

Ed's Picks



This time around, every variety is an Ed's Pick!

We evaluated many new garden mums for flower size and form (decorative, double or stacked petals), vigor, habit, color, uniformity of response and heat tolerance. Only the very best made the cut, ensuring outstanding performance in your fields as well as for retailers and landscapers. Add any or all of these stunners to your garden mum program for enormous sales come Fall!

Ball is the only supplier that can proudly offer you not only our product line, but also mums from Gediflora, Fides and Yoder. We offer you high-quality unrooted cuttings from our partners' facilities. We also have the ability to offer highquality rooted cuttings from our exceptional rooted liner suppliers. And you can minimize your time sourcing your garden mums by working with your Ball Seed Sales Representative, a knowledgeable source about all of your garden mum options.

And you can always count on Ball Seed for the best customer service. We expanded our mum team and updated customer service training to provide you with expert assistance in selection, scheduling and garden mum culture.

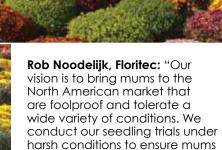
Even now, we're testing and trialing more new varieties to help you expand your offerings. Read more about this on the next page...then check out your 2015 garden mums!



Meet Ed Higgins (front left) of Wadsworth, OH, your Ball "mum guy" for 9 years! Ed has introduced new garden mums to the industry since 1985 and evaluates every Ball Garden Mum in our North American trials. To contact Ed, email ehiggins@ballhort.com or call 330 256-3628.



Thoroughly Trialed and Tested



with staying power."



What does a mum have to do to prove its worthiness for inclusion in the Ball program? Every variety goes through three years of intense, repeated scrutiny by our breeders in trials across North America. Only the very best make the grade and make their way to discerning growers like you!

Wilbert Blom, Royal Van Zanten: "My focus is always on good color, uniformity, strength and reliable flower power. That means great shelf life for the retailer and good value for the landscaper.'



Trial Sites

Ball Horticultural Company, West Chicago, Illinois

Battlefield Farms, Rapidan, Virginia

Cahill Family Greenhouses, Salem, Missouri

Lou Davino Jr. Greenhouses, Hightstown, New Jersey

DeGoede Brothers LLC, Sumner, Washington

Esman's Greenhouse, Kalamazoo, Michigan

GroLink, Oxnard, California

Henning Farm and Greenhouses,

DeMotte, Indiana

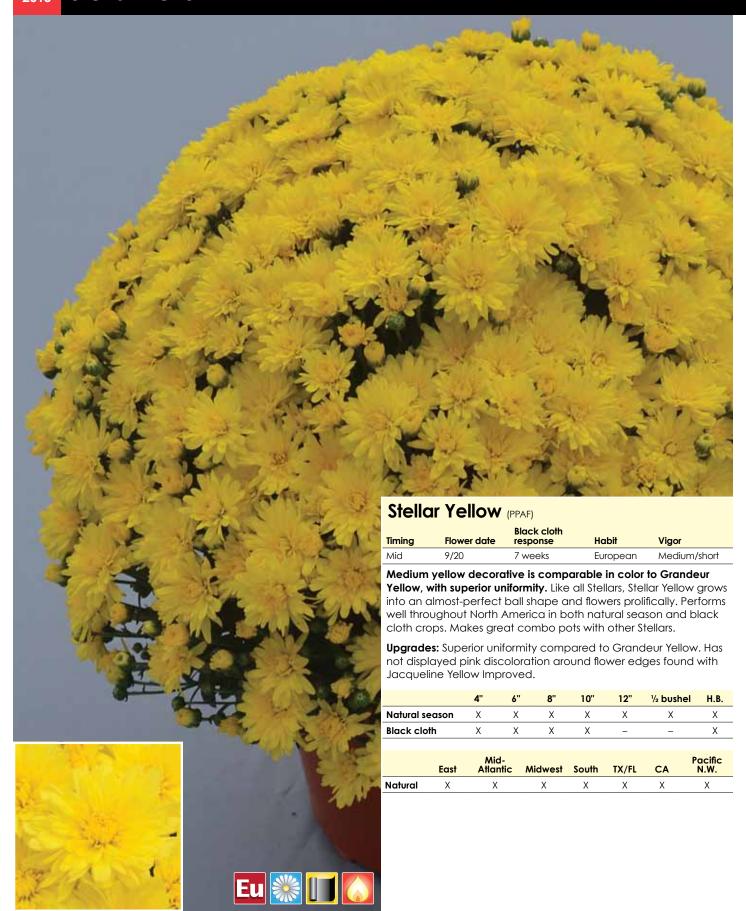
Plant Odyssey, Kyle, Texas

George Sant and Sons, Kleinburg, Ontario

Wenke Greenhouses, Kalamazoo, Michigan



NEW 2015 Stellar Yellow





Grapeberry



Grapeberry (PPAF)

