7.5	–	–	✓	✓	–	P. 40
Padre Lilac	Pink	Mid-Sept	38	Late Sept	38,5	7	4	7.5	–	–	✓	✓	–	P. 41
Padre Orange	Orange	Mid-Sept	38	Late Sept	38,5	7	4	7.5	–	–	✓	✓	–	P. 40
Padre White	White	Mid-Sept	38	Late Sept	38,5	7	4	7.5	–	–	✓	✓	–	P. 40
Padre Yellow	Yellow	Mid-Sept	38	Late Sept	38,5	7	4	7.5	–	–	✓	✓	–	P. 40
<b>NEW</b> Penera Pink	Pink	Early Oct	40	Early Oct	40,5	8	3	8	–	✓	✓	–	✓	P. 53
<b>NEW</b> Penera Purple	Purple	Early Oct	40	Early Oct	40,5	8	3	8	–	✓	✓	–	✓	P. 53
<b>NEW</b> Penera Red	Red	Early Oct	40	Early Oct	40,5	8	3	8	–	✓	✓	–	✓	P. 53
Peroni Orange	Orange	Mid-Sept	38,5	Late Sept	40	7	3	7	–	✓	✓	✓	✓	P. 43
Pobo Lavender	Purple	Early Sept	37	Mid-Sept	38	6.5	3	6	–	✓	✓	✓	✓	P. 37
Pobo Red	Red	Mid-Sept	38	Late Sept	39	6.5	3	6.5	–	✓	✓	✓	✓	P. 42
Pomona Violet	Violet	Late Sept	40	Early Oct	40,5	7	3	7	–	✓	✓	✓	✓	P. 52
Possidi white	White	Late Sept	38,5	Late Sept	39	7	3	6.5	–	✓	✓	✓	✓	P. 47
Possidi yellow	Yellow	Late Sept	38,5	Late Sept	39	7	3	6.5	–	✓	✓	✓	✓	P. 47
Prima White	White	Early Sept	36,5	Mid-Sept	38	6	3	6	–	✓	✓	✓	–	P. 36
Rhinos Orange	Orange	Mid-Sept	38,5	Late Sept	40	6	3	7	–	–	✓	✓	✓	P. 47
Savona Red	Red	Mid-Sept	38,5	Late Sept	39,5	6.5	4	7.5	–	–	✓	✓	✓	P. 46
Sinelli Yellow	Yellow	Early Sept	36	Mid-Sept	37,5	7	3	6.5	–	–	✓	✓	–	P. 32
Soul Sister Dark pink	Pink	Mid-Oct	41,5	Mid-Oct	41,5	7.5	3	7	–	✓	✓	✓	✓	P. 61
Soul Sister Orange	Orange	Mid-Oct	41,5	Mid-Oct	41,5	7.5	3	7	–	✓	✓	✓	✓	P. 60

\*Weeks to flower after moving/planting outside on the West Coast and in high altitude regions with consistent cool night temperatures below 60°F.



Variety	Color	North		South		West Coast*	Vigor	Blackcloth response weeks	ⓑ	Hanging baskets	Large pots and bushell baskets	☾	🏠	PG.
			week		week									
Soul Sister Pink	Pink	Mid-Oct	41,5	Mid-Oct	41,5	7.5	3	7	–	✓	✓	✓	✓	P. 60
Soul Sister Red	Red	Mid-Oct	41,5	Mid-Oct	41,5	7.5	3	7	–	✓	✓	✓	✓	P. 61
Soul Sister White	White	Mid-Oct	41,5	Mid-Oct	41,5	7.5	3	7	–	✓	✓	✓	✓	P. 60
Soul Sister Yellow	Yellow	Mid-Oct	41,5	Mid-Oct	41,5	7.5	3	7	–	✓	✓	✓	✓	P. 60
Staviski Orange	Orange	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 58
Staviski Pink	Pink	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 59
Staviski Red	Red	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 58
Staviski White	White	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 58
Staviski Yellow	Yellow	Early Oct	41	Mid-Oct	41,5	7.5	3	6.5	–	✓	✓	✓	✓	P. 58
Urano Orange	Orange	Early Sept	36	Early Sept	37	5.5	3	5.5	–	✓	–	✓	✓	P. 33
Urano Red	Red/bronze	Early Sept	36	Early Sept	37	5.5	3	5.5	–	✓	–	✓	✓	P. 33
Urano Yellow	Yellow	Early Sept	36,5	Mid Sept	37,5	5.5	3	5.5	–	✓	–	✓	✓	P. 33
Vega Red	Red	Early Sept	36,5	Mid Sept	37,5	6.5	3	7	–	✓	✓	✓	✓	P. 36
Venos Yellow	Yellow	Early Sept	37	Mid Sept	38	6	3	6.5	–	✓	✓	✓	✓	P. 37
Veritas Orange	Orange	Late Sept	40	Early Oct	41	7	3	6.5	–	✓	✓	✓	✓	P. 54
Veritas Yellow	Yellow	Late Sept	40	Early Oct	41	7	3	6.5	–	✓	✓	✓	✓	P. 54
Vigorelli Gold	Gold	Mid-Oct	42	Mid-Oct	42	8	3	8	–	✓	✓	–	✓	P. 62
Vigorelli Orange	Orange	Mid-Oct	42	Mid-Oct	42	8	3	8	–	✓	✓	–	✓	P. 62
Vigorelli Red	Red	Mid-Oct	42	Mid-Oct	42	8	3	8	–	✓	✓	–	✓	P. 62
Vigorelli Purple	Purple	Mid-Oct	42	Mid-Oct	42	8	3	8	–	✓	✓	–	✓	P. 62
Zaza Purple	Purple	Mid-Sept	38	Late Sept	38,5	7	3	7	–	✓	✓	✓	✓	P. 42





# FLOWER ZONES



Average flower dates  
per flower zone.

...



**PENERA**  
RED & PURPLE



# Northeast & Midwest

Early September			Mid-September			Late September		
Variety + date	W	V	Variety + date	W	V	Variety + date	W	V
WHITE VARIETIES			WHITE VARIETIES			WHITE VARIETIES		
Fonti White 9/5	36,5	4	Padre White 9/16	38	4	Arluno Vanilla 9/20	38,5	3
Prima White 9/6	36,5	3	Espero White 9/19	38,5	3	Possidi White 9/22	39	3
Mabel White 9/8	37	3				Lesconil White 9/23	39	3
						Amiko White 9/25	39	3
						Aluga White 9/29	40	4
YELLOW VARIETIES			YELLOW VARIETIES			YELLOW VARIETIES		
Allegra Yellow 9/2	36	3	Matador Yellow 9/13	37,5	3	Arluno Yellow 9/20	38,5	3
Sinelli Yellow 9/4	36	3	Conella Yellow 9/16	38	3	Possidi Yellow 9/22	39	3
Fonti Yellow 9/5	36,5	4	Padre Yellow 9/16	38	4	Conaco Yellow 9/25	39	3
Urano Yellow 9/6	36,5	3	Cesaro 9/19	38,5	4	Amiko Yellow 9/25	39	3
Venos Yellow 9/8	37	3	Espero Yellow 9/19	38,5	3	Aluga Yellow 9/29	40	4
						Veritas Yellow 9/30	40	3
PURPLE/PINK VARIETIES			PURPLE/PINK VARIETIES			PURPLE/PINK VARIETIES		
Cipriani pink 9/4	36	3	Adiva Purple 9/12	37,5	3	Arluno Dark Pink 9/20	38,5	3
Fonti Dark Pink 9/5	36,5	4	Padre Lilac 9/16	38	4	Arluno Pink 9/20	38,5	3
Fonti Pink 9/5	36,5	4	Padre Cerise 9/16	38	4	Arluno Purple 9/20	38,5	3
Fonti Coral 9/5	36,5	4	Zaza Purple 9/16	38	3	Amiko Violet 9/25	39	3
Pobo Lavender 9/8	37	3	Baoli Lilac 9/17	38	3	Koko Purple 9/25	39	3
			Magnus Violet 9/19	38,5	3	Lano Purple 9/27	39,5	3
			Magnus Pink 9/19	38,5	3	Pomona Violet 9/29	40	3
BRONZE/ORANGE VARIETIES			BRONZE/ORANGE VARIETIES			BRONZE/ORANGE VARIETIES		
Urano Orange 9/1	36	3	Conella Orange 9/16	37,5	3	Arluno Orange 9/20	38,5	3
Mika Orange 9/2	36	3	Padre Orange 9/16	38	4	Conaco Gold 9/25	39	3
Fonti Orange 9/5	36,5	4	Miora Orange 9/16	38	3	Conaco Orange 9/25	39	3
			Peroni Orange 9/19	38,5	3	Amiko Bronze 9/25	39	3
			Rhinos Orange 9/19	38,5	3	Veritas Orange 9/30	40	3
			Magnus Bronze 9/19	38,5	3			
RED VARIETIES			RED VARIETIES			RED VARIETIES		
Urano Red/Bronze 9/2	36	3	Camina 9/11	37	3	Arluno Red 9/20	38,5	3
Fonti Red 9/5	36,5	4	Amadora Red 9/13	37,5	3	Koko Red 9/25	39	3
Vega Red 9/6	36,5	3	Pobo Red 9/15	38	3	Como Red 9/27	39,5	3
Granata Red 9/6	36,5	3	Savona Red 9/19	38,5	4	Lava Red 9/30	40	3

