



selecta^{one}

POINSETTIAS
2018



ALL YOU
NEED FOR
YOUR BEST
GROWING
SEASON
EVER

THE FINISHING TOUCH

Selecta One's mission is to bring you the highest-quality poinsettias where and when you need them, along with the strongest genetics and the most in-depth growing information, so that you can have your best growing season ever.

YOUR ^{one} SOURCE FOR QUALITY

Selecta One is the number one breeding company that **offers series** in poinsettias. We've made sure all colors in our series offer the **same timing** and **growing requirements** for the **same results**. So, when you find your favorite red in any of our series, you can add all the other colors to your program without changing your production process.

From rich reds to paintable whites to eye-catching novelties, we've gathered the **best collection** of poinsettias in the industry in one place to make your selection quick and easy.

YOUR ^{one} SOURCE FOR RELIABILITY

We work with an extensive supply chain network to offer you the **most availability** and **best-quality cuttings** where and when you need them most. With production farms in Mexico, Africa and Nicaragua, we are working to provide our North American market with **fast, reliable delivery**. Read more about our **supply chain** on page 25.

YOUR ^{one} SOURCE FOR CULTURE

We are your ultimate culture and growing information resource. Find **culture tips** for our most popular series and varieties showcased throughout this catalog. And turn to page 33 for our **comprehensive culture guide**, including details on PGR instructions, insect control and disease prevention, so you can achieve your own perfect finish.



KEY TO SYMBOLS

PLANT VIGOR:

- low
- medium-low
- medium
- medium-high
- high

V-SHAPED HABIT:

-  Narrow
-  Normal
-  Wide

CULTURE THAT WORKS

GARY'S NOTES

Straight from the expert! Find comments from Product Manager **Gary Vollmer** throughout this catalog, offering growing advice and culture tips to ensure your crop is healthy and beautiful. For technical guidance on all of our poinsettia offerings, drop Gary a line at gvollmer@ballhort.com.

Visit selectanorthamerica.com/poinsettias to find more of our extensive culture information, including recordings of the **three-part webinar series** of poinsettia culture that the Selecta One technical team of Gary Vollmer and Jason Twaddell put together, covering best management practices from propagation through finishing.

Find recordings of
the webinar series at
[selectanorthamerica.com/
poinsettias](http://selectanorthamerica.com/poinsettias)

From Stick Through Pinch

- Sanitation • Growing techniques
- Disease and insect control

From Pinch to Bract Development

- Fertility • Light • Temperature
- Height control

Final Stages of Poinsettia Production

- Late height control
- Final bract development
- Crop finishing



Gary Vollmer, Selecta One Technical Support Manager



NEW CHRISTMAS MAGIC™ RED

BETTER BRANCHING,
BETTER QUALITY

7

WEEKS



NEW CHRISTMAS MAGIC RED

- The best early, compact red with a more saturated, non-fading color
- Offers more even branching with a better bract presentation on top of the plant for a higher-quality product

Vigor ●●●○○○ |  Normal

CULTURE THAT WORKS



GARY'S NOTES

“Christmas Magic Red is specifically targeted for early sales of small to mid-sized containers, and should be shipped when ready.”

PROPAGATION

- Roots rapidly; plant from a liner at 22-24 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7
- May not require PGR application in propagation
- Plant into the finished container when well-rooted
- Feed aggressively; failure to feed early enough will result in yellowing and hardening

EARLY FINISHED GROWTH

- Pinch early: at day 14-16 from a liner; at day 24-26 for direct-stick
- Low vigor varieties require less PGR for growth control
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500 ppm

GROWING ON

- Grows steadily once the branches develop and exhibits consistent slow growth throughout the crop until color begins
- Northern Climate: Apply Cycocel spray at 500 ppm
- Southern Climate: Can use Cycocel spray up to 750 ppm
Use B-Nine/Cycocel tank mixes with caution in the South and not at all in the North
- Use caution, as plants are low vigor and very responsive to PGR, especially Bonzi

LATE GROWING STAGES

- Requires continuous feed until finish
- Reduce feed levels if media EC increases too rapidly
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
- A Bonzi application (1 ppm drench, or 5 ppm spray) can be applied at the very end of the crop at first pollen shed to increase the shelf life and retain the cyathia

CHRISTMAS BEAUTY™

8
WEEKS

MAXIMIZE SPACE,
REALIZE PROFIT



NEW CINNAMON



NEW PRINCESS



PINK



CHRISTMAS BEAUTY SERIES

- Saves space with a mid-season finish
- Controlled habit for excellent sleeveability
- A Southern favorite – performs well under warmer conditions
- Bred for maximum space efficiency
- Performs well under cool finishing conditions
- Strong roots for long-lasting plants and less shrink
- Excellent choice for mixes!
- NEW Princess has a more saturated color than the market leader in this novelty pattern, and it's a more economical choice!
- Red, White and Pink are available as mini cuttings

Vigor ●●○○○ | Normal



RED





MARBLE



QUEEN



NORTH POLE



GARY'S NOTES

“Christmas Beauty Red has an excellent red color that is very resistant to fading. It can be held cool, but pay attention to the humidity and avoid dew point to prevent Botrytis.”