	Timing	Flower date	response	Habit	Vigor	
21	Late	10/2	7 weeks	European	Short/medium	

Brilliant purple garden mum may be best-in-class for naturalseason flowering! Upgrades all of the purples and bright pinks in the marketplace. Superb color even in Texas heat, classic growth habit and extremely prolific flowering. Great color in hot black cloth flowerings. Short treatment a must for black cloth schedules.

Upgrades: More uniform, more prolific, better flower form than Plum Crazy. Less vigorous than Wanda Purple, more prolific and better color retention than Venus Purple. Little to no fading compared to Magnus Violet.

	4"	6"	8"	10"	12"	½ bushel	H.B.
Natural season	Χ	Χ	Χ	Χ	Χ	Χ	Χ
Black cloth	Χ	Χ	Χ	-	-	_	Χ

9	East	Mid- Atlantic	Midwest	South	TX/FL	CA	Pacific N.W.
Natural	Χ	Χ	Χ	Χ	Χ	Χ	Χ

Stellar Pink



Stellar Pink (PPAF)

Timing	Flower date	Black cloth response	Habit	Vigor
Mid	9/21	7 weeks	European	Medium/short

Medium to light pink decorative joins the popular Stellar family! Light pink but pleasing color in very hot environments like Texas. Has similar vigor and response as Stellar Purple, but has flowered a couple of days behind in our trials. Shares ball-shaped habit and prolific flowering response with other Stellars.

Upgrades: Provides a nice companion color to Stellar Purple, Stellar Red and Stellar Yellow in color combination pots. More prolific and uniform than Perfectly Pink and offers more aggressive vigor than Padre Pink.

	4"	6"	8"	10"	12"	½ bushel	H.B.
Natural season	Χ	Χ	Χ	Χ	Χ	Χ	Χ
Black cloth	Χ	Χ	Χ	Χ	_	-	Χ

	East	Mid- Atlantic	Midwest	South	TX/FL	CA	Pacific N.W.
Natural	Χ	Χ	Х	Χ	Χ	Х	X



NEW 2015 Orange Zest



Orange Zest (PPAF)

	Timing	Flower date	Black cloth response	Habit	Vigor
8	Mid	9/25	8 weeks	Full mound	Medium

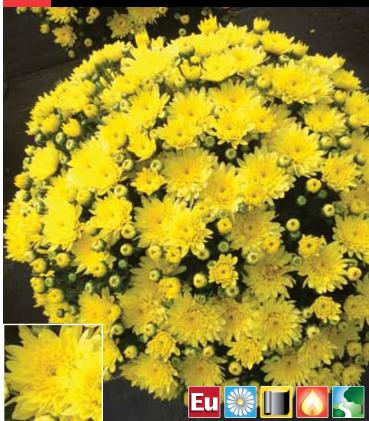
Outstanding flower color and color retention! Prolific flowering, excellent rain tolerance and long-lasting blooms for great landscape potential. Flowers close to Sunset Orange in what may be the biggest sales week in the Fall natural season, with opportunities galore to boost Fall sales. Fantastic color, even in

Upgrades: Much better flower color, flower form and color retention than Outrageous Orange. Flowers before Atomic Orange with much brighter color. Much richer flower color and better petallage than Petit Orange.

	4"	6"	8"	10"	12"	½ bushel	H.B.
Natural season	Χ	Χ	Χ	Χ	Χ	Χ	Χ
Black cloth	_	_	_	_	_	_	_

ĺ		East	Mid- Atlantic	Midwest	South	TX/FL	CA	Pacific N.W.
3	Natural	Χ	Χ	Χ	Χ	Χ	Х	Χ

Moonglow Yellow



Moonglow Yellow (PPAF)

Timing	Flower date	Black cloth response	Habit	Vigor
Early	9/17	7 weeks	European	Medium

Fresh, lemon-yellow decorative sport from popular Moonglow White. Flower color is in the range of Buttercup. Slightly less vigorous and may flower a few days behind Moonglow White. Performs well in both natural season and black cloth crops.