Early October			Mid-October		
Variety + date	W	V	Variety + date	W	V
WHITE VARIETIES			WHITE VARIETIES		
Jasoda White 10/4	40,5	3	Soul Sister White 10/11	41,5	3
Nazimi White 10/5	40,5	4			
Staviski White 10/7	41	3			
YELLOW VARIETIES			YELLOW VARIETIES		
Jasoda Yellow 10/4	40,5	3	Soul Sister Yellow 10/11	41,5	3
Staviski Yellow 10/7	41	3	Mouria Yellow 10/14	42	3
			Vigorelli Gold 10/14	42	3
PURPLE/PINK VARIETIES			PURPLE/PINK VARIETIES		
Penera Pink 10/1	40	3	Soul Sister Dark Pink 10/11	41,5	3
Penera Purple 10/1	40	3	Soul Sister Pink 10/11	41,5	3
Jasoda Purple 10/4	40,5	3	Vigorelli Purple 10/14	42	3
Jasoda Pink 10/4	40,5	3			
Staviski Pink 10/7	41	3			
Aduro Pink 10/7	41	3			
Aduro Purple 10/7	41	3			
BRONZE/ORANGE VARIETIES			BRONZE/ORANGE VARIETIES		
Jasoda Orange 10/4	40,5	3	Soul Sister Orange 10/11	41,5	3
Staviski Orange 10/7	41	3	Vigorelli Orange 10/14	42	3
Aduro Orange 10/7	41	3			
RED VARIETIES			RED VARIETIES		
Penera Red 10/1	40	3	Soul Sister Red 10/11	41,5	3
Jasoda Red 10/4	40,5	3	Vigorelli Red 10/14	42	3
Staviski Red 10/7	41	3			
Aduro Red 10/7	41	3			

Average natural season flower dates



South

Early September			Mid-September			Late September		
Variety + date	W	V	Variety + date	W	V	Variety + date	W	V
WHITE VARIETIES			WHITE VARIETIES			WHITE VARIETIES		
			Mabel White 9/12	37,5	3	Padre White 9/20	38,5	4
			Fonti White 9/14	37,5	4	Arluno Vanilla 9/23	39	3
			Prima White 9/16	38	3	Possidi White 9/27	39,5	3
						Lesconil White 9/27	39,5	3
						Espero White 9/29	40	3
YELLOW VARIETIES			YELLOW VARIETIES			YELLOW VARIETIES		
Allegra Yellow 9/9	37	3	Sinelli Yellow 9/12	37,5	3	Conella Yellow 9/20	38,5	3
			Urano Yellow 9/12	37,5	2	Matador Yellow 9/20	38,5	3
			Fonti Yellow 9/14	37,5	4	Padre Yellow 9/20	38,5	4
			Venos Yellow 9/16	38	3	Arluno Yellow 9/23	39	3
						Cesaro Yellow 9/26	39,5	4
						Possidi Yellow 9/27	39,5	4
						Conaco Yellow 9/28	39,5	3
						Espero Yellow 9/29	40	3
PURPLE/PINK VARIETIES			PURPLE/PINK VARIETIES			PURPLE/PINK VARIETIES		
			Cipriani Pink 9/12	37,5	3	Baoli Lilac 9/20	38,5	3
			Fonti Coral 9/14	37,5	4	Padre Lilac 9/20	38,5	4
			Fonti Dark Pink 9/14	37,5	4	Padre Cerise 9/20	38,5	4
			Fonti Pink 9/14	37,5	4	Zaza Purple 9/20	38,5	3
			Adiva Purple 9/16	38	3	Arluno Dark Pink 9/23	39	3
			Pobo Lavender 9/18	38	3	Arluno Pink 9/23	39	3
						Arluno Purple 9/23	39	3
						Magnus Pink 9/25	39	3
						Magnus Violet 9/25	39	3
						Koko Purple 9/28	39,5	3
						Lano Purple 9/30	40	3
BRONZE/ORANGE VARIETIES			BRONZE/ORANGE VARIETIES			BRONZE/ORANGE VARIETIES		
Urano Orange 9/9	37	2	Mika Orange 9/13	37,5	3	Conella Orange 9/20	38,5	3
			Fonti Orange 9/14	37,5	4	Padre Orange 9/20	38,5	4
						Arluno Orange 9/23	39	3
						Magnus Bronze 9/25	39	3
						Miora Orange 9/27	39,5	3
						Conaco Gold 9/28	39,5	3
						Conaco Orange 9/28	39,5	3
						Peroni Orange 9/29	40	3
						Rhinos Orange 9/30	40	4
RED VARIETIES			RED VARIETIES			RED VARIETIES		
Urano Red/Bronze 9/9	37	2	Granata Red 9/12	37,5	3	Amadora Red 9/20	38,5	3
			Vega Red 9/13	37,5	3	Arluno Red 9/23	39	3
			Fonti Red 9/14	37,5	4	Pobo Red 9/23	39	3
			Camina Red 9/19	38,5	3	Savona Red 9/26	39,5	4
						Koko Red 9/28	39,5	3
						Como Red 9/30	40	3

Early October			Mid-October		
Variety + date	W	V	Variety + date	W	V
WHITE VARIETIES			WHITE VARIETIES		
Amiko White 10/4	40,5	3	Staviski White 10/10	41,5	3
Aluga White 10/7	41	4	Soul Sister White 10/12	41,5	3
Jasoda White 10/8	41	3			
Nazimi White 10/9	41	4			
YELLOW VARIETIES			YELLOW VARIETIES		
Amiko Yellow 10/4	40,5	3	Staviski Yellow 10/10	41,5	3
Veritas Yellow 10/6	41	3	Soul Sister Yellow 10/12	41,5	3
Aluga Yellow 10/7	41	4	Mouria Yellow 10/14	42	3
Jasoda Yellow 10/8	41	3	Vigorelli Gold 10/15	42	3
PURPLE/PINK VARIETIES			PURPLE/PINK VARIETIES		
Pomona Violet 10/3	40,5	3	Staviski Pink 10/10	41,5	3
Amiko Violet 10/4	40,5	3	Soul Sister Dark Pink 10/12	41,5	3
Penera Pink 10/4	40,5	3	Soul Sister Pink 10/12	41,5	3
Penera Purple 10/4	40,5	3	Aduro Pink 10/12	41,5	3
Jasoda Pink 10/8	41	3	Aduro Purple 10/12	41,5	3
Jasoda Purple 10/8	41	3	Vigorelli Purple 10/15	42	3
BRONZE/ORANGE VARIETIES			BRONZE/ORANGE VARIETIES		
Amiko Bronze 10/4	40,5	3	Staviski Orange 10/10	41,5	3
Veritas Orange 10/6	41	3	Soul Sister Orange 10/12	41,5	3
Jasoda Orange 10/8	41	3	Aduro Orange 10/12	41,5	3
			Vigorelli Orange 10/15	42	3
RED VARIETIES			RED VARIETIES		
Lava Red 10/3	40,5	3	Staviski Red 10/10	41,5	3
Penera Red 10/4	40,5	3	Soul Sister Red 10/12	41,5	3
Jasoda Red 10/8	41	3	Aduro Red 10/12	41,5	3
			Vigorelli Red 10/15	42	3

