

SELECTA FIRST CLASS NEWS FLASH



March 2007

With less than one month to go to Pack Trials, the preparation is heating up and plants are finally showing first color. The March News Flash focuses on The Profit Center and the latest Poinsettia trial results.

Poinsettia Trial Results

The National Poinsettia Trials results are in and Selecta Poinsettia varieties are amongst the best once again. To see what the report says about Selecta's new varieties go to their website or check the February issue of GPN magazine. Below are the report statements about the top rated Selecta varieties.



'Christmas Angel' (Selecta First Class). Medium-red bracts were held flat to upright. The dark-green leaves were a bit elongated. Cyathia were larger than average and grouped close together. Plants were uniform with excellent branching and strong laterals. Plants flowered midseason and were medium to high vigor. The upright, strong growth habit makes this cultivar, potentially, a good choice for larger containers.



'Christmas Star Bright Red' (Selecta First Class). This cultivar had clusters of dark-red, small to medium-sized bracts that faced upwards, producing a very uniform floral display. There were only small differences in color and display between 'Christmas Star Red' and Bright Red, and both colors had the same first color dates and flowering. Auxiliary shot development was excellent, and plants were very uniform. The foliage was dark green. This cultivars work well in 6½-inch or larger pots but also can be grown in smaller pot sizes with PGRs.



'Amazing Pink' (Selecta First Class). This cultivar had rich, medium-pink bract with tiny white flecks. A few bracts on a few plants were boldly marked with white splotches. The upright- to flat-facing bracts elongated with a smooth edge. The elongated leaves were dark green with smooth edges. Plants had uniform breaking. Plants flowered mid to late season and had medium vigor.



'Apricot Candy' (Selecta First Class). As the names states, the bracts were a pale pink / apricot color with darker pink flecks. There was some variation in color, with about half of the plants having darker bracts. The smooth-edge bracts were upright to flat facing. Plants flowered the middle of November and had medium vigor.

SELECTA FIRST CLASS NEWS FLASH



'Cinnamon Candy' (Selecta First Class). This was a slightly darker version of 'Apricot Candy', but the bracts seemed to be thicker, feeling more substantial. The bracts were also larger, more elongated and smoother edged than 'Apricot Candy'. Bract presentation was upright to flat. :Leaves were very dark green, and the plants had medium vigor. Plants flowered midseason.

The Christmas Feelings series and Christmas Star were selected 'Best of the Poinsettia trials 2006' by one participation location. White Christmas® was selected by two trial locations (out of three).



The Christmas Feelings series is Europe's #1 Poinsettia, and more and more growers in North America discover this next generation Poinsettia cultivar. It has an 8.5 week response time, a medium vigor, excellent branching, upright and sturdy stems, strong root system, large showy bracts, and outstanding post-harvest characteristics. It's lower temperature needs fit today's market and prove once more that Selecta genetics improve your bottom line. All five colors have the same vigor, response time, and habit. An easy-to-grow cultivar for today's Poinsettia growers.



A top mid-season dark red cultivar is **Christmas Star**. Its large, long-lasting centers and true dark red color make this variety unique and perfect as an additional red to Christmas Feelings. It has a similar habit and finishes in 8.5 weeks. Slightly smaller star-shaped bracts give it a different look. Christmas Star is slightly more vigorous than Christmas Feelings and is available in Pink, Bright Red, and Burgundy.



White Christmas® is improved in habit, vigor, and most important it finishes earlier: Response time is 8.5 weeks, a week earlier than its predecessor. The same paper white color is now available on a better plant. Finish it warm for best color and bract size.

'White Christmas®' (Selecta First Class). The breeder company has replaced the old 'White Christmas' with this new one, which is a nice improvement and fills a void in the current varieties. This is especially important considering the use of white cultivars for painted Poinsettia. For growers looking for the poinsettia with one of the best white color, this is it. 'White Christmas®' finishes the first week of December after most of the other good white varieties, which alleviates the need to hold other cultivars past their primes. Growth habit is generally upright, and vigor is low to medium. It is a medium-green leaf variety.

Please visit the National Poinsettia Trials website for the complete report and the great recommendations and graphical tracking data.