Upgrades: Provides a companion color to Moonglow White in both black cloth and natural season crops.

4	4"	6"	8"	10"	12"	½ bushel	H.B.
Natural season	X	Χ	Χ	Χ	X	Χ	X
Black cloth	Χ	X	Χ	Χ	-	-	Χ

	East	Mid- Atlantic	Midwest	South	TX/FL	CA	Pacific N.W.
Natural	Χ	Χ	Χ	Χ	Χ	Χ	Х



Butter N' Cream



Butter N' Cream (PPAF)

Timing	Flower date	Black cloth response	Habit	Vigor	
Late	9/27	8 weeks	European	Medium	

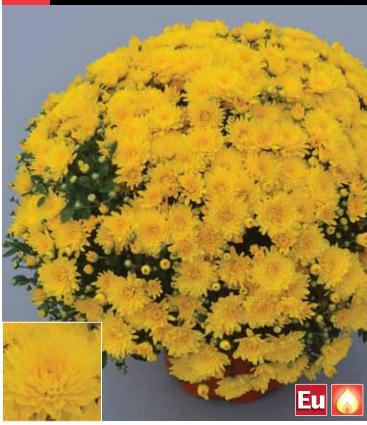
Clean white decorative offers a hint of ivory in central petals of young flowers. Flowers after Celestials and Starburst and before Pearly White; easy to grow and size up. Develops a fine spherical, European growth habit. Delivers a solid performance in deep South natural season crops, but tends to be slow in hot black cloth flowerings.

Upgrades: Offers larger flowers and superior uniformity compared to Crete. Provides a prolific and uniform white variety for late September sales in natural season. More prolific than most white varieties in its flowering season.

	4"	6"	8"	10"	12"	½ bushel	H.B.
Natural season	Χ	Χ	Χ	Χ	Χ	Χ	Χ
Black cloth	Χ	Х	Х	Χ	Х	_	Х

-		East	Mid- Atlantic	Midwest	South	TX/FL	CA	Pacific N.W.
á	Natural	X	X	X	X	X	X	X

NEW 2015 Gold Cup



Gold Cup (PPAF)

Timing	Flower date	Black cloth response	Habit	Vigor
Mid	9/26	7 weeks	European	Short

Golden yellow decorative in the range of Yellow Tang or Goldmine. Well-petalled flowers grow up to 2 in. Develops into a fine spherical plant with excellent flower counts. Solid performance in deep South/Texas natural season crops. Vigor is similar to Yellow Tang and should not require growth regulators.

Upgrades: Offers far better uniformity and more spherical growth habit than Eureka. Less aggressive and more uniform than Dandelion Wine.

	4"	6"	8"	10"	12"	½ bushel	H.B.
Natural season	Χ	Χ	Χ	-	-	-	Χ
Black cloth	Χ	Χ	X	_	_	_	Χ

	East	Mid- Atlantic	Midwest	South	TX/FL	CA	Pacific N.W.
Natural	Χ	Χ	Χ	Χ	Χ	Χ	Χ

Blooming Beauty® Collection





2015-2016 Ball Garden Mum Usage

Garden mums are extraordinarily versatile. All garden mums perform well in their natural Fall season. Use the chart below to see, at a glance, the most popular crops for each variety.