Average natural season flower dates



# West & High Alt. regions

5.5-6 weeks		6.5 weeks		7 weeks	
Variety + date	V	Variety + date	V	Variety + date	V
WHITE VARIETIES		WHITE VARIETIES		WHITE VARIETIES	
Mabel White 5.5	3	Arluno Vanilla 6.5	3	Amiko White 7	3
Espero White 6	3	Aluga White 6.5	4	Padre White 7	4
Fonti White 6	4	Lesconil White 6.5	2	Possidi White 7	3
Prima White 6	3				
YELLOW VARIETIES		YELLOW VARIETIES		YELLOW VARIETIES	
Urano Yellow 5.5	3	Aluga Yellow 6.5	4	Amiko Yellow 7	3
Allegra Yellow 6	3	Arluno Yellow 6.5	3	Conaco Yellow 7	3
Conella Yellow 6	3	Cesaro yellow 6.5	4	Padre Yellow 7	4
Espero Yellow 6	3			Possidi Yellow 7	3
Fonti Yellow 6	4			Sinelli Yellow 7	3
Matador Yellow 6	3			Veritas Yellow 7	3
Venos Yellow 6	3				
PURPLE/PINK VARIETIES		PURPLE/PINK VARIETIES		PURPLE/PINK VARIETIES	
Adiva Purple 6	3	Arluno Dark Pink 6.5	3	Amiko Violet 7	3
Cipriani Pink 6	3	Arluno Pink 6.5	3	Koko Purple 7	3
Fonti Coral 6	4	Arluno Purple 6.5	3	Lano Purple 7	3
Fonti Dark Pink 6	4	Baoli Lilac 6.5	3	Magnus Pink 7	3
Fonti Pink 6	3	Pobo Lavender 6.5	3	Magnus Violet 7	3
				Padre Cerise 7	5
				Padre Lilac 7	4
				Pomona Violet 7	3
				Zaza Purple 7	3
BRONZE/ORANGE VARIETIES		BRONZE/ORANGE VARIETIES		BRONZE/ORANGE VARIETIES	
Mika Orange 5.5	3	Arluno Orange 6.5	3	Amiko Bronze 7	3
Urano Orange 5.5	3			Conaco Gold 7	3
Conella Orange 6	3			Conaco Orange 7	3
Fonti Orange 6	3			Magnus Bronze 7	3
Miora Orange 6	3			Padre Orange 7	4
Rhinos Orange 6	3			Peroni Orange 7	3
				Veritas Orange 7	3
RED VARIETIES		RED VARIETIES		RED VARIETIES	
Granata Red 5.5	3	Arluno Red 6.5	3	Koko Red 7	3
Urano Red/Bronze 5.5	3	Pobo Red 6.5	3		
Amadora Red 6	3	Savona Red 6.5	4		
Camina Red 6	3	Vega Red 6.5	3		
Fonti Red 6	4				

7.5 weeks		8-9 weeks	
Variety + date	V	Variety + date	V
WHITE VARIETIES		WHITE VARIETIES	
Soul Sister White 7.5	3	Jasoda White 8	2
Staviski White 7.5	3		
Nazimi White 7.5	3		
YELLOW VARIETIES		YELLOW VARIETIES	
Soul Sister Yellow 7.5	3	Jasoda Yellow 8	2
Staviski Yellow 7.5	3	Mouria Yellow 8	2
		Vigorelli Gold 8	3
PURPLE/PINK VARIETIES		PURPLE/PINK VARIETIES	
Aduro Pink 7.5	3	Penera Pink 8	3
Aduro Purple 7.5	3	Penera Purple 8	3
Soul Sister Dark Pink 7.5	3	Jasoda Purple 8	2
Soul Sister Pink 7.5	3	Jasoda Pink 8	2
Staviski Pink 7.5	3	Vigorelli Purple 8	3
BRONZE/ORANGE VARIETIES		BRONZE/ORANGE VARIETIES	
Aduro Orange 7.5	3	Jasoda Orange 8	2
Soul Sister Orange 7.5	3	Vigorelli Orange 8	3
Staviski Orange 7.5	3		
RED VARIETIES		RED VARIETIES	
Aduro Red 7.5	3	Penera Red 8	3
Como Red 7.5	3	Jasoda Red 8	2
Lava Red 7.5	3	Vigorelli Red 8	3
Soul Sister Red 7.5	3		
Staviski Red 7.5	3		

Average natural season flower dates



# OUR VARIETIES



Varieties are ranked according  
to the flowering week based on the data  
of the natural season North

DISCOVER THE WIDE RANGE

NEW



PENERA PINK





ALLEGRA YELLOW

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36	EARLY SEPT W 37	6 WEEKS



CIPRIANI PINK

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36	MID-SEPT W 37,5	5.5 WEEKS



URANO ORANGE

VIGOR 3 | RESPONSE WEEK 5.5

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36	EARLY SEPT W 37	5.5 WEEKS



URANO YELLOW

VIGOR 3 | RESPONSE WEEK 5.5

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	5.5 WEEKS



MIKA ORANGE

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36	MID-SEPT W 37,5	5.5 WEEKS



SINELLI YELLOW

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36	MID-SEPT W 37,5	7 WEEKS



URANO RED

VIGOR 3 | RESPONSE WEEK 5.5

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36	EARLY SEPT W 37	5.5 WEEKS





B

FONTI WHITE

VIGOR 4 | NOT RECOMMENDED FOR INSIDE BLACK CLOTH

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	6 WEEKS



B

FONTI YELLOW

VIGOR 4 | NOT RECOMMENDED FOR INSIDE BLACK CLOTH

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	6 WEEKS



B

FONTI PINK

VIGOR 4 | NOT RECOMMENDED FOR INSIDE BLACK CLOTH

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	6 WEEKS



B

FONTI DARK PINK

VIGOR 4 | NOT RECOMMENDED FOR INSIDE BLACK CLOTH

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	6 WEEKS



B

FONTI CORAL

VIGOR 4 | NOT RECOMMENDED FOR INSIDE BLACK CLOTH

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	6 WEEKS



B

FONTI ORANGE

VIGOR 4 | NOT RECOMMENDED FOR INSIDE BLACK CLOTH

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	6 WEEKS



B

FONTI RED

VIGOR 4 | NOT RECOMMENDED FOR INSIDE BLACK CLOTH

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	6 WEEKS





PRIMA WHITE

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 38	6 WEEKS



VEGA RED

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	6.5 WEEKS



POBO LAVENDER

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 37	MID-SEPT W 38	6.5 WEEKS



VENOS YELLOW

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 37	MID-SEPT W 38	6 WEEKS



GRANATA RED

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 36,5	MID-SEPT W 37,5	5.5 WEEKS



MABEL WHITE

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
EARLY SEPT W 37	MID-SEPT W 37,5	5.5 WEEKS



CAMINA RED

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
MID-SEPT W 37	MID-SEPT W 38,5	6 WEEKS





MATADOR YELLOW

VIGOR 3 | RESPONSE WEEK 6

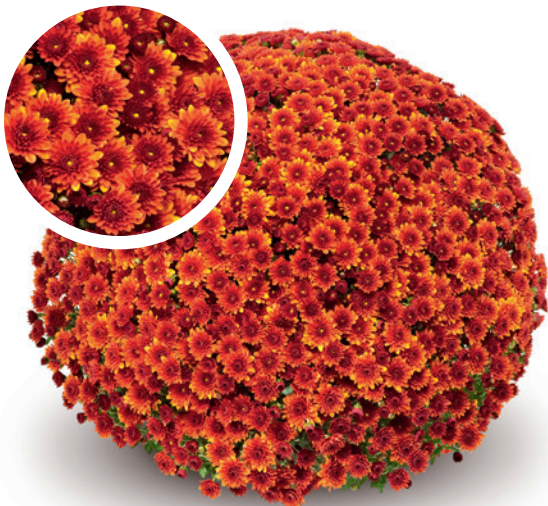
NORTH	SOUTH	WEST COAST*
MID-SEPT W 37,5	LATE SEPT W 38,5	6 WEEKS



ADIVA PURPLE

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
MID-SEPT W 37,5	MID-SEPT W 38	6 WEEKS



MIORA ORANGE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 39,5	6 WEEKS



CONELLA YELLOW

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	6 WEEKS



AMADORA RED

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-SEPT W 37,5	LATE SEPT W 38,5	6 WEEKS



BAOLI LILAC

VIGOR 3 | DECO SPIDER | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	6.5 WEEKS



CONELLA ORANGE

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	6 WEEKS





PADRE WHITE

VIGOR 4 | RESPONSE WEEK 7.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	7 WEEKS



PADRE YELLOW

VIGOR 4 | RESPONSE WEEK 7.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	7 WEEKS



PADRE CERISE

VIGOR 4 | RESPONSE WEEK 7.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	7 WEEKS



PADRE ORANGE

VIGOR 4 | RESPONSE WEEK 7.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	7 WEEKS



PADRE LILAC

VIGOR 4 | RESPONSE WEEK 7.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	7 WEEKS





POBO RED

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 39	6.5 WEEKS



ZAZA PURPLE

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38	LATE SEPT W 38,5	7 WEEKS



ESPERO WHITE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 40	6 WEEKS



CESARO YELLOW

VIGOR 4 | RESPONSE WEEK 6

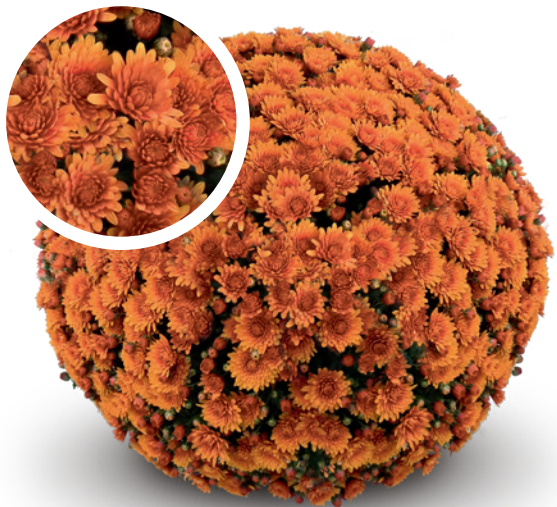
NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 39,5	6.5 WEEKS