SELECTA FIRST CLASS NEWS FLASH



First Color



March is when growing the crop for Pack Trials becomes fun. The first plantings and varieties start to show color and seeing the new stuff in bloom is especially exciting. Quite often we check daily on new varieties, awaiting the buds to open up that could happen at anytime. The image to the left shows our new Charming™ Blue. The whole Charming™ series was replaced with more compact, easier-to-control, and early flowering varieties. The series has joined our Concept HD® line-up and is perfect for pots, baskets and also mixed planters, as the image shows. Charming™ does especially well when the Petunia should mix-in and not take over.

The Osteospermum varieties planted in baskets and large containers started to show their stunning and bold colors. Kenai™ Pineapple Blush (left) and Kenai™ Orange Dream (left center) are planted in 12-inch baskets using three plants per pot. They received a PGR drench early on. Zion™ Pink Sand (right center) and the new Zion™ Amethyst (right) are planted in large planters (4 plants per pot) and did receive a drench during their pre-culture in 5-inch pots.



Some of Selecta's top-selling varieties started to show color (from left to right): MiniFamous™ Sangria, with its large dark red flowers and medium vigor; Fame™ Salmon Pink, which is part of our highly successful Fame™ series; FlowerPower™ Yellow, the best yellow Osteospermum, period; Serengeti, our best-selling inter-specific ® Nemesia series.

The Serengeti® basket is a mix of Serengeti® Yellow, Serengeti® Red, and Serengeti® Apricot Pink. Plats were pre-grown in 5-inch pots prior to planting them in 12-inch baskets (with 3 pots per basket).



SELECTA FIRST CLASS NEWS FLASH



MiniFamous™ did it again and remains the bench-mark Calibrachoa series. Top selling varieties like MiniFamous™ Peach were improved. MiniFamous™ Peach evol. (left) is an earlier flowering and better branching variety. Six varieties joined the highly successful MiniFamous™ Compact line. Below, starting from the left, are the new MiniFamous™ Compact Watermelon, MiniFamous™ Compact Gold Red Eye, MiniFamous™ Compact Dark Red, and MiniFamous™ Compact Coral. The outstanding MiniFamous™ Safran changed to the Compact series and completes the color line-up with the new MiniFamous™ Compact Dark Blue and the improved earlier flowering MiniFamous™ Compact White evol.



But that is not all. There are two new MiniFamous™ Double varieties, two new and one improved MiniFamous™ Sun variety, and one new and one improved MiniFamous™ variety. That is a total of 14 new and improved varieties for 2007/08.



The basket to the left is a mix of MiniFamous™ Compact Safran, Compact Plum, and Compact Red just before we applied our PGR drench. Below, starting from the left, is the new Lara™ Dark Blue Nierembergia, the sister variety to last year's introduction, Lara™ White; the all new Namid™ Bidens with huge golden-yellow flowers and a medium vigor; the new Marino™ Blue Heliotrope with its new sister varieties Marino™ Silver Blue and Marino™ White (not shown); and the new Fuego™ Burgundy Verbena with large burgundy flowers and a medium vigor. There are five new Fuego™ Verbena varieties, making this series to one of the best large-flowering and medium-vigorous Verbena lines available.



SELECTA FIRST CLASS NEWS FLASH



MiniFamous™ Super Purple (left) has huge flowers, a mounding habit, flowers very early, and finishes quickly. It's a new breed of Calibrachoa that we introduced last year. One of our two new

additions to the Lascar™ Verbena series is Lascar™ Red Surprise (right). It has red and white flowers and dark green foliage. In all our trials it was a great summer performer and outstandingly tolerant against mildew and any other diseases.



Part of our technical trials for The Profit Center™ 2007 is a Non-pinch trial. One of the crops included is Osteospermum. The plants to the left are part of this trial and weren't pinched. They received a CCC drench and - more details at The Profit Center™ 2007☺.



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

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, or calling toll free 800-955 5644. To better serve our visitors, reservations will be required!



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

Visit Selecta First Class® Pack Trials to learn how to increase your Profits.

For more information regarding the Selecta First Class Profit Center™ 2007 or to schedule an appointment, please call us at 800-955-5644 or visit our web site firstclassplants.com. To better serve our visitors, reservations will be required.

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