Variety	Spring Flower- ing	Black Cloth Crop	Large Pots and Bushel Baskets	Hanging Baskets	Southern Heat Tolerance
Avalon Yellow	•		•	•	•
Buttercup Yellow			•	•	
Dandelion Wine	•	•	•		
Eureka Yellow		•		•	•
Florina Yellow	•	•		•	•
Gold Ball		•		•	•
NEW Gold Cup				•	•
Gold Rush Yellow	•	•	•	•	•
Goldcrest Yellow		•	•	•	•
Goldfinch Yellow				•	•
Goldmine Yellow		•	•	•	•
Grandeur Yellow	•	•	•	•	•
Honeyblush Yellow			•	•	
Katelli Yellow	•	•		•	•
NEW Moonglow Yellow	•	•	•	•	•
NEW Stellar Yellow	•	•	•	•	•
Sundance Yellow	•	•	•	•	•
Sunny Day	•	•	•	•	•
Sunrise Yellow			•	•	•
Yellow Tang	•	•	•	•	•
Yellowstone	•	•	•	•	•
Atomic Orange	•		•	•	•
Autumn Glow Bronze		•	•	•	•
Avalon Orange	•	•	•	•	•
Blazing Orange	•	•	•	•	•
Early Autumn Bronze		•			
Echo Bronze		•	•		•
Emberglow Orange			•	•	•
Flamingo Pineapple			•	•	
Harvest Bronze	•	•		•	
Homer Orange					
Katelli Bronze	•	•		•	•
Orange Crush	•	•	•		
NEW Orange Zest			•	•	•
Outrageous Orange		•	•	•	
Perfectly Orange		•		•	•
Petit Orange	•	•	•	•	•
Pumpkin Pie		•	•		•
Roadrunner Bronze			•	•	•
Sunset Orange	•	•	•	•	•
Twilight Bronze	•	•		•	

Variety	Spring Flower- ing	Black Cloth Crop	Large Pots and Bushel Baskets	Hanging Baskets	Southern Heat Tolerance
Adonis Purple		•	•	•	•
Amata Pink			•	•	
Amphion Purple	•	•	•	•	•
Avalon Pink	•	•	•	•	•
Avalon Purple	•	•	•	•	•
Avalon Salmon	•	•	•	•	•
Brilliance Pink				•	
Flamingo Neon				•	•
Flamingo Pink			•	•	•
NEW Grapeberry		•	•	•	•
Maia Coral					•
Perfectly Pink		•		•	•
Pink Frenzy	•	•	•		•
Pizzazz Purple		•		•	•
Plum Crazy	•				
Purple Majesty			•	•	•
Stellar Purple	•	•		•	•
Venus Purple	•	•	•	•	•
Avalon Red	•	•	•	•	
Eternal Red	•	•		•	•
Fame Red		•			
Five Alarm Red	•	•	•	•	•
Flamingo Cranberry			•	•	
Grandeur Red		•	•	•	
Manakin Red		•	•	•	•
Radiant Red		•	•		•
Red Alert					•
Red Hots				•	•
Red Rover	•	•	•	•	•
Red Ryder		•	•	•	•
Stellar Red	•	•		•	•
Aspen White	•	•		•	•
Avalon White	•	•	•	•	•
NEW Butter N' Cream			•	•	•
Celestial White		•		•	
Dove White	•	•		•	•
Grandeur White		•		•	
Moonglow White	•	•	•	•	•
Pearly White		•	•	•	•
Sparkle White	•	•		•	•
Starburst White	•	•	•	•	•



Ball Garden Mum Variety Listing Based On Natural Season Flowering Sequence

Early	9/8 to 9/17			
Larry	9/8 10 9/17	Black cloth		
Flower date	Variety	response	Flower form	Vigor
Sept. 8	Goldmine Yellow	6 weeks	Decorative	М
Sept. 8	Sunrise Yellow	7 weeks	Decorative	М
Sept. 13	Buttercup Yellow	7 weeks	Decorative	М
Sept. 14	Goldcrest Yellow	7 weeks	Decorative	М
Sept. 15	Grandeur Yellow	7 weeks	Decorative	М
Sept. 15	Katelli Yellow	6 weeks	Decorative	S
Sept. 15	NEW Moonglow Yellow	7 weeks	Decorative	М
Sept. 12	Roadrunner Bronze	6 weeks	Decorative	М
Sept. 14	Homer Orange	6 weeks	Decorative	M
Sept. 15	Early Autumn Bronze	6 weeks	Daisy	S
Sept. 17	Katelli Bronze	6 weeks	Decorative	
оср 17	Raiem biorize	0 110010	Docordiivo	
	<u>. </u>			
Sept. 16	Brilliance Pink	8 weeks	Decorative	М
<u> </u>				
Sept. 14	Five Alarm Red	6 weeks	Decorative	М
Sept. 13	Aspen White	6 weeks	Decorative	М
Sept. 13 Sept. 14	Aspen White Moonglow White	6 weeks 7 weeks	Decorative Decorative	M M