ESPERO YELLOW

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 40	6 WEEKS



PERONI ORANGE

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 40	7 WEEKS





ARLUNO VANILLA

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	6.5 WEEKS



ARLUNO YELLOW

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	6.5 WEEKS



ARLUNO DARK PINK

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	6.5 WEEKS



ARLUNO PURPLE

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	6.5 WEEKS



ARLUNO PINK

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	6.5 WEEKS



ARLUNO ORANGE

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	6.5 WEEKS



ARLUNO RED

VIGOR 3 | RESPONSE WEEK 6

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	6.5 WEEKS





MAGNUS BRONZE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 39	7 WEEKS



MAGNUS PINK

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 39	7 WEEKS



POSSIDI WHITE

VIGOR 3 | DECO SPIDER | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	7 WEEKS



RHINOS ORANGE

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 40	6 WEEKS



MAGNUS VIOLET

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 39	7 WEEKS



SAVONA RED

VIGOR 4 | RESPONSE WEEK 7.5

NORTH	SOUTH	WEST COAST*
MID-SEPT W 38,5	LATE SEPT W 39,5	6.5 WEEKS



POSSIDI YELLOW

VIGOR 3 | DECO SPIDER | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 38,5	LATE SEPT W 39	7 WEEKS





AMIKO WHITE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39	EARLY OCT W 40,5	7 WEEKS



AMIKO YELLOW

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39	EARLY OCT W 40,5	7 WEEKS



CONACO YELLOW

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39	LATE SEPT W 39,5	7 WEEKS



CONACO ORANGE

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39	LATE SEPT W 39,5	7 WEEKS



AMIKO BRONZE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39	EARLY OCT W 40,5	7 WEEKS



AMIKO VIOLET

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39	EARLY OCT W 40,5	7 WEEKS



CONACO GOLD

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39	LATE SEPT W 39,5	7 WEEKS





KOKO PURPLE

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-SEPT W 39	LATE SEPT W 39,5	7 WEEKS



LESCONIL WHITE

VIGOR 3 | RESPONSE WEEK 6

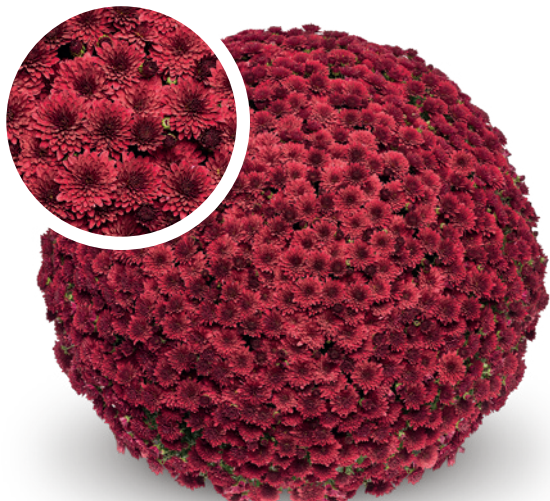
NORTH	SOUTH	WEST COAST*
LATE SEPT W 39	LATE SEPT W 39,5	6.5 WEEKS



LANO PURPLE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39,5	LATE SEPT W 40	7 WEEKS



KOKO RED

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-SEPT W 39	LATE SEPT W 39,5	7 WEEKS



COMO RED

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
LATE SEPT W 39,5	LATE SEPT W 40	7.5 WEEKS





POMONA VIOLET

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
LATE SEPT W 40	EARLY OCT W 40,5	7 WEEKS



ALUGA WHITE

VIGOR 4 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
LATE SEPT W 40	EARLY OCT W 41	6.5 WEEKS



PENERA PINK

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40	EARLY OCT W 40,5	8 WEEKS



PENERA PURPLE

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40	EARLY OCT W 40,5	8 WEEKS



LAVA RED

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
LATE SEPT W 40	EARLY OCT W 40,5	7.5 WEEKS



ALUGA YELLOW

VIGOR 4 | RESPONSE WEEK 7.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 40	EARLY OCT W 41	6.5 WEEKS



PENERA RED

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40	EARLY OCT W 40,5	8 WEEKS





VERITAS YELLOW

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 40	EARLY OCT W 41	7 WEEKS



JASODA PURPLE

VIGOR 3 | RESPONSE WEEK 6.5

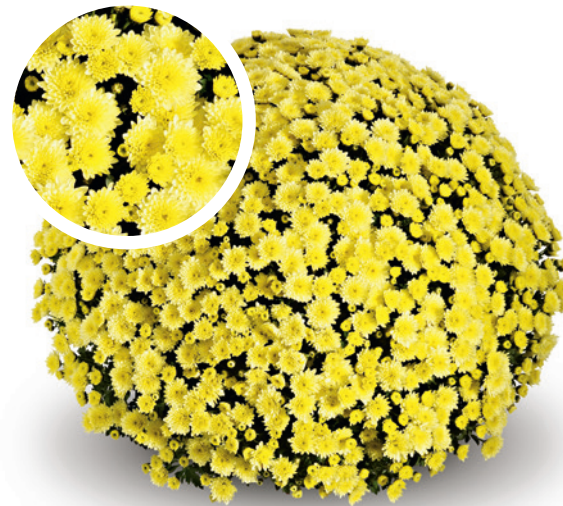
NORTH	SOUTH	WEST COAST*
EARLY OCT W 40,5	EARLY OCT W 41	8 WEEKS



JASODA WHITE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40,5	EARLY OCT W 41	8 WEEKS



JASODA YELLOW

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40,5	EARLY OCT W 41	8 WEEKS



VERITAS ORANGE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
LATE SEPT W 40	EARLY OCT W 41	7 WEEKS



JASODA RED

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40,5	EARLY OCT W 41	8 WEEKS



JASODA PINK

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40,5	EARLY OCT W 41	8 WEEKS



JASODA ORANGE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 40,5	EARLY OCT W 41	8 WEEKS





NEW



NAZIMI WHITE

VIGOR 4 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT	EARLY OCT	7.5 WEEKS
W 40,5	W 41	



ADURO PINK

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT	MID-OCT	7.5 WEEKS
W 41	W 41,5	



ADURO ORANGE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT	MID-OCT	7.5 WEEKS
W 41	W 41,5	



ADURO RED

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT	MID-OCT	7.5 WEEKS
W 41	W 41,5	



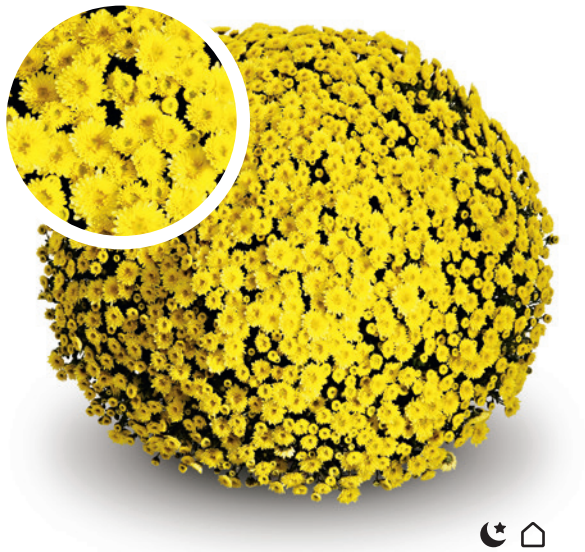
ADURO PURPLE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT	MID-OCT	7.5 WEEKS
W 41	W 41,5	

\*Weeks to flower after moving/planting outside on the West Coast and in high altitude regions with consistent cool night temperatures below 60°F.