PROPAGATION

- Plant from liner at 22-24 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7 to prevent yellowing
- May not require PGR application in propagation
- Will branch very early based on leaf maturity, not just pinch
- Plant into finished container when well-rooted

EARLY FINISHED GROWTH

- Pinch early: at day 14-16 from a liner; at day 24-26 for direct-stick
- Plant produces a branch at every node
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm)
- Apply Cycocel spray at 500 ppm to even out branches

GROWING ON

- Grows steadily once the branches develop and exhibits consistent moderate growth throughout the crop until color begins
- Northern Climate: Apply Cycocel spray at 500 ppm
- Southern Climate: Can use Cycocel spray up to 1,000 ppm
Use 1-2 applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Apply later Cycocel sprays at 500-750 ppm
- Micro Bonzi drenches can begin in early October

LATE GROWING STAGES

- Requires continuous feed until finish
- Reduce feed levels if media EC increases too rapidly
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*

CHRISTMAS JOY™

BETTER BLENDS, EARLY SALES

7.5
WEEKS



WHITE



Christmas Joy Red and White
make a great mix

CHRISTMAS JOY SERIES

- A week earlier than Thanksgiving, this series will color up right on time for Black Friday
- Medium vigor and even branching, so it makes it to retail intact
- Hits the early market without black cloth
- Less shrink, so you can send more colors to retail
- Uniform at every stage - all colors are exactly the same, making for great mixes
- Grows cool to save energy and money

Vigor ●●●●○ | Normal



RED



PINK



MARBLE

CULTURE THAT WORKS



GARY'S NOTES

“Christmas Joy varieties grow steadily once the branches develop, with stronger growth through mid-October. Then they slow down significantly as they get closer to finishing.”

PROPAGATION

- Plant from liner at 22-24 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7 to prevent yellowing
- Apply 500 ppm Cycocel spray at day 18-20
- Plant into finished container when well-rooted

EARLY FINISHED GROWTH

- Pinch early: at day 14-16 from a liner; at day 24-26 for direct-stick
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500 ppm
- Prevention strategies for *Pythium* and *Rhizoctonia* are recommended shortly after planting into finished containers

GROWING ON

- Grows steadily once the branches develop and exhibits strong growth through mid-October, then slows down significantly as it approaches finish
- Northern Climate: Apply Cycocel spray at 500-750 ppm
- Southern Climate: Can use Cycocel spray up to 1,000 ppm. Use 1-2 applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Apply later Cycocel sprays at 500-750 ppm, ending by October 10
- Micro Bonzi drenches can begin in early October, but should be stopped by October 15

LATE GROWING STAGES

- Requires continuous feed until finish
 - Reduce feed levels if media EC increases too rapidly
 - High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
 - Can be held cool, but pay attention to the humidity and avoid dew point to prevent *Botrytis*
- To hold Joy varieties, it is important to cool down temperatures to avoid color fade in the red.

CHRISTMAS FEELINGS™

8-8.5
WEEKS

TOP GRADE, TOTALLY UNIFORM



WHITE



MERLOT



RED

CHRISTMAS FEELINGS SERIES

- Best-selling series is reliably uniform across an impressive color range, making it great for mixes
- Space-efficient and easy to grow
- Low energy input and low PGR requirements save time and money
- No late-season stretch, so you send better-looking plants to market
- Strong habit for more saleable plants and excellent post-harvest characteristics
- Dependable timing to finish for peak shipping
- Red, White and Pink are available as mini cuttings

Vigor ●●○○○ |  Normal



RED CINNAMON



PINK



MARBLE



GARY'S NOTES

“Christmas Feelings has exceptional shelf life and can be kept in the greenhouse at cool temperatures for late-season sales.”

PROPAGATION

- Plant from liner at 21 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7 to prevent yellowing
- May not require PGR application in propagation
- Will branch very early based on leaf maturity, not just pinch
- Lower leaves will break first, and if allowed to become dominant, can result in stem breakage late in the crop
- Plant into finished container when well-rooted

EARLY FINISHED GROWTH

- Pinch early: at day 12-14 from a liner; at day 22-24 for direct-stick
- Plant produces a branch at every node
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500 ppm

GROWING ON

- Grows steadily once the branches develop and exhibits consistent moderate growth throughout the crop until color begins
- Northern Climate: Apply Cycocel spray at 500 ppm
- Southern Climate: Can use Cycocel spray up to 1,000 ppm
B-Nine/Cycocel tank mixes should not be used
- Micro Bonzi drenches can begin in early October, but use caution, as plants are very responsive to PGR, especially Bonzi

LATE GROWING STAGES

- Requires continuous feed until finish
- Reduce feed levels if media EC increases too rapidly
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*

CHRISTMAS GLORY™

SMALLER POTS, BIGGER APPEAL

7.5
WEEKS



RED

CHRISTMAS GLORY SERIES

- Compact habit is perfect for 6-in. (15-cm) and smaller pots
- Thrives in cool temperatures - saves energy
- Uniform series shows even branching, with all bracts on top
- Bright, non-fading bracts
- NEW White 18 is upgraded for better stock production
- Available as mini cuttings

Vigor ●○○○○○ | ▲ Normal



PINK



NEW WHITE 18



MINI POINSETTIAS



Mini poinsettias make the ideal “grab-n-go” gift item when placed by the cash register at retail. Take advantage of this popular trend by ordering some of our best-selling varieties in mini cutting form, which we have indicated throughout the book.