		Black cloth		
Flower date	Variety	response	Flower form	Vig
Sept. 18	Yellowstone	7 weeks	Decorative	М
Sept. 20	Florina Yellow	6 weeks	Daisy	S
Sept. 20	NEW Stellar Yellow	7 weeks	Decorative	M/
Sept. 23	Honeyblush Yellow	7 weeks	Decorative	М
Sept. 25	Eureka Yellow	7 weeks	Decorative	M/
Sept. 26	NEW Gold Cup	7 weeks	Decorative	S
Sept. 18	Echo Bronze	6 weeks	Daisy	M/
Sept. 21	Perfectly Orange	7 weeks	Decorative	S/N
Sept. 24	Flamingo Pineapple	8 weeks	Decorative	М
Sept. 25	NEW Orange Zest	8 weeks	Decorative	М
Sept. 25	Petit Orange	7 weeks	Decorative	М
Sept. 19	Stellar Purple	7 weeks	Decorative	M
Sept. 23	Perfectly Pink	7 weeks	Decorative	S
Sept. 24	Adonis Purple	7 weeks	Decorative	М
Sept. 26	Flamingo Neon	8 weeks	Decorative	M
Sept. 26	Pink Frenzy	7 weeks	Decorative	М
C 10	Farmer De al	/	Dain	
Sept. 18	Fame Red	6 weeks	Daisy	M
Sept. 19	Stellar Red	7 weeks	Decorative	M
Sept. 20	Grandeur Red	7 weeks	Decorative	M
Sept. 22	Red Hots	7 weeks	Decorative	M
Sept. 25	Radiant Red	7 weeks	Decorative	М
Sept. 20	Celestial White	6 weeks	Decorative	M
Sept. 22	Starburst White	7 weeks	Decorative	M

Guide to Using the Ball Garden Mum **Variety Chart**

Use the "Flower date" column to put together a natural season program. NOTE: Bloom dates shown are average flowering dates (halfopen flowers) for Eastern and Midwestern regions and represent the time when flowers are at Stage 3 (see photo on facing page). Actual bloom dates will vary by geographic area. Since dates are relative to each other, growers can sequence the varieties for production.

Use the "Black cloth response" column to put together a Summer black cloth program.

Need a substitute for a natural season program? Select a variety with a similar bloom date. For example, if you need a substitute for Starburst White, Celestial White works well because it is also a white decorative and blooms two days later.

7 weeks

Daisy

S

Sept. 26

Sparkle White

Need a substitute for a Summer black cloth program? Select a variety with a similar "Black cloth response" number. For example, if you need an option for Grandeur Red, both Red Hots and Stellar Red will work well since they are both red decoratives with a 7-week response time. When working with black cloth crops, please be sure the variety is suitable for use. Refer to variety copy in the 2014-2015 Ball Garden Mum Catalog.



	9/27 to 10/5	Black cloth		
Flower date	Variety	response	Flower form	Vigor
Sept. 29	Dandelion Wine	7 weeks	Decorative	M/T
Sept. 30	Sundance Yellow	8 weeks	Decorative	S/M
Oct. 3	Gold Rush Yellow	7 weeks	Decorative	M/T
Sept. 28	Sunset Orange	7 weeks	Decorative	M
Sept. 30	Atomic Orange	7 weeks	Decorative	M
Oct. 2	Autumn Glow Bronze	7 weeks	Decorative	M
Oct. 2	Harvest Bronze	7 weeks	Decorative	S
Oct. 2	Orange Crush	7 weeks	Decorative	M/T
Oct. 3	Outrageous Orange	7 weeks	Decorative	М
Sept. 28	Flamingo Pink	8 weeks	Decorative	М
Sept. 30	Amata Pink	7 weeks	Decorative	М
Sept. 30	Maia Coral	7 weeks	Decorative	M/T
Sept. 30	Pizzazz Purple	7 weeks	Decorative	М
Oct. 2	Amphion Purple	6 weeks	Daisy	М
Oct. 2	NEW Grapeberry	7 weeks	Decorative	S/M
Oct. 3	Venus Purple	7 weeks	Decorative	М
Sept. 27	Manakin Red	8 weeks	Duplex	М
Sept. 28	Flamingo Cranberry	8 weeks	Decorative	М
Sept. 28	Red Ryder	8 weeks	Decorative	М
Sept. 27	NEW Butter N' Cream	8 weeks	Decorative	М