STAVISKI YELLOW

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 41	MID-OCT W 41,5	7.5 WEEKS



STAVISKI WHITE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 41	MID-OCT W 41,5	7.5 WEEKS



STAVISKI ORANGE

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 41	MID-OCT W 41,5	7.5 WEEKS



STAVISKI RED

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 41	MID-OCT W 41,5	7.5 WEEKS



STAVISKI PINK

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
EARLY OCT W 41	MID-OCT W 41,5	7.5 WEEKS





SOUL SISTER WHITE

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-OCT W 41,5	MID-OCT W 41,5	7.5 WEEKS



SOUL SISTER YELLOW

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-OCT W 41,5	MID-OCT W 41,5	7.5 WEEKS



SOUL SISTER DARK PINK

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-OCT W 41,5	MID-OCT W 41,5	7.5 WEEKS



SOUL SISTER PINK

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-OCT W 41,5	MID-OCT W 41,5	7.5 WEEKS



SOUL SISTER ORANGE

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-OCT W 41,5	MID-OCT W 41,5	7.5 WEEKS

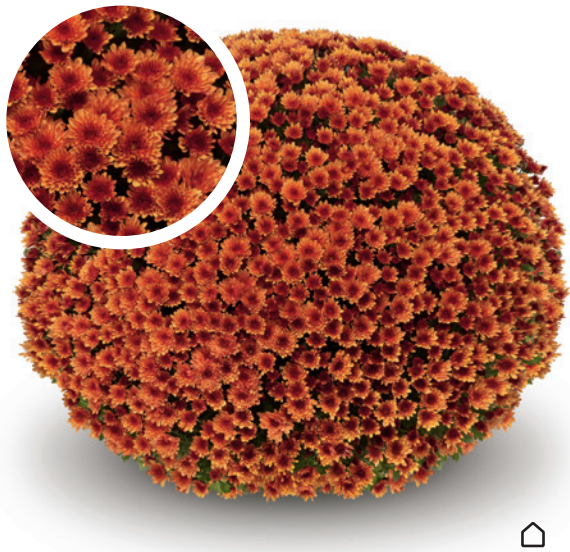


SOUL SISTER RED

VIGOR 3 | RESPONSE WEEK 7

NORTH	SOUTH	WEST COAST*
MID-OCT W 41,5	MID-OCT W 41,5	7.5 WEEKS





VIGORELLI ORANGE

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
MID-OCT W 42	MID-OCT W 42	8 WEEKS



VIGORELLI RED

VIGOR 3 | RESPONSE WEEK 8

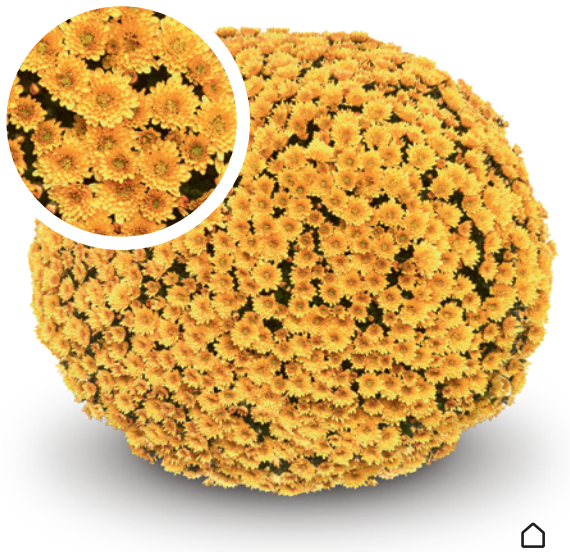
NORTH	SOUTH	WEST COAST*
MID-OCT W 42	MID-OCT W 42	8 WEEKS



VIGORELLI PURPLE

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
MID-OCT W 42	MID-OCT W 42	8 WEEKS



VIGORELLI GOLD

VIGOR 3 | RESPONSE WEEK 8

NORTH	SOUTH	WEST COAST*
MID-OCT W 42	MID-OCT W 42	8 WEEKS



MOURIA YELLOW

VIGOR 3 | RESPONSE WEEK 6.5

NORTH	SOUTH	WEST COAST*
MID-OCT W 42	MID-OCT W 42	8 WEEKS

\*Weeks to flower after moving/planting outside on the West Coast and in high altitude regions with consistent cool night temperatures below 60°F.



# MIXED COLOR COMBINATIONS



The mixed color Mums  
show 3 colors in 1 and flower  
at the same time

SPECIALS





Family	Mix	Color combinations			Shaded*	Natural season			PG.
						North	South	West Coast	
URANO	Mix	Orange	Yellow	Red	6 weeks	Early Sept	Early Sept	5.5	
FONTI	Mix 1	Yellow	Orange	Dark Pink	Not for BC	Early Sept	Mid-Sept	6	P. 68
	Mix 2	Yellow	Orange	White	Not for BC	Early Sept	Mid-Sept	6	
	Mix 3	Yellow	White	Pink	Not for BC	Early Sept	Mid-Sept	6	P. 68
	Mix 4	Orange	White	Pink	Not for BC	Early Sept	Mid-Sept	6	
	Mix 5	Red	White	Pink	Not for BC	Early Sept	Mid-Sept	6	P. 68
	Mix 6	Orange	Red	Pink	Not for BC	Early Sept	Mid-Sept	6	
	Mix 7	Orange	White	Red	Not for BC	Early Sept	Mid-Sept	6	
	Mix 8	Yellow	Red	Orange	Not for BC	Early Sept	Mid-Sept	6	
	Mix 9	Yellow	White	Red	Not for BC	Early Sept	Mid-Sept	6	
	Mix 10	Yellow	White	Dark Pink	Not for BC	Early Sept	Mid-Sept	6	
	Mix 11	Yellow	Coral	Red	Not for BC	Early Sept	Mid-Sept	6	
	Mix 12	Orange	Dark Pink	Red	Not for BC	Early Sept	Mid-Sept	6	
	Mix 13	Orange	White	Dark Pink	Not for BC	Early Sept	Mid-Sept	6	P. 68
	Mix 14	Yellow	Red	Pink	Not for BC	Early Sept	Mid-Sept	6	
PADRE	Mix 1	Yellow	Orange	Lilac	7 weeks	Mid-Sept	Late Sept	7	P. 68
	Mix 2	Yellow	Orange	White	7 weeks	Mid-Sept	Late Sept	7	
	Mix 3	Yellow	White	Lilac	7 weeks	Mid-Sept	Late Sept	7	
	Mix 4	Orange	White	Lilac	7 weeks	Mid-Sept	Late Sept	7	
CONACO	Mix	Yellow	Gold	Orange	7 weeks	Late Sept	Late Sept	7	
ARLUNO	Mix 1	Yellow	Orange	Pink	6 weeks	Late Sept	Late Sept	6.5	P. 68
	Mix 2	Yellow	Orange	Vanilla	6 weeks	Late Sept	Late Sept	6.5	
	Mix 3	Yellow	Vanilla	Purple	6 weeks	Late Sept	Late Sept	6.5	P. 68
	Mix 4	Yellow	Orange	Purple	6 weeks	Late Sept	Late Sept	6.5	P. 68
	Mix 5	Orange	Vanilla	Purple	6 weeks	Late Sept	Late Sept	6.5	
	Mix 6	Pink	Vanilla	Purple	6 weeks	Late Sept	Late Sept	6.5	
	Mix 7	Orange	Pink	Purple	6 weeks	Late Sept	Late Sept	6.5	
	Mix 8	Yellow	Purple	Red	6 weeks	Late Sept	Late Sept	6.5	
	Mix 9	Yellow	White	Dark Pink	6 weeks	Late Sept	Late Sept	6.5	
	Mix 10	Orange	Dark Pink	Red	6 weeks	Late Sept	Late Sept	6.5	
	Mix 11	Yellow	Red	Pink	6 weeks	Late Sept	Late Sept	6.5	
	Mix 12	Orange	Vanilla	Pink	6 weeks	Late Sept	Late Sept	6.5	
	Mix 13	Yellow	Vanilla	Pink	6 weeks	Late Sept	Late Sept	6.5	
	Mix 14	Yellow	Pink	Purple	6 weeks	Late Sept	Late Sept	6.5	
AMIKO	Mix 1	Bronze	Yellow	Violet	6.5 weeks	Late Sept	Early Oct	7	P. 69
	Mix 2	Bronze	Yellow	White	6.5 weeks	Late Sept	Early Oct	7	P. 69
	Mix 3	Bronze	White	Violet	6.5 weeks	Late Sept	Early Oct	7	P. 69
	Mix 4	Yellow	White	Violet	6.5 weeks	Late Sept	Early Oct	7	P. 69
NEW PENERA	Mix	Red	Pink	Purple	8 weeks	Early Oct	Early Oct	8	

