

FIRST CLASS NEWS FLASH



August 2005

A follow up to the June News Flash (a clean start), the crop of the month August, and more trial results are the topics of this News Flash issue. Please excuse the delayed August issue; I will work hard to have the next one ready on time.

A clean start - Part 2:

In the June News Flash you read about the new construction going on in Costa Rica and got an inside view on our new state-of-the-art propagation area, the new geranium area in construction, and our increased spring plant area. In total, we almost doubled the area for Selecta First Class material.

Once again I had to pack my suitcase and travel to Costa Rica, what a tough call. On my way back, I used the time during the flight and in the lounges to tell you the latest about the stock plants at Florexpo, our production partner in Costa Rica.



The construction got finished in time, and the geraniums are planted and found a new home in state-of-the-art facilities. We reported about the changes we made briefly in our June News Flash: We built smaller, fully separated houses that are absolutely independent and in case something happens, easy to seal off from the rest of the production areas. We added a huge drainage system; a 10-inch-high sealed concrete barrier around each house; large double-room entry areas;

FIRST CLASS NEWS FLASH



and movable shades for optimum light conditions. All water used comes from controlled sources (directly from a sealed well) and is chlorinated to add extra security. But the most important message is, whatever we do in one growing area, we will do in the other ones. All of our products are produced following our high standards and sanitary protocols.



Only certified and trained staff are allowed to enter our production areas (sorry, no visitors are allowed to go inside any of the Selecta production houses) and have to follow strict protocols. Before entering, they must brush their shoes and step through a foot bath. It is a double room (three door) entry area. In the first room, shoes are changed (rubber boots are dedicated to each house) and hands are washed by using a brush to clean fingers and important the nails. In the second room, the staff puts on coats and gloves and proceeds by stepping into our second foot bath into the production area (disinfection hands / gloves upon entry).



We divided each table into so-called units; a unit holds 100 bags (25 rows and 4 bags in a row) for added security. After each unit, hands are disinfected (knives are changed after each bag). The bags are held by wires and hang almost freely waist-high over a concrete floor. We use trip irrigation where the end of the

FIRST CLASS NEWS FLASH



'spaghetti' does not touch the medium, and water can't flow back into the main pipe. Also, there is a run-back stopper in each valve. On top of this, we chlorinate the water, so germs don't have a chance.

Our first geranium shipments from Costa Rica are scheduled for week 44, and our stock is in good shape. Earlier shipments come from Israel, where we plant the stock earlier.



Moonlight™ Dark Red (left) and Sunrise™ Salmon (right) are two of our best sellers. If you take a close look at the left image you will notice the yellow ribbons indicating each unit where staff has to thoroughly disinfect their hands before proceeding.

Geraniums are one of the first crops to be planted for a new season. At about the same time our Osteospermum stock gets planted (see below), but because they grow a little faster than Geraniums, they are ready for shipping already in week 36. All the other crops are coming along and are looking good. If



you have any questions concerning our stock, please don't hesitate to contact us. We will gladly answer your questions and tell you more about where your cuttings come from and how we produce them.

When asked if I am not concerned to show and talk that openly about our stock plants, I smile and say that the times have changed. Our customers have the right to know where their cuttings come from, and we are proud of what we do. We never rest and change protocols on a regular basis. Still, there is no guarantee that something unexpected might not happen. We do our best and like to show it. It lets us sleep better at night knowing our teams and partners like Florexpo do their best and stay on top of things every day. We love what we do and we do what we love – and it shows.

FIRST CLASS NEWS FLASH



Crop of the month August - Petunia



NEW! Fame™ Petunias

Fame™ Petunias are now available in 8 colors and are part of our newly introduced HD Concept, featuring varieties with a mounding habit, compact growth, early flowering, and an overall short crop time. Even though grower level performance was our foremost focus



when selecting varieties for the HD Concept, consumer level performance is always top on our list. The images left show you the pot performance. Early flowering and a tight mounding but later trailing habit make them perfect for pot production. Available in the colors Fire, Electric Purple, Blue Velvet, Hot Pink, Pink Star, Violet Dark Eye, Yellow, and White, the Fame™ Petunia line was one of the stars at the 2005 Pack Trials.