CULTURE THAT WORKS



GARY'S NOTES

“Christmas Glory is a variety that is specifically targeted for early sales of smaller containers and should be shipped when ready.”

PROPAGATION

- Plant from liner at 22-24 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7 to prevent yellowing
- May not require PGR application in propagation
- Plant into finished container when well-rooted

EARLY FINISHED GROWTH

- Pinch early: at day 14-16 from a liner; at day 24-26 for direct-stick
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500 ppm

GROWING ON

- Grows steadily once the branches develop and exhibits consistent slow growth throughout the crop until color begins
- Northern Climate: Apply Cycocel spray at 500 ppm
- Southern Climate: Can use Cycocel spray up to 750 ppm
B-Nine/Cycocel tank mixes should not be used
- Use caution, as plants are very responsive to PGR, especially Bonzi

LATE GROWING STAGES

- Requires continuous feed until finish
- Reduce feed levels if media EC increases too rapidly
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
- A Bonzi application (1 ppm drench, or 5 ppm spray) can be applied at the very end of the crop at first pollen shed to increase the shelf life and retain the cyathia

CHRISTMAS SEASON™

BIG POTS, BIG SALES

7
WEEKS



WHITE

CHRISTMAS SEASON SERIES

- Very early-season, energy-efficient series for 6-in. (15-cm) pot programs and larger
- Big, showy bracts and dark green foliage entice customers
- Recommended series for the Deep South
- Excellent choice for mixes

Vigor ●●●●● | Wide





RED



PINK



MARBLE



TIP: The Christmas Season Series requires earlier, more aggressive applications of Cycocel after the pinch, when lateral branches are 1 to 1.5 in. (2.5 to 4 cm) in length, to promote stem strength.



GARY'S NOTES

"Christmas Cheer grows steadily once the branches develop and exhibits consistent slow growth throughout the crop until color begins."

PROPAGATION

- Roots well; plant from a liner at 24 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7
- Feed aggressively; failure to feed early enough will result in yellowing and hardening

EARLY FINISHED GROWTH

- Pinch early: at day 14-18 from a liner; at day 28 for direct-stick
- Breaks begin to grow 5-7 days after pinch
- In low-humidity climates, Florel applications before and/or after pinch may help hasten branching

GROWING ON

- Grows steadily once the branches develop and exhibits consistent slow growth throughout the crop until color begins
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500-750 ppm
- Apply more aggressive PGR when branches are 2 in. (5 cm)
- Southern Climate: Use 1-2 applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Apply later Cycocel sprays at 500-750 ppm, with last applications by October 10
- Micro Bonzi drenches can begin in early October

LATE GROWING STAGES

- Requires continuous feed until finish
- Reduce feed levels if media EC increases too rapidly
- This variety requires that the finished pH be maintained below 6.6 to prevent magnesium deficiency. This shows up in the form of interveinal chlorosis near the outer part of the leaves about $\frac{3}{4}$ of the way up the plant, usually in late October. If this occurs foliar applications of chelated magnesium can be applied.

NEW CHRISTMAS CHEER

ALWAYS UNIFORM,
SUPER DARK RED

7.5
WEEKS



NEW CHRISTMAS CHEER

- A very dark red bracted variety with medium vigor
- Extremely uniform in production
- An earlier version of Christmas Day Red

Vigor ●●●○○○ |  Normal

NEW CHRISTMAS SPIRIT

BIGGER VIGOR,
SOARING SALES

7.5
WEEKS



NEW CHRISTMAS SPIRIT

- Very large-bracted in a rich red color
- Vigorous, early-flowering variety is best for large pots
- Superior choice for cold-finish production

Vigor ●●●●● | Narrow

CULTURE THAT WORKS



GARY'S NOTES

"Christmas Spirit is an early variety that shows strong growth through mid-October and will grow very little in November."