Family	Mix	Color combinations			Shaded*	Natural season			PG.	
						North	South	West Coast		
JASODA	Mix 1	Yellow	Orange	Red	6.5 weeks	Early Oct	Early Oct	8	P. 70	
	Mix 2	Yellow	Orange	White	6.5 weeks	Early Oct	Early Oct	8	P. 70	
	Mix 3	Yellow	White	Purple	6.5 weeks	Early Oct	Early Oct	8	P. 70	
	Mix 4	Yellow	Orange	Purple	6.5 weeks	Early Oct	Early Oct	8	P. 70	
	Mix 5	Orange	White	Purple	6.5 weeks	Early Oct	Early Oct	8		
	Mix 6	Red	White	Purple	6.5 weeks	Early Oct	Early Oct	8	P. 70	
	Mix 7	Orange	Red	Purple	6.5 weeks	Early Oct	Early Oct	8		
	Mix 8	Orange	White	Red	6.5 weeks	Early Oct	Early Oct	8		
	Mix 9	Yellow	White	Red	6.5 weeks	Early Oct	Early Oct	8	P. 70	
	Mix 10	Yellow	Red	Purple	6.5 weeks	Early Oct	Early Oct	8		
	Mix 11	Yellow	Pink	Red	6.5 weeks	Early Oct	Early Oct	8	P. 70	
	Mix 12	Pink	Red	Purple	6.5 weeks	Early Oct	Early Oct	8		
JASODA QUATRO	Mix 1	Yellow	Orange	White	Purple	6.5 weeks	Early Oct	Early Oct	8	P. 70
	Mix 2	Yellow	Pink	White	Purple	6.5 weeks	Early Oct	Early Oct	8	P. 70
STAVISKI	Mix 1	Yellow	Orange	Pink	6.5 weeks	Early Oct	Mid-Oct	7.5	P. 71	
	Mix 2	Yellow	Orange	White	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 3	Yellow	White	Pink	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 4	Orange	White	Pink	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 5	Red	White	Pink	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 6	Orange	Red	Pink	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 7	Orange	White	Red	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 8	Yellow	Red	Orange	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 9	Yellow	White	Red	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 10	Yellow	Red	Pink	6.5 weeks	Early Oct	Mid-Oct	7.5	P. 71	
ADURO	Mix 1	Red	Orange	Purple	6.5 weeks	Early Oct	Mid-Oct	7.5	P. 71	
	Mix 2	Red	Orange	Pink	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 3	Red	Pink	Purple	6.5 weeks	Early Oct	Mid-Oct	7.5		
	Mix 4	Orange	Pink	Purple	6.5 weeks	Early Oct	Mid-Oct	7.5		
SOUL SISTERS	Mix 1	Yellow	Orange	Pink	7 weeks	Mid-Oct	Mid-Oct	7.5	P. 71	
	Mix 2	Yellow	Orange	White	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 3	Yellow	White	Dark Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 4	Yellow	Orange	Dark Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 5	Orange	White	Dark Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 6	Pink	White	Dark Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 7	Orange	Pink	Dark Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 8	Yellow	Dark Pink	Red	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 9	Yellow	White	Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 10	Orange	Pink	Red	7 weeks	Mid-Oct	Mid-Oct	7.5	P. 71	
	Mix 11	Yellow	Red	Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 12	Orange	White	Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 13	Yellow	White	Pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
	Mix 14	Yellow	Pink	Dark pink	7 weeks	Mid-Oct	Mid-Oct	7.5		
VIGORELLI	Mix 1	Red	Orange	Purple	8 weeks	Mid-Oct	Mid-Oct	8	P. 71	
	Mix 2	Red	Orange	Gold	8 weeks	Mid-Oct	Mid-Oct	8		
	Mix 3	Red	Gold	Purple	8 weeks	Mid-Oct	Mid-Oct	8		
	Mix 4	Orange	Gold	Purple	8 weeks	Mid-Oct	Mid-Oct	8		





FONTI MIX 1



FONTI MIX 3



FONTI MIX 5



AMIKO MIX 3



AMIKO MIX 4



FONTI MIX 13



PADRE MIX 1



ARLUNO MIX 1



AMIKO MIX 1



AMIKO MIX 2



ARLUNO MIX 3



ARLUNO MIX 4





JASODA MIX 1



JASODA MIX 2



JASODA MIX 3



ADURO MIX 3



STAVISKI MIX 3



STAVISKI MIX 10



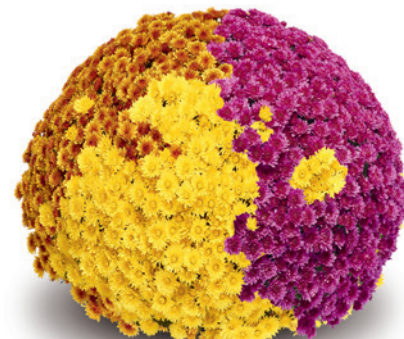
JASODA MIX 4



JASODA MIX 6



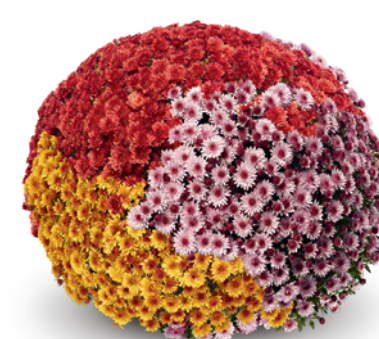
JASODA MIX 9



SOUL SISTER MIX 4



SOUL SISTER MIX 7



SOUL SISTER MIX 10



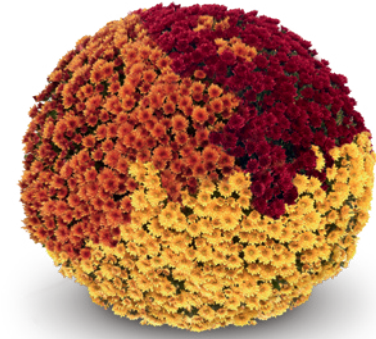
JASODA MIX 11



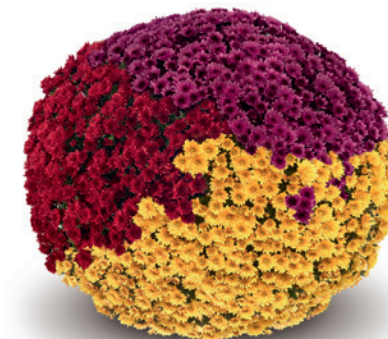
JASODA QUATRO MIX 1



JASODA QUATRO MIX 2



VIGORELLI MIX 2



VIGORELLI MIX 3



VIGORELLI MIX 4







# Cultural information

## Why grow Belgian Mums?

Belgian Mums® are the finest breed 'garden' type mum on the market today. There is over 30 years of breeding and testing behind the Belgian Mum® name. They grow well in any container size, from a market pack to ½ bushel. Belgian Mums® have a great mounding habit and are covered with an uncountable number of flowers because they branch better and more often than other mums. This is also the reason why Belgian Mums® are so flexible and can be sleeved or put pot to pot on shipping carts without worry of breakage or loss.

Feature	Benefit
Superior breeding	The best varieties on the market
First "no pinch" Mum	Save labor and easy to grow
Flexibility	Easy to ship without breakage
More flowers	Better show and sales at retail
Ball shaped	Consumers and growers first choice

## What to do when cuttings arrive?

Belgian Mums® can be ordered as rooted or unrooted cuttings. All boxes should be opened and inspected immediately. Place open boxes in a cooler at about 40°F. Plant rooted cuttings in your finished container or stick unrooted cuttings in a cell tray as soon as possible. Do not store mum cuttings in a cooler longer than 2 to 3 days.

## How to care for your URC's?

Your cuttings will arrive in plastic bags without a rooting hormone. You can apply rooting hormone before sticking, but it is not necessary. 'Mum Lighting' is recommended, regardless of time of year, during the entire rooting period. Mum lighting is defined as minimum of 10-20 foot candles of incandescent light at plant level for at least 4 hours at night to keep plants vegetative. Soil temperature needs to be kept between 70-72°F during the rooting process.

You can root your cuttings directly in the final pot or stick them in plug trays for rooting. It is very important to stick cuttings into moist soil and mist them regularly. Starting day 1 to 4, mist for 10 sec every 8-10 minutes. Days 5 to 9 mist for 10 sec every 15-20 minutes. Days 10 to 14 mist for 10 sec every 30-60 minutes. Reduce amount of mist gradually in the second week until plants are fully rooted. Excessive misting and low light after root initiation will result in decreased quality and stretching. You may need to syringe rooted cuttings 2-3 times per day under sunny conditions and low humidity to prevent premature budding.

We recommend that you use this as a guideline only and adjust your mist schedule based on light and temperature conditions in your greenhouse. Fertilize twice during rooting with a solution of 20-10-20 or similar fertilizer at a rate of 200-250 ppm. Rinse cuttings with clear water to avoid tip burn after fertilizer application. When feeding is done through the mist, it is best to avoid fertilizers containing high phosphor level. A broad spectrum fungicide drench can be applied with the first feed but is not necessary when you start with healthy cuttings.

## Media

Most of the soilless media available on the market are suitable for Belgian Mum® production. Do not use a media with any type of water retaining gel, this will only create root disease. For outside grown crops with overhead irrigation you may consider incorporating controlled release fertilizer in the media to ensure steady supply of nutrients. Be aware that some types of controlled release fertilizer, release too quickly during hot summer months and could easily damage the root system.

Weekly soil tests are recommended to maintain correct fertilization program. Try to maintain a soil pH of 5.8-6.2 to prevent any nutrient deficiencies.

## After rooted cuttings arrive or URC are rooted.

Before you are ready to start planting have your finished pots completely filled with media. Partially filled pots are unacceptable. Make sure media is evenly moist throughout the entire pot, not just the top few inches.

