

# SELECTA FIRST CLASS NEWS FLASH



December 2006

This year has almost come to an end, and looking back I must admit that it has gone by fast. December is the perfect time to look ahead at the 2007 Poinsettia season with all results from this season still fresh in our minds and getting technical about Calibrachoa for the upcoming spring annual season. Remember, too, it is time to book the annual Pack Trial tour, and Selecta is the stop you don't want to miss in 2007.

## "Feelings" is what you need!



The last weeks I visited Poinsettia growers and trials in different parts of the U.S. and Canada. It became very clear that one variety delivered outstanding results no matter where I went. The Christmas Feelings series works from North to South and East to West. It is the perfect mid-season red variety for pots up to 6.5-inch, and it comes as a series with great colors. Christmas Feelings White was improved, and in 2007 we will ship a new sport that is closer to the red variety. It was improved in vigor, color, and finishing time. The colors Red, White, Pink, and Marble are now perfectly matched, and you can add a range of other varieties selected to fit the Christmas Feelings series.

### Christmas Feelings facts:

- Natural flowering time is the last week of November (around **November 26**). The response time is **8.5 weeks** (if black-out is used).
- It has a **low-medium vigor** with low PGR needs, perfect for all pot-sizes up to 6.5-inches. Compared to varieties like Prestige Red and Freedom Red, we recommend planting it one week earlier. You can plant it the same time as Prestige Early Red (more compact than the late flowering Prestige Red), and Feelings will finish perfectly for the main selling season right after Thanksgiving.
- It has a **V-shaped upright branching** structure with **sturdy stems**, effectively reducing shrink. It is a very **space efficient** variety, allowing you to grow more plants per square feet/meter. It is easy to pack and ship with virtually no shrink left behind.
- It has **free and easy branching**. Leave only as many nodes as you need bracts and forget about special Florel treatments.
- Perfect growing temperature (after the beginning of short days) is 65°F / 18°C average day temperature. If slightly smaller bracts and darker colors are not a problem, it can be grown with 63°F / 17°C average day temperature making it a very **energy efficient** variety.
- It has an **outstanding root system** tested on concrete flood-floors by some of the largest growers in North America and Europe. According to them, they haven't seen a variety performing so well on flood-floors before.
- Heat delay is not an issue. It finishes **very reliably** year after year.
- Select from a broad range of colors and add similar varieties to your program, increasing your choices even more.
- **Excellent post-harvest** characteristics will improve sell-through and reduce shrink at retail.

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In short, Feelings is:

- Space Efficient.
- Energy Efficient.
- Low maintenance.
- Strong, reducing shrinkage to virtually zero.
- Easy to grow.
- Dependable to finish right for peak shipping.
- Reliable.
- Known for its excellent post-harvest characteristics.
- Easy to choose from a large color range.



Christmas Feelings



Christmas Feelings White



Christmas Feelings Pink



Christmas Feelings Marble

Varieties that fit perfectly to the Christmas Feelings series are:



Amazing Pink



Cinnamon Candy



Apricot Candy

**Amazing Pink** (improved for the 2007 season), **Cinnamon Candy**, and **Apricot Candy** are great color additions to the Christmas Feelings series. They are no sport but were especially selected to fit into the series. For the 2007 season we offer trials of **Christmas Feelings December Red**, a variety that flowers one week later with all the great features you expect from a true Feelings, a perfect to finish the Poinsettia season. It can be grown together with the other varieties, making it even easier to put Feelings on your list. Below are more Christmas Feelings images from different locations.



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The images on this page show the **Christmas Feelings series** in a large-grower environment. It was used in different pot sizes (standard and tabletops) for wholesale. The images speak for themselves and this grower is using Selecta genetics to increase profits.

The varieties shown are Christmas Feelings, Christmas Feelings White, Christmas Feelings Pink, Christmas Feelings Marble, and Cinnamon Candy.



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## MiniFamous™ is #1 in North America (and all you need)

For the 2006/07 season, Selecta offers five different lines for a total of 33 varieties with all the great characteristics MiniFamous™ is famous for: Uniform growth habit, flowering, and performance throughout the lines. How to use the different lines is explained below.



**MiniFamous™ Double Pink** is the recipient of the 2006 *Medal of Excellence* Industry Choice Award.

A breeding breakthrough and the hottest new variety of the year is MiniFamous™ Double Pink, the world's first double-flowering Calibrachoa. Large double flowers in perfect pink combined with MiniFamous™ performance are just some of the highlights of this new breed. MiniFamous™ Double Pink has a high vigor, excellent branching, semi-trailing habit, flowers early (earlier than most double Petunias), and is self-cleaning. It has a slightly wilder habit compared to other MiniFamous™

varieties and works best in baskets. It looks great in baskets and mixed containers of any kind. If there is one variety you can't miss to grow, it is MiniFamous™ Double Pink.



**MiniFamous™ Super** a new sub-series with huge flowers and outstanding colors joined our lineup of Calibrachoa. MiniFamous™ Super Purple (left) has huge brilliant purple flowers (about 2 inches in diameter) and a medium to high vigor. The sister variety to Super Purple is MiniFamous™ Super Red with huge dark red flowers, a low to medium vigor, and later flowering than Super Purple. Expect the same level of performance as from our latest MiniFamous™ superstars just with significantly larger flowers.

Traditional **MiniFamous™** Calibrachoa have a semi-mounding habit and are available in 21 distinctive colors. They are perfect for mixed baskets and larger mono baskets.



More colors are now available in our **MiniFamous™ Compact** line (left) with a more mounding and compact habit, perfect for pot production and now available in 7 colors.