PROPAGATION

- Roots rapidly; plant from a liner at 19-21 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7 to prevent yellowing
- Apply Cycocel spray at 500-750 ppm at day 15-20 and repeat if needed
- Plant into the finished container when well-rooted
- Feed aggressively; failure to feed early enough will result in yellowing and hardening

EARLY FINISHED GROWTH

- Pinch early: at day 14-16 from a liner; at day 24-26 for direct-stick
- Apply PGR when branches are 1-1.5 in. (2.5-4 cm), 7 days after pinch
- Apply Cycocel spray at 500-750 ppm

GROWING ON

- Grows steadily once the branches develop and exhibits strong growth through mid-October, then slows down as it approaches finish
- Northern Climate: Apply Cycocel spray at 500-1,000 ppm
- Southern Climate: Use 1-2 applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Apply later Cycocel sprays at 500-750 ppm, ending by October 10
- Micro Bonzi applications can begin in early October, stopping by October 15

LATE GROWING STAGES

- Requires continuous feed until finish
- Reduce feed levels if media EC increases too rapidly
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
- Can be held cool, but pay attention to the humidity and avoid dew point to prevent *Botrytis*

CHRISTMAS WISH™

EARLIER & BRIGHTER

8

WEEKS

YOUR
GO-TO
RED

RED

CHRISTMAS WISH SERIES

- Compared to Christmas Day, Christmas Wish Red is 3 to 4 days earlier and slightly brighter red in color.
- Series features long-lasting cyathia for extended life on the bench and on the shelf
- Ship and show strong, thanks to the break-resistant V-shaped habit
- High-quality root system for higher yield and lower shrink
- Wish Red's bright red color won't fade in the heat of the South

Vigor ●●●●○ | Normal

NEW PINK

CHRISTMAS DAY RED

LONGER HOLD, LONGER SOLD

8

WEEKS



CHRISTMAS DAY RED

- Long-lasting cyathia for holdability on the bench
- Timing won't be delayed when grown cool to save energy
- Strong root system is proven to withstand flood-floor irrigation
- Versatile for a range of pot sizes
- Medium vigor is easy to control with minimal PGRs
- Available as a mini cutting

Vigor ●●●●○ | Normal

CULTURE THAT WORKS



GARY'S NOTES

"Both Christmas Day and Christmas Wish Red are a bit slower out of the pinch than many other Selecta varieties, so be patient. They will both branch well."

PROPAGATION

- Plant from liner at 24 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7 to prevent yellowing

EARLY FINISHED GROWTH

- Pinch early: at day 14-18 from a liner; at 4 weeks for direct-stick
- Breaks begin to grow 7-10 days after pinch
- In low-humidity climates, Florel applications before and/or after pinch may help hasten branching

GROWING ON

- Both grow rapidly once the branches develop and exhibit strong growth throughout the crop until color begins
- Don't apply PGR too early
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500-750 ppm
- Apply more aggressive PGR when branches are 2 in. (5 cm)
- Southern Climate: Use 1-2 applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Apply later Cycocel sprays at 500-750 ppm
- Micro Bonzi drenches can begin in early October

LATE GROWING STAGES

- Both require continuous feed until finish
- Reduce feed levels if media EC increases too rapidly
- Both varieties require that the finished pH be maintained below 6.6 to prevent magnesium deficiency. This shows up in the form of interveinal chlorosis near the outer part of the leaves about $\frac{3}{4}$ of the way up the plant, usually in late October.

TWO REDS TO COVER YOUR SEASON

CHRISTMAS EVE RED

SHIPS TO RETAIL WEEK 46-47

7

WEEKS



EVE AND AURORA

- Grow Eve and then Aurora to cover your red poinsettia needs for the whole season
- Fabulous color retention for long-lasting shelf life
- Shape and orientation of bracts make sleeving easy
- Same intense red bracts
- Same culture regime
- Both are medium-high vigor with upright habits, and they are ideal for 6-in. (15-cm) pots
- Reliable/predictable timing across a wide variety of environments
- Excellent option for Southern growers
- Christmas Eve Red is available as a mini cutting

Vigor ●●●●○ | Narrow

CHRISTMAS AURORA

SHIPS TO RETAIL WEEK 48
AND BEYOND

8.5-9
WEEKS



CULTURE THAT WORKS



GARY'S NOTES

“Christmas Eve Red is an early variety that will grow very little in late October and November, while Christmas Aurora finishes naturally in late November to early December, and can be held cool to target Week 50-51 sales.”

PROPAGATION

- Plant from liner at 19-21 days
- Apply rooting hormone at the base of cutting
- Start feed program at day 7 to prevent yellowing
- Apply Cycocel spray at 500-750 ppm at day 15-20 and repeat if needed
- Plant into finished container when well-rooted

EARLY FINISHED GROWTH

- Pinch early: at day 14-16 from a liner; at day 24-26 for direct-stick
- Apply PGR when branches are 1-1.5 in. (2.5-4 cm), 7 days after pinch
- Apply Cycocel spray at 500-750 ppm

CHRISTMAS EVE RED: Can go to final spacing very early if needed, and rings can be avoided even in large pots

GROWING ON

- Grows aggressively once the branches develop and exhibits strong growth through October and into early November, then slows down significantly as it approaches finish in late November
- Northern Climate: Apply Cycocel spray at 500-1,000 ppm
- Southern Climate: Use 1-2 applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Apply later Cycocel sprays at 500-750 ppm

CHRISTMAS AURORA: Apply before October 15;

Micro Bonzi applications can begin in early October

CHRISTMAS EVE RED: Stop applications by October 10; stop Micro Bonzi applications by October 15

LATE GROWING STAGES

- Requires continuous feed until finish
- Reduce feed levels if media EC increases too rapidly
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
- Can be held cool, but pay attention to the humidity and avoid dew point to prevent *Botrytis*

CHRISTMAS EVE RED: This early variety will grow very little in late October and November

CHRISTMAS AURORA: Finishes naturally in late November to early December, and can be held cool to target Week 50-51 sales

EARLY NOVELTIES

Give your early-season program a differentiated look with these perfectly pink performers offering something bolder and brighter.