The perfect Belgian Mum® plug is 17-18 days old and 1.5" tall from the soil level. Plant rooted cuttings deep so the bottom 2-3 leaves are covered with soil and the grow tip is leveled with the rim of the pot. The shoots emerging from the soil will provide additional support to the plant. Always plant in the center of the pot, off-center planting will create lopsided, unstable plants. Immediately after planting feed with 300 ppm of 20-20-20 or similar fertilizer rich in phosphor and ammonium-based nitrogen. This will promote roots development and help to build a strong plant base. Remember a strong, healthy root system is a key to growing a superior finished plant. Do not let your mums completely dry out during the first few weeks. You may have to syringe your crop for the first few days to prevent wilting.

## Deep planting of Belgian Mums



## Spacing

Spacing will vary from grower to grower, depending on finished pot size and your target sales market. We recommend for the best results that the foliage never touch each other. A good indicator for the distance between plants is to base the calculations on the expected diameter of the plant plus 2". Here are our recommended spacing examples:

Pot size	Plant/Pot	Plant Ø	Spacing
6"	1	10 -12"	12 -24"
8"	1	15 -18"	17 -20"
10"	1 to 3	17 -20"	19 -22"
12"	3	22 -24"	24 -26"

\* Proper spacing will prevent tall 'stovepipe' growth, yellow foliage, disease and lopsided plants.

## Light and photoperiod requirements

Belgian Mums® grown in full sun will have the best quality. Long days are necessary for vegetative growth and short days are needed for bud initiation and flowering of garden mums. Both spring and summer lit/shaded crops will require night interruption during the initial growth stage and blackout treatment before scheduled flower date. Refer to black cloth response time for each variety when scheduling blackout production of Belgian Mums®. Natural day crops will bloom from early September through October.



# Cultural information

## Irrigation

Drip tubes or drip tape is recommended above hand watering or overhead irrigation. Drip system helps to keep foliage dry and prevents the spread of bacterial leaf spot. During the first few weeks of growth, keep the plants evenly moist but not soaked. Later in the season, if plants look slightly wilted in late afternoon there is no immediate need to water them, they can easily get through the night. Water them thoroughly next day in the early morning.

Avoid fluctuations between too wet or too dry. Try to water the plants on a regular basis in order to prevent excessive drying. On the other hand, overwatering will only cause root disease and a poor finished plant. A Belgian Mum® will do most of its growing between sunrise and 11 AM. This is why it is important to irrigate in the early morning to get the maximum growth. If plants are dry in the morning, make sure to irrigate thoroughly and evenly. This means that some of the water or feed should drain from the bottom of each pot. This is also to help prevent any salt build up.

## Fertilization

Belgian Mums® will require considerable amount of well balanced fertilizer with micronutrients to finish properly. There are 2 stages of mum development.

The first is the vegetative period and accounts for the first 60% of the plant size as well as 60% of the crop time. Shortly after transplanting when irrigation frequency is lower we recommend using higher rates; 300-400 ppm of 20-10-20 or similar type of fertilizer with each watering. Fertilizer rates should be reduced when plants develop and irrigation frequency increases.

The next period is the generative growth or ‘flower development’ period. This accounts for the final 40% of your plant growth and schedule. At this point a grower should switch to potassium rich fertilizers: 15-5-30 or potassium nitrate at 250 ppm until flower buds are well developed. Once you see first color use clear water. If vegetative growth is too slow, plants seem small or foliage is turning yellow it is beneficial to occasionally apply 20-10-20 at 300 ppm during this period as well. Magnesium sulphate applied as a spray before first color will make plants stronger, enhance color and extend shelf life of Belgian Mums®.

Many large growers are being successful in producing garden mums by using constant feed containing 80-100 ppm nitrogen. This method requires a very dependable injection system that will deliver lower rates of well balanced fertilizer with each watering. Growers should supplement minor elements when using professional fertilizer mixes at low rates or plants could develop minor nutrient deficiencies. A constant supply of Iron around 1ppm is especially important in maintaining healthy plants.

The specially formulated fertilizers, like Mum FeED or Acid Special, are very effective in lowering the soil pH and contain higher percentage of iron chelate. As a result, the ability to maintain slightly acidic pH throughout the growing season and making iron more available helps to further reduce the overall fertilizer use and to prevent minor element deficiencies.

For garden mums grown with controlled-release fertilizers choose one of the newer types on the market that is less likely to release solely on soil temperature. Use a 3-4 month release type and incorporate 6-12 pounds per cubic yard of soil prior to filling your pots or after transplanting as a top dress. Slow release fertilizer at half rate could be used in combination with liquid feed. Use weekly soil test results to monitor pH and EC of your crop and adjust feed program accordingly.

## Pinching

All Belgian Mums® have the ability to self-pinch and should be treated as no pinch varieties. If you have to pinch, do a “soft pinch”, removing only ½” or less from the cutting tip. Pinching hard or pinching after July 15 may delay flowering. Keep in mind that none of the pinch techniques are perfect and could negatively affect crop quality. The best and most uniform Belgian Mums® are produced without a pinch.

## Growth regulators

In most cases, if proper varieties are being used along with the correct schedule, no growth regulators are needed. Smaller finished products, such as market packs or 4”, may benefit from the use of growth regulators. B-9 sprayed at 2500 to 5000 ppm will slow the growth and a Bonzi drench at 2-3 ppm will virtually stop all growth. The last PGR application should be no later than

2 weeks before first color. Excessive or late applications of growth regulators will delay flowering.

Florel will not increase branching in Belgian Mums® but is recommended as a foliar spray during rooting and shortly after transplanting outside to prevent premature budding. This treatment is not necessary for indoor finished crops where growers have ability to control environment. Florel may not abort existing buds in garden mums but will prevent formation of new flower buds.

Fascination or Fresco could be used to promote shoot elongation on garden mums only when other tools, including proper scheduling, increased fertilization and watering, have failed. It is very important to experiment with different spray or drench rates before applying these products to the entire crop. Fresco applied as a drench will produce more uniform response than as a spray. For best results, growers should use low rates of Fascination or Fresco as soon as the growth rate starts falling behind, rather than apply very high rates at the end.

## Planning

Before ordering your cuttings or even selecting varieties you need to ask yourself the following questions:

1. What is my desired flowering date?
2. What is my desired pot size or finished plant size?
3. Will I order rooted or unrooted cuttings?
4. Is it for outside or inside grown crop?
5. Use blackcloth or natural day flowering?

We recommend that the diameter of your finished plant be 1.5 to 2 times the pot size. On average, starting with a rooted cutting, a Belgian Mum® will grow 1.5” per week. Knowing this, if you want your 6” Belgian Mum® to finish with a 12” spread you would need to plant rooted cuttings 8 weeks prior to your desired finish date. If starting with an unrooted cutting, you would need to add 2.5 weeks for rooting.

Flower date	Pot/Finish size	Weeks to finish	Plant date from RC
Sept 17th	8" / 18"	12 weeks	June 24th

\* You can always reduce the vegetative period by using 2 or more cuttings per pot and postpone planting until first week of July.

## Premature budding

Premature budding occurs when plants initiate flower buds before they reach reproductive stage due to stressful environmental and growing conditions. This will result in plants finishing short and flowering too early.

The following steps should prevent premature budding even if you notice small buds on your starting material:

- Light cuttings during rooting – 4 hours of night interruption under minimum of 10 foot candles of light.
- Avoid planting/moving natural day crops outside before mid-June.
- Maintain above 68°F in propagation.
- Never allow plants to dry during the vegetative stage.
- Feed with phosphor-rich fertilizer at 300-400 ppm right after transplanting to promote vegetative growth.
- If unable to maintain proper temperature and lighting, spray 500 ppm Florel 10 days after stick in propagation and again before transplanting to keep plants from premature budding. When starting from rooted cuttings, spray Florel shortly after transplanting and reapply every 2 weeks, but no later than 8 weeks prior to expected ship date for natural day crops, to avoid flowering delays. For summer shaded crops Florel should be discontinued at least 2 weeks prior to start of short days.



# Summer shading

## Concept of black clothing

Shading is necessary to produce Belgian Mums® for July and August sales before the natural day season and it works by providing artificially short days to induce flowering. The response time will vary depending on variety and temperature. It is essential to provide at least 13 hours of darkness for the period of 4-5 weeks to achieve uniform flowering of Belgian Mums®. Above average night temperatures during extremely hot summers will slow bud development and delay flowering so the blackout must continue longer until visible color. Please refer to Black Stars listing in this catalog that represents families/groups best suitable for summer shading programs. Each Black Stars group consists of varieties with similar vigor, growth habit and response time.

