

Poinsettias on my mind

In October I start to travel all over to see Poinsettias. This includes the U.S., Canada, and Europe. I just finished my first trip and a report is included. You will hear more about Poinsettias in the upcoming issues as well. Stay tuned for more!

The Combo with a Kick was well received, so I decided to add another one. You can find recipe #3 on our MiniFamous Club website as it includes Calibrachoa, so check it out <http://minifamousclub.com> and go to the forum.

Well, Poinsettias are on my (or better our) mind so check out all the new varieties for 2010 introduced in this issue.

The NewsFlash is now on Twitter. Check it out and follow my tweets!

There is lots to read in the October News Flash, so sit back, relax, and enjoy this issue.

Sincerely yours,
Stefan Reiner



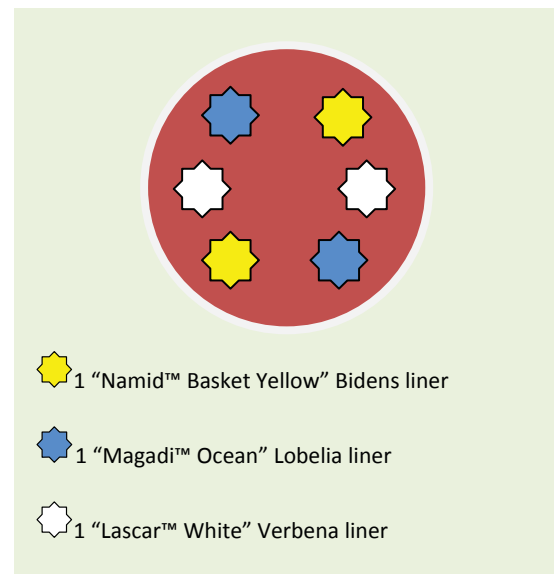
Variety of the Month

Namid™ Bidens just work. Namid™ Yellow is perfect for mixed baskets. Its controlled vigor keeps it in perfect harmony with other varieties in the mix. Namid™ Compact Yellow is perfect for pots and mono baskets. Namid™ have large flowers and hold up well in summer.

Combo with a Kick - 2!



This Combo with a Kick combines the bold colors of "Namid™ Basket Yellow" Bidens and "Magadi™ Ocean Blue" Lobelia with the clear soothing color and large scented flowers of "Laszar™ White" Verbena. By Selecta First Class.



Selecta has put together a number of combinations using only three different varieties/crops in 12-inch baskets. Our goal was to show that sometimes less is more. The selected combination was one of the favorites. It combines three top-selling Selecta varieties:

The kick comes from the controlled growing Bidens "Namid™ Basket Yellow" with its bold, golden yellow, large flowers, and great summer performance. A Bidens that works very well in

mixed baskets, not too compact but not too wild either.

Great contrast comes from the best-selling Lobelia "Magaid™ Ocean Blue." Its flexible branching makes it perfect for mixed baskets, the color is bold, and the white center creates that appealing effect. The "Magadi™" Lobelia series is known for its early flowering and great summer performance.

The balance comes from a new variety that not only looks good but is scented as well. Verbena "Lascar™ White" is an almost pure white flowering variety for spring. Its growth is behaved, and it will come out of every corner. It flowers very early, so there will be a lot of color at point of sale.

Production

Starting from rooted liners is quite straight forward, as all three varieties used have quite similar needs. For a 12-inch basket, use 2 liners per variety and plant as shown above. The crop time from liners is about 9 weeks, depending on the location and time of the year. Use a well-draining growing medium with a pH of 5.8 to 6.2 and a low EC of 1.2 to start with. After planting, water the baskets slightly in without soaking them. Keep them warm until roots have formed and a pinch can be performed. Hang them about two weeks after pinching in a bright, well-ventilated location. Increase fertilizer rates to an EC of 1.8 to 2.0 by using 200-250 PPM N of a well-balanced fertilizer with micro nutrients. Keep temperatures at 65-75° F days and 50-60° F nights. Cool morning drops will help to improve plant quality, flower and foliage color, plant habit, and harden the plants. Start treatments after plants have branched well and cover the basket surface. Lower temperature by 8-12° F about 2 hrs before sunrise until 2-3 hrs after sunrise. Keep the average temperature up in order to avoid delaying the crop.

Avoid drying out or over-saturating the growing medium, as this will not only affect plant quality but also the finish time. Roots will suffer when conditions change from one extreme to the other. Grow them on the dry side, letting the substrate become dry (color turns light brown) before watering. But do so before the substrate starts to separate from the pot edge. Use B-Nine sprays to control the baskets with a rate of 1,500 to 2,000 PPM. Most common pests and diseases are aphids, thrips, botrytis, and pythium. Good water management and climate control will take care of fungal diseases. If necessary apply recommended fungicides. Scout for pests regularly and treat early on. Please contact us for more information.

Follow my Tweets

Technology is great, so I decided to take the Selecta NewsFlash to twitter™. I just signed up and started to post my first tweets. You can follow my travels by signing up to follow my tweets on <http://twitter.com/StefanReiner>. You can just read what I post or be more active by responding.

To be honest, it is my first time on twitter™. My wife is on Facebook and I check it out sometimes. I am not active but reading it. Since I signed up on twitter™ I started to follow tweets from Christ Beytes, Delilah Onofrey, Ellen Wells, and many others. So far it sounds like fun. We will see how this one turns out.

Why should you follow my tweets? I will be on the road a lot until the end of this year. After Vancouver I will visit a trade show in Toronto, go to Germany for meetings, participate in the Ball-Selecta Tech Meeting for rooting stations, visit Costa Rica and Guatemala, visit a number of Poinsettia trials throughout the nation, go to Italy and Germany for Poinsettia variety meetings, visit our farms in Kenya and Uganda, and last but not least I will visit Jim Barrett to see his Poinsettia trial. So if it works, there might be tweets to follow from three continents.