7.5
WEEKS



MARBELLA

- Top-selling novelty
- Exceptional pink and white color contrast intensifies with cool finishing, but stays stable in warmer temps
- A great addition to large pot programs

Vigor



Wide

7.5
WEEKS



CHRISTMAS PARTY

- Show-stopper with early flowering for Black Friday sales
- Unique fluorescent pink color is a knockout
- Exceptional uniformity
- Medium vigor

Vigor



Normal

BIG & BEAUTIFUL

Grow these vigorous lovelies in larger pots and prove that bigger is better!

8

WEEKS



CHRISTMAS LIGHTS

- A vigorous mid-season poinsettia with an exceptional pink color
- A very strong plant with large, showy bracts
- Features an excellent upright habit and non-fading color
- The ideal choice for large pots

Vigor



Narrow

9.5

WEEKS



CHRISTMAS TRADITION

- Timed for late-season church and fundraiser use
- Elegant dark red color - bracts don't fade, even in high light
- Excellent indoor shelf life keeps it beautiful for the entire Christmas season

Vigor



Wide

STAR SELLERS

These anything-but-traditional varieties offer all the consistency, excellent plant structure and efficiency of standard poinsettias, with the unique colors and textures that make a huge splash at retail!

7.5
WEEKS



WINTERSUN WHITE

- Good white for painting
- Well-branched and upright variety
- Features sturdy stems and oak-shaped foliage
- Great post-harvest performance

Vigor ●●●●○ | Narrow

8
WEEKS



CANDLELIGHT WHITE

- Grow it alongside or in combos with Christmas Day Red – a good match in vigor, timing and habit
- Large bracts with cyathia that do not drop ensure the best retail shelf life among white varieties
- Versatile white is perfect for mid-season markets

Vigor ●●●●○ | Normal

7.5
WEEKS



CHRISTMAS MORNING

- Ideal for Black Friday, this early-season medium-to-compact grower will look fresh and festive in a variety of pot sizes
- Features the leaf shape, color and upright branching look of Christmas Day Red, with an earlier season for quicker market delivery

Vigor ●●●○○○ |  Narrow

7.5
WEEKS



NOEL RED

- Energy-efficient variety finishes early
- Perfect for high-quality, larger plant formats
- Florist-quality plant has upright branching and a beautiful, round habit

Vigor ●●●○○○ |  Normal

8
WEEKS



VALENTINE

- Romantic look adds eye-catching appeal to your program
- Huge, long-lasting cyathia for extended shelf life
- Adaptable to pot and cut flower use

Vigor ●●●○○○ |  Narrow

FOUNDATION FOR **SELECTION**

EVERY SELECTA POINSETTIA IS BRED FOR:



V-shaped and well-branched habits.

Less prone to breakage, Selecta poinsettias sleeve and ship beautifully, arriving at retail in excellent condition.



Long-lasting cyathia.

Provides outstanding shelf life on the bench and at retail, and more weeks of enjoyment for consumers.



Strong roots.

These plants stand up to any watering method, including flood-floor irrigation, for lower shrink and higher yield.



CHRISTMAS BEAUTY RED

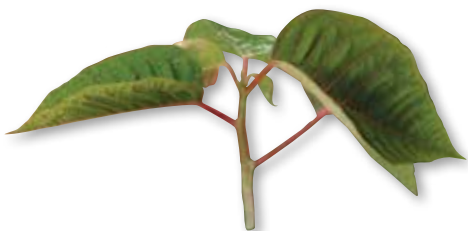
YOUR PRODUCT, YOUR SCHEDULE

GET WHAT YOU NEED, WHEN YOU NEED IT.



Selecta's extensive supply chain network offers you reliable delivery of exactly what you need, when you need it. We partner with Vivero, an experienced production farm in Cuernavaca, Morales, Mexico, to provide our North American market with fast, reliable delivery of unrooted product. Our experienced team grows every cutting for consistent quality and optimal size for rooting, then ships your poinsettias in one convenient shipment. With frequent flights from Mexico to the U.S. and Canada, you get the cuttings you need quickly and in excellent condition.

Our network of suppliers in Uganda and Las Limas, Nicaragua, provide the same full selection of product and can provide unrooted cuttings to North America at any time. Callused cuttings are available from Las Limas and Vivero.



Unrooted Cuttings (URC)

Variety minimum/multiples: 100

Order minimum: 2,000

Unrooted cuttings are shipped with 1.6-in. (4-cm) stem length, 4 to 5-mm stem diameter and 3 to 4 mature leaves.