Flower date	Variety	Black cloth response	Flower form	Vig
Oct. 7	Yellow Tang	7 weeks	Decorative	M
Oct. 10	Goldfinch Yellow	8 weeks	Decorative	М
Oct. 12	Gold Ball	8 weeks	Decorative	S
Oct. 15	Avalon Yellow	8 weeks	Decorative	М
Oct. 17	Sunny Day	7 weeks	Decorative	М
Oct. 8	Twilight Bronze	7 weeks	Decorative	М
Oct. 11	Pumpkin Pie	7 weeks	Decorative	M/
Oct. 12	Blazing Orange	7 weeks	Decorative	M
Oct. 15	Avalon Orange	8 weeks	Decorative	М
Oct. 16	Emberglow Orange	8 weeks	Decorative	М
Oct. 9	Purple Majesty	7 weeks	Decorative	М
Oct. 15	Avalon Pink	8 weeks	Decorative	М
Oct. 15	Avalon Purple	8 weeks	Decorative	М
Oct. 15	Avalon Salmon	8 weeks	Decorative	М
Oct. 8	Red Rover	7 weeks	Decorative	М
Oct. 11	Red Alert	7 weeks	Decorative	S
Oct. 15	Avalon Red	8 weeks	Decorative	М
	Eternal Red	8 weeks	Decorative	M/
Oct. 15				
Oct. 15				
Oct. 15	Pearly White	8 weeks	Decorative	M/

A Note on Flower Dates

Ever wonder what "flower date" means? The plant on the right gives you a visual of what "flower date" represents. The flowers are fresh – not too open, not too tight, approximately at the 50% open stage of development. If you are a wholesale grower, you likely ship around Stage 1, represented by the plant on the left. These plants are "shippable" approximately 7 to 10 days prior to our "flower date."

Stage 1 (Cracking Color)

Oct. 15



Avalon White

Stage 3 (Flower Date)

8 weeks



Decorative M/S

Fun with Mums

Home gardeners like to mix it up, so we've found varieties that play nicely together and with other Fall crops. Give these combos a try and see if they inspire you to create a few of your own.

Be sure to keep the Avalon family of garden mums in your program. Their beautifully mounded habit, large decorative flowers and excellent color retention finish up the Fall season with flair. And they pair perfectly with late-season annuals and perennials.



Flamingo Pineapple and Neon



Flamingo Pineapple, Neon and Cranberry



Avalon Orange and White



Avalon Yellow, Orange and



Jessie Feuerbach, Chrysanthemum Trials Coordinator, keeps an eye out for the hottest trends in mums — like this colorful combo!



Set Landscapes Ablaze with Color

These prime performers are sure to drive repeat sales! We select our garden mums to last longer and later in the landscape, with attractive mounding habits, fantastic flower counts and rich, saturated color.

Best for Landscapes:

Adonis Purple **Atomic Orange** Avalon Pink Avalon Purple **Blazing Orange** Emberglow Orange **Eternal Red** Flamingo Cranberry Flamingo Neon Flamingo Pink Gold Rush Yellow Honeyblush Yellow Katelli Bronze Katelli Yellow **NEW** Grapeberry **NEW** Orange Zest Purple Majesty Radiant Red Red Hots Red Ryder Starburst White Sundance Yellow Sunny Day Yellow Sunset Orange Yellow Tang



Monochromatic groupings are a landscaping classic.



With so many colors, you can get creative with patterns.

2015 Drops and Substitutions

Dropped Variety	Suggested Subs for Black Cloth Crops	Suggested Subs for Natural Season Crops
Beryl Orange	Perfectly Orange, Petit Orange, Blazing Orange	Perfectly Orange, Orange Zest
Caesar Bronze	Katelli Bronze, Petit Orange	Twilight Bronze, Autumn Glow Bronze
Calisto Pink	Perfectly Pink, Pink Frenzy	Brilliance Pink, Stellar Purple
Crete White	Celestial White, Starburst White	Celestial White, Starburst White
Delphi Purple	Venus Purple, Pizzazz Purple, Stellar Purple	Pizzazz Purple, Venus Purple
Jenny Wren Red	Red Hots, Stellar Red	Red Hots, Stellar Red, Radiant Red
Mammoth Daisy Pink Dark	_	_
Plum Crazy	Venus Purple, Pizzazz Purple, Stellar Purple	Pizzazz Purple, Venus Purple
Purple Passion	Venus Purple, Pizzazz Purple, Stellar Purple	Grapeberry Purple, Purple Majesty
Star White	Celestial White, Starburst White, Dove White	Pearly White, Dove White
Not Available for 2015:		
Bedazzled Bronze	Perfectly Orange, Katelli Bronze, Sunset Orange	Perfectly Orange, Katelli Bronze