Don't worry, I wont send thousands of tweets. The idea is to send you tweets whenever I see something exciting or new concerning our industry worth sharing. So you may not get a tweet for a week or two, or lots of them if I see great stuff.

If you decide not to follow my tweets or if you can't get any tweets, don't worry, I will still write my monthly NewsFlash and write about what I think is worth sharing, including great images.



New Selecta Poinsettia varieties for 2010

Selecta is more excited about this poinsettia season than ever before, and we trust you will agree. Throughout the pages of our 2010 Poinsettia catalog, you will find many of the market's premier genetics, including a terrific array of new varieties introduced below.



Christmas Day™

Christmas Day (formerly SK 64)

Energy-efficient and a great quality plant for the early market, Christmas Day presents beautiful, large bracts in a rich, dark red with large cyathias and overall appealing shape. This variety delivers medium vigor; a round, V-shaped habit; sturdy stem; great branching characteristics; and a flood-floor-proven root system. The easy-to-control vigor makes Christmas Day a versatile choice for different pot sizes and plant formats.

Happy Christmas (formerly SK 65)

A top pick in 2009 grower trialing! The star-shaped, medium-sized bracts of Happy Christmas are a standout true red that delivers superb appeal under the artificial light of retail stores. This versatile variety has medium vigor; round, V-shaped habit; extremely sturdy stems; and great branching. It finishes early mid-season with a 7.5-week response time.



Happy Christmas™



Noel™

Noel (formerly SK 67)

Different from our other new red varieties, Noel is a perfect choice for high-quality plant formats. It has medium-high vigor and upright branching with an overall round growth habit. The large, dark red bracts assure the appeal needed for larger plant formats. This energy-efficient variety finishes mid-season with an 8-week response time.

Christmas Beauty™ (formerly SK 62)

Combining a mid-season finish with space efficiency, the plants have very attractive, mid-size red bracts; a V-shaped growth habit; and thick, sturdy stems. Because of its low vigor, Christmas Beauty is easy to control but should be planted earlier. It has dark green foliage, excellent branching, strong flood-floor-proven root system, and very good post-harvest characteristics.



Christmas Beauty™



**Christmas Feelings™
Dark Salmon**



**Christmas Feelings™
Cinnamon evol.**



**Christmas Feelings™
Red Cinnamon**

We are adding two new and one improved variety to our best-selling Christmas Feelings series. They can be started and grown the same way as all other varieties in the series. Christmas Feelings Dark Salmon is a great, dark salmon orange, standing out in the crop. Christmas Feelings Cinnamon evol. was improved and now fits the series perfectly. A new and exciting addition is Christmas Feelings Red Cinnamon with its red-spotted, candy color on dark, almost black foliage.



Merry White™



Christmas Angel™ Marbella

Merry White™, a dark foliage cultivar, is earlier and more vigorous than Christmas Feelings White. Merry White just may be the perfect white cultivar to start the season and to use for painting.

Christmas Angel™ Marbella is a new addition to our Christmas Angel series. With its intensive, dark salmon marbling and almost black foliage, it sets out to replace one of the oldest marble varieties still used today.

White Christmas® evol. is even better than the original. Star-shaped bracts are almost paper-white and have great consumer appeal. The improved variety is earlier, has a slightly lower vigor, and is therefore easier to grow.

Christmas Carol™ Pink evol. was improved and now fits the series perfectly.



White Christmas® evol.



Christmas Carol™ Pink evol.



Christmas Season™

Christmas Season™ Series

Our brand new, early-season Christmas Season series presents a high-quality look thanks to its large, showy bracts with thick, long-lasting centers and thick, sturdy stems. The energy-efficient varieties have dark green foliage, excellent branching, and very good post-harvest characteristics. These medium-vigor plants are adaptable to a wide variety of product forms.



Christmas Season™ Fire



Christmas Season™ White



Christmas Season™ Pink



Christmas Season™ Marble

Poinsettias in Vancouver, B.C.



My first Poinsettia trip of the season took me to the greater Vancouver, B.C., area. I saw a whole lot of Poinsettias and quite a large number of them were from Selecta. Our market share in this area has been increasing steadily over the past years. The #1 variety from us is the Christmas Feelings™ series. It is used in 6-inch and 4- to 5-inch pots, and growers love it. But also our newcomers from 2009 and futures for 2010 have left their mark with growers.

A variety used in larger pot formats from 6-inch up is the Christmas Angel™ series. The image to the left shows Christmas Angel in a 6-inch pot with the crop behind.

Christmas Feelings to the right showed its potential at every grower I went. All use it and all love it.

The #2 variety is Christmas Eve™ and as you can see in the second image row, it works great in 6-inch pots and has a truly flood-floor proven root system. It finishes a week prior to Christmas Feelings and is therefore a good companion to it. Use Wintersun as white and Pink Candy as pink for an early finishing series.

A newcomer for 2010 is Christmas Day (SK 64) as shown in the images in the third row. It has a great root system, strong sturdy stems, and a versatile vigor. It looked stunning at several growers.

The bottom row of images shows the versatility of the best-selling Christmas Feelings series. Use them in 12-inch tri-color baskets and in 4- to 5-inch pots as well. I have seen the series in 8-inch pots, just add two weeks crop time.

I still have a ton of images from great looking Selecta varieties but no space left. I even took out the Selecta News portion to add more Poinsettia images. Stay tuned to see them finish as I will return to the area in week 46.



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