Callused Cuttings (CC)

Variety minimum/multiples: 100

Order minimum: 2,000

Callused cuttings are harvested to the same specifications as our unrooted cuttings and shipped with a solid callus just prior to root formation.



Rooted Cuttings (RC)

Our Root & Sell Stations produce superb quality, ready-to-go rooted cuttings. Find the complete list on the back cover of this catalog. Contact your preferred distributor for more details.

















SELECTA CLEAN & FIELD TESTED VARIETIES

Every Selecta Poinsettia variety is rigorously tested before entering our program and is subject to the same testing annually. Our Selecta Clean stock program follows strict, internationally recognized protocols and is based on 56 years of experience. Clean stock starts in the Selecta clean stock facility in Stuttgart, Germany. Our Field Tested varieties are trialed extensively for both grower and consumer performance.

For more information, visit SelectaNorthAmerica.com or call **800 879-2255**.

Order your Unrooted and Callused Cuttings through WebTrack® at ballseed.com/webtrack 24/7, or contact your Ball Seed sales rep.

SELECTA 2018 POINSETTIA GROWING RECOMMENDATIONS

	VARIETY	PAGE	FOLIAGE	NATURAL FLOWER (FIRST POLLEN)	RESPONSE TIME IN WEEKS (FIRST POLLEN)	VIGOR	HABIT ¹	AVERAGE BRACT SIZE	POST HARVEST	
VERY EARLY SEASON										
	Christmas Eve Red 'NPCW08153'	18	dark green	Nov. 12-22	7	medium-high	narrow	medium, round	very good	
	New Christmas Magic Red 'NPCW18268'	3	dark green	Nov. 12-19	7	medium-low	normal	large, rounded	good	
Christmas Season Series										
	Christmas Season Marble 'NPCW10196'	13	dark green	Nov. 10-17	7	high	wide	large, pointed	very good	
	Christmas Season Pink 'NPCW10160'	13	dark green	Nov. 10-17	7	high	wide	large, pointed	very good	
	Christmas Season Red 'NPCW08135'	13	dark green	Nov. 10-17	7	high	wide	large, pointed	very good	
	Christmas Season White 'NPCW13232'	12	dark green	Nov. 10-17	7	high	wide	large, pointed	very good	
EARLY SEASON										
	New Christmas Cheer 'NPCW17257'	14	dark green	Nov. 15-22	7.5	medium	normal	large, pointed	very good	
Christmas Glory Series										
	Christmas Glory Pink 'NPCW15234'	11	dark green	Nov. 15-22	7.5	low	normal	medium, round	very good	
	Christmas Glory Red 'NPCW12200'	10	dark green	Nov. 15-22	7.5	low	normal	medium, round	very good	
	New Christmas Glory White 18 'NPCW17267'	11	dark green	Nov. 15-22	7.5	low	normal	medium, round	very good	
Christmas Joy Series										
	Christmas Joy Marble 'NPCW17265'	7	dark green	Nov. 15-22	7.5	medium	normal	large, pointed	very good	
	Christmas Joy Pink 'NPCW15244'	7	dark green	Nov. 15-22	7.5	medium	normal	large, pointed	very good	
	Christmas Joy Red 'NPCW12197'	7	dark green	Nov. 15-22	7.5	medium	normal	large, pointed	very good	
	Christmas Joy White 'NPCW15245'	6	dark green	Nov. 15-22	7.5	medium	normal	large, pointed	very good	

¹ HABIT: Varieties are rated from narrow to normal to wide.













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	ENERGY EFFICIENT ²	COOL FINISH ³ (24 HRS AVG.)	SPACE EFFICIENT ²	RECOMMENDED SPACING FOR 6"	MINI ⁴	4-5"	6"	8"	10"	TREE / PYRAMID	REGIONAL RECOMMENDATION			
											Ratings of good (•) or excellent (••) indicate varieties that will be more successful when grown in specific regions.			
											NORTH	SOUTHWEST	DEEP SOUTH	MIDWEST / SOUTHEAST
	••	63°F / 17°C	••	13"x13"	•	•	•	•	•		••	••	••	••
	••	63°F / 17°C	•••	13"x13"	•	•	•	•			••	••	••	••
	••	63°F / 17°C	•	14.5"x14.5"			•	•	•	•		•	••	•
	••	63°F / 17°C	•	14.5"x14.5"			•	•	•	•		•	••	•
	••	63°F / 17°C	•	14.5"x14.5"			•	•	•	•		•	••	•
	••	63°F / 17°C	•	14.5"x14.5"			•	•	•	•		•	••	•
	••	63°F / 17°C	••	13"x13"		•	•	•	•		•	•	•	•
	••	63°F / 17°C	••	13"x13"		•	•					•	•	•
	••	63°F / 17°C	••	13"x13"	•	•	•					•	•	•
	••	63°F / 17°C	••	13"x13"		•	•					•	•	•
	••	63°F / 17°C	•	13"x13"		•	•	•	•	•	••	•	•	••
	••	63°F / 17°C	•	13"x13"		•	•	•	•	•	••	•	•	••
	••	63°F / 17°C	•	13"x13"		•	•	•	•	•	••	•	•	••
	••	63°F / 17°C	•	13"x13"		•	•	•	•	•	••	•	•	••

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⁴ Available as **MINI UNROOTED CUTTING (URC)**.