**MiniFamous™ Sun**, available in 2 colors, works great in summer.

All work in pots, baskets, and mixed containers. MiniFamous™ are known for their early flowering, easy-to-control habit, brilliant colors, excellent outdoor performance, and uniformity throughout the series. Every year, new and exciting colors join the line, and existing varieties are improved following the latest needs of growers and consumers. Almost a decade of Calibrachoa breeding offers not only excellent genetics, but

also great technical know-how and support. This ensures that MiniFamous™ is second to none.

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## Technical Information

Watch the timing of the crop. It is fast growing and early flowering; therefore, it can overgrow if started too early. Best results are achieved if planted in a well draining Petunia (peat-moss based) substrate with a lower pH and enough feed.

Calibrachos do best in full sun to partial shade and in a well-drained media with a pH of 5.6-6.0. Pinch after planting when new roots start to develop, or plant pinched liners. For good plant development, maintain night temperatures of 62-64° F and day temperatures of 67-72° F. If needed, apply B-Nine at 2,500 ppm or Sumagic® at 25 ppm as a spray. Calibrachos are good feeders. Once new roots form, start with a liquid feed program using a well-balanced fertilizer (like 20-10-20+micro) at 200-ppm nitrogen (keep EC in media below 2.0). Use acid-based fertilizers to maintain pH below 6.0. Finish time from a rooted (not pinched) liner is approx. 8-10 weeks. Watch for aphids.

As an alternative to PGR spray applications, cool-morning or PGR drenches can be used. Cool-morning: start after plants cover the pot surface. Drop temperature 2 h before sunrise to 52° F for a period of 4 h but maintain an average day temperature of 67° F (if needed, raise night temperatures). PGR Drench: Drench pots with Sumagic® after plants cover the pot surface at 0.25 – 0.50 ppm. Drench baskets just before finished size with Bonzi® at 3-5 ppm. This will keep flowers above the foliage and prevent stretch. Concentrations vary depending on climatic conditions. Perform trials, and always read the user's manual.

All images below are from our 2006 Pack Trial crop and were taken end of week 7.



**MiniFamous™** work great in 5-inch pots (two top left images), 6-inch pots (center right), gallons (top right), and baskets (lower images). The two center baskets show the difference between traditional MiniFamous™ varieties (center left) and the new MiniFamous™ Compact varieties (center right). Uniformity and early flowering are just some of the reasons why MiniFamous™ is America's #1 Calibrachoa series. If your Calibrachoa crop doesn't look like the images shown, you should test MiniFamous™.

The 5-inch pots (top left images) have one plant per pot and one pinch. This is the perfect stage to apply a Sumagic drench with 0.25 PPM.

We used two plants in the 6-inch and gallon pots, pinched once, and applied 2 B-Nine 2,500 PPM PGR treatments until the shown stage.

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The 12-inch baskets (two different planting dates) are planted with 4 plants per basket, one pinch, and had also 2 B-Nine treatments using 2,500 PPM. The larger pots and baskets got finished with a Sumagic drench with 0.25 PPM applied when plants reached about 80% of their desired size (basket center right reached that stage for a MiniFamous™ Compact variety). The lower right image shows a finished MiniFamous™ Pink (traditional MiniFamous™) basket about two weeks after the drench was applied.

## Common Problems:



The left image shows Fe deficiency caused quite often by poor soil quality (not airy enough and/or high pH).

The right image shows a stressed old plant with drying foliage in the center of the plant. It is important to not hold Calibrachoa too long (it is a quick crop) and avoid water stress.



Please remember that MiniFamous™ Double Pink is a vigorous variety. It is more vigorous than MiniFamous™ Cherry Pink and has a more upright habit. Don't start it too early, but finish it quickly for best results. Apply PGRs early and as often as needed.

This technique also applies to MiniFamous™ Super Purple with the difference being that it will flower very early, cutting down production time by about 2 weeks compared to other MiniFamous™ varieties.



Left: MiniFamous™ Super Purple in a 5-inch pot / 1 plant per pot 6 weeks after planting a liner (not pinched).

Right: MiniFamous™ Super Purple flower on top of a regular Calibrachoa for flower size comparison.

## Selecta First Class - Redefining Pack Trials

Selecta First Class is proud to announce their new Pack Trial presentation called: **The Profit Center™**

"The Profit Center™" will focus on growers and their distributors and help sales reps to serve their customers even better. Selecta will present the 2007/08 spring annual program plus the 2008 novelties, different plant programs, and cultural trials, proving that Selecta Genetics are the way to better profits. The different theme areas will include:

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- A section presenting the introductions for 2008.
- A display of selected varieties in larger pots, gallons, and baskets.
- Mixed planters in different sizes and shapes.
- A workshop area where Selecta will present real cultural trials set up as workshops and featuring Selecta's different plant programs like the HD<sup>®</sup> Concept, Sun-lovers, and much more.

In addition to a snack area, Selecta will offer an internet café (featuring a hot spot). Visitors can do business with their customers and suppliers right at the spot. They even can check Emails, send images, update their clients, and much more while enjoying Selecta's hospitality.

The Profit Center will open its doors April 14-22, 2007, from 8:00 a.m. to 5 p.m. in Encinitas, CA. Please contact us for further information and reservations by visiting our website <http://firstclassplants.com>, sending an Email to [info@firstclassplants.com](mailto:info@firstclassplants.com), or calling toll free 800-955 5644. To better serve our visitors, reservations will be required!

**The Profit Center™** is the 2007 Pack Trial location you don't want to miss!



The entire SFC team wishes you Happy Holidays, Merry Christmas, and Happy Hanukkah. We thank you for your business and are looking forward to another successful season together.

Angela, Bonnie, Brittney, Jennifer, Lida, Michele, Sabina, Sue, Frank, Nils, Noe, and Stefan.

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.**

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