SweetSunshine™ Petunias

SweetSunshine™ Petunias have medium-sized, fully double flowers in distinctive colors with excellent performance. Compact Nostalgia, Compact Lemon, and Compact Lilac are part of our HD Concept (see images to the right) featuring a mounding habit and very early flowering. More spreading basket varieties are SweetSunshine™ Dark Violet, Blue Vein (both are best sellers), Pink, and White.



Famous™ and Charming™ Petunias

Famous™ Petunias have a semi-trailing habit, flower early, and have a medium to vigorous vigor. Medium, to large-sized flowers and a large color range make them perfect for mixed baskets and planters. Charming™ Petunias have small flowers, are vigorous, and are outdoor queens. All have an excellent outdoor performance and will do great in landscapes and baskets. Covered with flowers they will stand out and draw attention.

Selecta First Class offers a full range of outstanding and award-winning Petunias and definitely has the right selection for you.

FIRST CLASS NEWS FLASH



The Fame™ Petunia line up – Fire, Electric Purple, Blue Velvet, Hot Pink, Pink Star, Violet Dark Eye, Yellow, and White in 4” pots. The 12 “ baskets show Fame™ Yellow, and Electric Purple in full bloom.



SweetSunshine™ Compact Lemon in a 4” pot, SweetSunshine™ Compact Nostalgia in a 12” basket, and SweetSunshine™ Blue Vein in a 20” container outdoors.



Charming™ Lilac Vein in a 20” container outdoors, Famous™ Pink Morn in a 12” basket, and Famous™ Blue in a mixed basket.

Trial Report – Part 2

Outdoor trial season comes to an end and, in August I visited the CSU, Fessler, and Westcan trials. Angela, our Sales Manager, went to the PennState trial out East and reported about the excellent performance of MiniFamous™ Calibrachoa and ColorPower® New Guinea Impatiens. ColorPower™ is not as well known yet as MiniFamous™ but see for yourself images from the trials we visited. If you haven't tested ColorPower®, give them a try. Besides their great performance you will love the volume discount breaks you could reach by ordering more products from Selecta First Class.

FIRST CLASS NEWS FLASH



Mohave™ Basket Yellow, Fuego™ Purple Violet, and Charming™ White Blue Vein at the CSU trial.



ColorPower® Electric Orange, ColorPower™ Fire, Sunrise™ Red, and Sunrise™ Orange at the CSU trial.



Top row: Moonlight™ Dark Red, Surnise™ Violet, and Moonlight™ Lavender Blue at the Westcan trial.
Image to the left is ColorPower® Electric Orange at the PennState trial.

Selecta First Class offers excellent genetics, high quality products, and competitive pricing, a value that is second to none. And not to forget, great service from dedicated people.

FIRST CLASS NEWS FLASH



Now is the time to order your Osteospermum, Geranium and Pot Carnation. Contact us for availability, technical help and planning of your crop. For selected crops like Geranium and Osteospermum we offer the possibility to take tip-cuttings. Contact our office or NARA for more information and ask for our Self-Propagation & Licensing Information and Flowering-Only License Agreement.

Please contact:



North American Royalty Administration
P.O. Box 6169
Oxnard, CA 93031
Phone 805-487-3858
Fax: 805-487-4469



Top left: choose from compact-medium and medium-vigorous Zonal Geranium varieties (Moonlight™ and Sunrise™ lines).
Top right: **FlowerPower™ Pink + Eye** Osteospermum
Lower left: **SuperTrouper™ Lilac on Purple** Pot Carnation;
Lower right: **Royal™ Black Rose** Ivy Geranium;

Let it rain:

We mentioned a huge drainage system and to be able to see what we mean, Sergio the head grower for the Selecta First Class production at Florexpó stepped into one of them. Each house has such a main drain collecting the water from the roof and making sure no outside water can enter the production area – and to be more than sure we added the 10-inch-high sealed concrete barrier as seen at the bottom of the black screen.



For information, varieties, services and NEWS visit our website 'firstclassplants.com' and request our new catalogs.

Sincerely yours,
Stefan Reiner

First Class: Where innovation, reliability, quality, and customer service meet.