SELECTA 2018 POINSETTIA GROWING RECOMMENDATIONS

	VARIETY	PAGE	FOLIAGE	NATURAL FLOWER (FIRST POLLEN)	RESPONSE TIME IN WEEKS (FIRST POLLEN)	VIGOR	HABIT ¹	AVERAGE BRACT SIZE	POST HARVEST	
EARLY SEASON										
	Christmas Morning 'NPCW15237'	23	dark green	Nov. 15-22	7.5	medium-low	narrow	large, pointed	good	
	Christmas Party 'NPCW15238'	20	medium green	Nov. 15-23	7.5	medium	normal	medium, round	good	
	New Christmas Spirit 'NPCW18087'	15	dark green	Nov. 12-19	7.5	high	narrow	very large, pointed	very good	
	Marbella 'NPCW10184'	20	dark green	Nov. 15-22	7.5	medium-high	wide	medium, pointed	good	
	Noel Red 'NPCW10167'	23	dark green	Nov. 15-22	7.5	medium	normal	large, pointed	very good	
	Wintersun White 'NPCW09124'	22	dark green	Nov. 15-22	7.5	medium-high	narrow	medium, oak-shaped	excellent	
MID-SEASON										
	Candlelight White 'NPCW12202'	22	dark green	Nov. 20-27	8	medium	normal	large, pointed	very good	
	Christmas Aurora 'NPCW14221'	19	dark green	Nov. 23-27	8.5-9	medium-high	narrow	medium, round	very good	
Christmas Beauty Series										
	New Christmas Beauty Cinnamon 'NPCW17243'	4	dark green	Nov. 23-27	8	medium-low	normal	medium, round	very good	
	Christmas Beauty Marble 'NPCW16260'	5	dark green	Nov. 23-27	8	medium-low	normal	medium, round	very good	
	Christmas Beauty North Pole 'NPCW14225'	5	dark green	Nov. 15-22	7.5	medium-low	normal	medium, round	very good	
	Christmas Beauty Pink 'NPCW11203'	4	dark green	Nov. 23-27	8	medium-low	normal	medium, round	very good	

¹ HABIT: Varieties are rated from narrow to normal to wide.
















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	ENERGY EFFICIENT ²	COOL FINISH ³ (24 HRS AVG.)	SPACE EFFICIENT ²	RECOMMENDED SPACING FOR 6"	MINI ⁴	4-5"	6"	8"	10"	TREE / PYRAMID	REGIONAL RECOMMENDATION			
											Ratings of good (•) or excellent (••) indicate varieties that will be more successful when grown in specific regions.			
											NORTH	SOUTHWEST	DEEP SOUTH	MIDWEST / SOUTHEAST
	••	63°F / 17°C	•••	13"x13"		•	•				•	•	•	•
	•	63°F / 17°C	•	13"x13"		•	•	•			•	•	•	•
	•••	60°F / 15°C	•	14"x14"			•	•	•	•	•	••	••	••
	•	65°F / 18°C	••	13"x13"		•	•	•	•	•	•	•	•	•
	••	63°F / 17°C	•	14.5"x14.5"		•	•	•	•	•	•	•		•
	••	63°F / 17°C	••	13"x13"		•	•	•	•		••	•	•	•
	••	63°F / 17°C	••	13"x13"		•	•	•	•	•				
	••	63°F / 17°C	••	13"x13"		•	•	•	•		•	••	••	••
	••	63°F / 17°C	••	13"x13"	•	•	•				•	•	••	•
	••	63°F / 17°C	••	13"x13"	•	•	•				••	••	••	••
	••	63°F / 17°C	••	13"x13"	•	•	•	•			•	•	••	•
	••	63°F / 17°C	••	13"x13"	•	•	•				•	•	••	•