Ball Seed Brings the BEST Garden Mums to Market

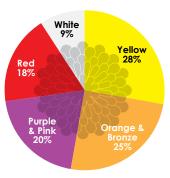
From genetics to cuttings, Ball Seed supplies and supports mum programs better than anyone! We work with the leading mum breeders worldwide to bring you the best-performing garden mum varieties in the industry, including garden mums from Ball, Gediflora, Fides and Yoder.

Our mum experts are always on hand to help you determine the right choices for your region and

growing conditions. Let us tailor a mum program that's sure to satisfy you and your customers.

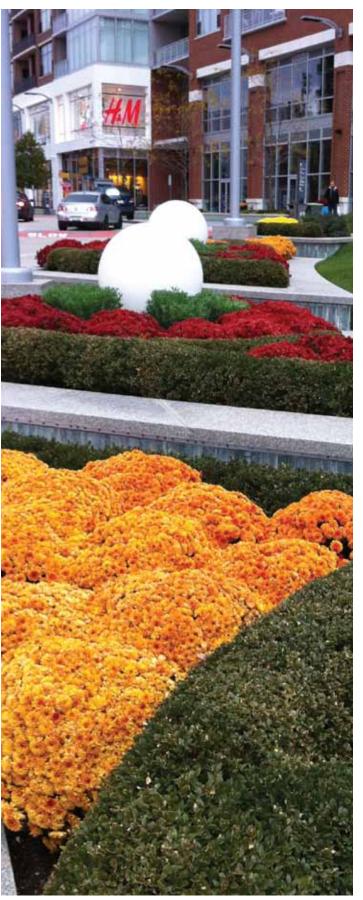
Finally, our outstanding supplier network really delivers. No matter where you are in North America, you'll get the freshest, highest-quality cuttings exactly where and when you need them.

Garden mum color percentages based on variety sales.





Classic orange mums brighten a Fall cityscape.



Warm tones bring light to city streets.



Ball Mum Rooting Stations

Your Ball Seed sales rep works with the most reliable suppliers in North America to provide you with the highest quality rooted mum cuttings.

D. S. Cole Growers, Loudon, New Hampshire

Genesis Plant Propagators, Langley, British Columbia

George Sant and Sons, Kleinburg, Ontario

NEW! Greenleaf, Smoketown, Pennsylvania

Greenstreet Growers, Lothian, Maryland

GroLink, Oxnard, California

Keepsake Plants, Alva, Florida

Kube-Pak, Allentown, New Jersey

NEW! Mast Young Plants, Grand Rapids, Michigan

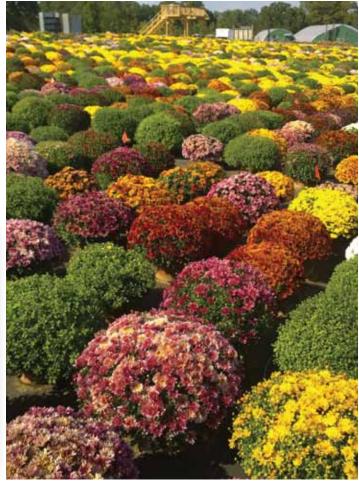
NEW! C. Raker & Sons, Litchfield, Michigan

Timbuk II Plant Company, Granville, Ohio

Van de Wetering Greenhouse, Jamesport, New York



The rooting stations for Ball Garden Mums are selected for their ability to produce high-quality rooted liners – here's an example. Every day counts with a garden mum crop, so look to Ball for a great start!



The best cuttings make the best trials!

Key to symbols



European (ball-shaped) habit



Performs well in Spring flowerings



Performs well in black cloth flowerings



Heat-tolerant variety (FL/TX)



Excellent for landscapes



Work faster and easier with WebTrack®... all for free!

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ballseed.com/webtrack



Pictured: NEW Grapeberry



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