## Grow schedule for indoor blackout prod. by Jasoda family and other black stars with similar response time and vigor:

Size	PPP	Weeks from stick to root in plug tray	Weeks of long days after planting RC	Weeks of short days response time	Total grow time from RC	Plant Ø at finish	Height (*)	Pinch
4.5" (11 cm)	1	2.5	1.5	6.5	8	6"	5"	no pinch
4.5" (11 cm)	1	direct stick	3	6.5	9,5 from URC	6"	5"	no pinch
6" (15 cm)	1	2.5	2.5	6.5	9	11"	6.5"	no pinch
8" (20 cm)	1	2.5	4.5	6.5	11	13.5"	9"	no pinch
10" (25 cm)	1	2.5	8.5	6.5	15	18"	11"	no pinch
10" (25 cm)	3	2.5	5.5	6.5	12	18"	11"	no pinch
12" (30 cm)	3	2.5	9.5	6.5	16	24"	14"	no pinch

- Do not pinch!
- Pull black cloth (7 PM to 8 AM) for 5 weeks starting 6.5 weeks prior to expected first color
- Jasoda family requires minimum 13hrs of darkness untill cracking color to flower on 6.5 week schedule
- Plant rooted cuttings deep so the bottom 2-3 leaves are covered with soil and the grow tip is leveled with the rim of the pot
- Florel is not recommended for indoor production of Jasodas but if used for preventing premature budding discontinue at least 2 weeks prior to start of short days

## How to do it?

Black clothing could be done in a greenhouse or outside. In the first 2 weeks, when flower buds are triggered it is important to pull the black cloth every night. After the first 2 weeks you can skip one night in a week. In warm climates it is best to pull the black cloth late in the evening and leave it on until later in the morning to avoid trapping in excessive heat at night. The rule of thumb is to start black clothing when the plant has reached around 50% of the finish crop size.

## What to use?

For shading outside, we advise a woven material, so the wind and rain can move easily through it, but black plastic could be used successfully as well. The cloth can be laid on the top of the plants, without any support or you can make a simple frame mounted above the crop so the cloth can slide without touching the plants. Using a black cloth material that has too many holes or splits will result in uneven bud formation and decreased plant uniformity.





Pick your favorite

# Brokers

Broker	Mix	Phone / fax	Mail / website
<b>Ball Horticultural Company</b> Illinois, US	622 Town Road West Chicago, IL 60185	T. 630-231-3600 F. 800-234-0370	www.ballseed.com
<b>BFG Supply Plant Connection</b> Ohio, US	14500 Kinsman Road P.O. Box 479 Burton, OH 44021	T. 614-419-2822 F. 614-891-7302	jbroderick@bfgsupply.com www.bfgsupply.com
<b>Eason Horticultural Resources, Inc.</b> Kentucky, US	939 Helen Ruth Drive Fort Wright, KY 41017	T. 800-214-2221 F. 859-578-2266	info@ehrnet.com www.ehrnet.com
<b>Express Seed company</b> Ohio, US	51051 US Hwy 20 Oberlin, OH 44074	T. 800-221-3838 F. 440-774-2728	bboroff@expressseed.com www.expressseed.com
<b>Griffin</b> Illinois, US	4951 Indiana Avenue, Suite 100 Lisle, IL 60532	T. 800-323-7253 F. 630-969-6373	orders@griffinmail.com www.griffins.com
<b>Henry F. Michell's</b> Pennsylvania, US	225 W Church Road PO Box 60160 King Prussia, PA 19406 USA	T. 800-422-4678 F. 610-265-4208	www.michells.com
<b>Jack Van Klaveren, Ltd. (JVK)</b> Ontario, CANADA	1894 Seventh St. PO Box 910 St. Catharines, ON L2R 6Z4	T. 800-665-1642 F. 905-684-6260	info@jvk.net www.jvk.net
<b>McHutchison</b> Kentucky, US	40 Shuman Blvd. #120 Naperville, IL 60563	T. 800-943-2230 F. 866-234-8884	info@mchutchison.com www.mchutchison.com
<b>Messick Co., LLC</b> California, US	142 N. Central Ave. Campbell, CA 95008	T. 408-871-9816 F. 408-871-9839	messickco@comcast.net www.messickco.com
<b>MorningStar Grower Services</b> Michigan, US	26865 36th St Gobles, MI	T. 269-655-5854 F. 269-628-2823	Davidm.msgs@gmail.com www.mstargs.com
<b>ePlantsource</b> Colorado, US	10955 Westmoor Drive Westminster, CO 80021	T. 855-647-8440	info@ePlantSource.com www.ePlantSource.com
<b>Vaughan's Horticulture</b> Illinois, US	40 Shuman Blvd. #120 Naperville, IL 60563	T. 855-864-3300 F. 855-864-5790	info@vaughans.com www.vaughans.com





# Calendar 2024

January 1<sup>st</sup> New Year's Day  
January 15<sup>th</sup> Martin Luther King Day  
February 14<sup>th</sup> Valentine's Day  
February 19<sup>th</sup> Presidents Day  
March 31<sup>st</sup> Easter  
May 12<sup>th</sup> Mother's Day  
May 27<sup>th</sup> Memorial Day

June 16<sup>th</sup> Father's Day  
July 4<sup>th</sup> Independence Day  
September 2<sup>nd</sup> Labor Day  
October 31<sup>st</sup> Halloween  
November 11<sup>th</sup> Veterans Day  
November 28<sup>th</sup> Thanksgiving  
December 25<sup>th</sup> Christmas

## January

WK	SU	MO	TU	WE	TH	FR	SA
1		1	2	3	4	5	6
2	7	8	9	10	11	12	13
3	14	15	16	17	18	19	20
4	21	22	23	24	25	26	27
5	28	29	30	31			

## February

WK	SU	MO	TU	WE	TH	FR	SA
5					1	2	3
6	4	5	6	7	8	9	10
7	11	12	13	14	15	16	17
8	18	19	20	21	22	23	24
9	25	26	27	28	29		

## March

WK	SU	MO	TU	WE	TH	FR	SA
9						1	2
10	3	4	5	6	7	8	9
11	10	11	12	13	14	15	16
12	17	18	19	20	21	22	23
13	24	25	26	27	28	29	30
14	31						

## April

WK	SU	MO	TU	WE	TH	FR	SA
14		1	2	3	4	5	6
15	7	8	9	10	11	12	13
16	14	15	16	17	18	19	20
17	21	22	23	24	25	26	27
18	28	29	30				

## May

WK	SU	MO	TU	WE	TH	FR	SA
18				1	2	3	4
19	5	6	7	8	9	10	11
20	12	13	14	15	16	17	18
21	19	20	21	22	23	24	25
22	26	27	28	29	30	31	

## June

WK	SU	MO	TU	WE	TH	FR	SA
22							1
23	2	3	4	5	6	7	8
24	9	10	11	12	13	14	15
25	16	17	18	19	20	21	22
26	23	24	25	26	27	28	29
27	30						

## July

WK	SU	MO	TU	WE	TH	FR	SA
27		1	2	3	4	5	6
28	7	8	9	10	11	12	13
29	14	15	16	17	18	19	20
30	21	22	23	24	25	26	27
31	28	29	30	31			

## August

WK	SU	MO	TU	WE	TH	FR	SA
31					1	2	3
32	4	5	6	7	8	9	10
33	11	12	13	14	15	16	17
34	18	19	20	21	22	23	24
35	25	26	27	28	29	30	31

## September

WK	SU	MO	TU	WE	TH	FR	SA
36	1	2	3	4	5	6	7
37	8	9	10	11	12	13	14
38	15	16	17	18	19	20	21
39	22	23	24	25	26	27	28
40	29	30					

## October

WK	SU	MO	TU	WE	TH	FR	SA
40			1	2	3	4	5
41	6	7	8	9	10	11	12
42	13	14	15	16	17	18	19
43	20	21	22	23	24	25	26
44	27	28	29	30	31		

## November

WK	SU	MO	TU	WE	TH	FR	SA
44						1	2
45	3	4	5	6	7	8	9
46	10	11	12	13	14	15	16
47	17	18	19	20	21	22	23
48	24	25	26	27	28	29	30

## December

WK	SU	MO	TU	WE	TH	FR	SA
49	1	2	3	4	5	6	7
50	8	9	10	11	12	13	14
51	15	16	17	18	19	20	21
52	22	23	24	25	26	27	28
1	29	30	31				



# Contact

## Customer service



**Isaura Voet**  
Customer Service  
USA & Canada  
T. 305-447-2636  
isaura@gediflora.be

## Contact

Schierveldestraat 14  
B-8840 Oostnieuwkerke  
Belgium

T. +32 51 26 88 88  
F. +32 51 22 22 49  
info@gediflora.com  
www.gediflora.com

**DESIGN & CONCEPT**  
Advertising agency Plug  
www.plug.be

## Sales and technical support



**Bernard Chodyla**  
T. 850-445-2591  
bernard@gediflora.com



**Rene Den Hoed**  
T. +31 6 53 37 69 36  
rene@gediflora.be

## To place an order

orders@gediflora.com

## Social

- FACEBOOK
- INSTAGRAM