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SELECTA 2018 POINSETTIA GROWING RECOMMENDATIONS

	VARIETY	PAGE	FOLIAGE	NATURAL FLOWER (FIRST POLLEN)	RESPONSE TIME IN WEEKS (FIRST POLLEN)	VIGOR	HABIT ¹	AVERAGE BRACT SIZE	POST HARVEST	
MID-SEASON										
	Christmas Beauty Series									
	New Christmas Beauty Princess 'NPCW18289'	4	dark green	Nov. 23-27	8	medium-low	normal	medium, round	very good	
	Christmas Beauty Queen 'NPCW16259'	5	dark green	Nov. 23-27	8	medium-low	normal	medium, round	very good	
	Christmas Beauty Red 'NPCW10158'	4	dark green	Nov. 23-27	8	medium-low	normal	medium, round	very good	
	Christmas Day Red 'NPCW10164'	17	dark green	Nov. 20-27	8	medium	normal	large, pointed	very good	
	Christmas Feelings Series									
	Christmas Feelings Marble 'NPCW09173'	9	dark green	Nov. 20-27	8	medium-low	normal	large, pointed	excellent	
	Christmas Feelings Merlot 'NPCW09170'	8	dark green	Nov. 20-27	8	medium-low	normal	large, pointed	excellent	
	Christmas Feelings Pink 'NPCW07120'	9	dark green	Nov. 20-27	8	medium-low	normal	large, pointed	excellent	
	Christmas Feelings Red 'NPCW02044'	8	dark green	Nov. 20-27	8	medium-low	normal	large, pointed	excellent	
	Christmas Feelings Red Cinnamon 'NPCW10194'	9	dark green	Nov. 20-27	8.5	medium-low	normal	large, pointed	excellent	
	Christmas Feelings White 'NPCW13211'	8	dark green	Nov. 20-27	8	medium-low	normal	large, pointed	excellent	
	Christmas Lights 'NPCW16226'	21	dark green	Nov. 20-27	8	high	narrow	large, pointed	excellent	
	Christmas Wish Series									
	New Christmas Wish Pink 'NPCW18281'	16	dark green	Nov. 20-27	8	medium	normal	large, pointed	very good	
	Christmas Wish Red 'NPCW13218'	16	dark green	Nov. 20-27	8	medium	normal	large, pointed	very good	
	Valentine 'NPCW11201'	23	dark green	Nov. 20-27	8	medium-high	narrow	rose-shaped	excellent	
	Christmas Tradition 'NPCW14205'	21	dark green	Dec. 7-14	9.5	high	wide	large, pointed	excellent	

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											Ratings of good (•) or excellent (••) indicate varieties that will be more successful when grown in specific regions.			
											NORTH	SOUTHWEST	DEEP SOUTH	MIDWEST / SOUTHEAST
	••	63°F / 17°C	••	13"x13"	•	•	•				•	•	••	•
	••	63°F / 17°C	••	13"x13"		•	•				•	•	••	•
	•••	63°F / 17°C	••	13"x13"	•	•	•				•	•	••	•
	••	63°F / 17°C	••	13"x13"	•	•	•	•	•	•	•			•
	••	63°F / 17°C	••	13"x13"	•	•	•	•			••	••	•	•
	••	63°F / 17°C	••	13"x13"		•	•	•			••	••	•	•
	•••	63°F / 17°C	••	13"x13"	•	•	•	•			••	••	•	•
	••	63°F / 17°C	••	13"x13"		•	•	•			••	••	•	•
	••	63°F / 17°C	••	13"x13"		•	•	•			••	••	••	••
	••	63°F / 17°C	••	13"x13"			•	•	•		•	•	•	•
	••	63°F / 17°C	••	13"x13"			•	•	•	•	••	••	•	••
	••	63°F / 17°C	••	13"x13"			•	•	•	•	••	••	•	••
	••	63°F / 17°C	••	13"x13"			•	•	•	•	••	••	•	••
	•	65°F / 18°C	••	13"x13"		•	•	•	•	•				
	••	63°F / 17°C	•	14"x14"			•	•	•		•	•	•	•

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A large field of red poinsettias in a greenhouse. The plants are densely packed and fill the lower two-thirds of the image. The top third of the image is a solid teal color with white text. The background of the entire image is a greenhouse structure with visible metal frames and translucent panels.

TIPS FOR PRODUCING PICTURE-PERFECT POINSETTIAS

This easy-to-use culture guide provides helpful growing info and production tips... so be sure to keep it nearby as you plan – and plant – your perfect poinsettia crop.

CHRISTMAS BEAUTY RED

CULTURE GUIDE

PROPAGATION GUIDE

Unrooted Cuttings

Open boxes upon arrival and check the temperature inside the box. Unpack the cuttings in a cooler at 50°F/10°C and monitor temperatures throughout the unpacking, storing and sticking process. If temperature is greater than 70°F/21°C, allow cuttings to cool down before sticking. Keep the cuttings moist and turgid while handling, and avoid letting them get too warm.

Stick cuttings in media-filled liner trays, preferably using a stabilized media such as Ellepot or Oasis.

Note: It's preferable to stick unrooted cuttings right away. But if you must store cuttings, keep them cool (50°F/10°C) for no more than 24 hours. After sticking, keep propagation environment shaded and cool for the first two days to limit stress that can result from the transition to propagation of a cooled cutting.

TIP: A single application of a low-dose Capsil in the first 24 hours can help maximize efficiency of misting and reduce stress on cuttings. High doses and/or repeated applications will cause distortion of new growth. Use Capsil at a rate of 1 to 2 oz./100 gal. to break the surface tension of water on the leaf.



Infrared thermometers help you keep a close eye on temperatures



(Left) cool unrooted cuttings; (Right) allowed to warm

Growers should use the information presented in this guide as a starting point. Crop times will vary depending on the climate, location, time of year and greenhouse environmental conditions. Chemical and PGR recommendations are only guidelines. It is the responsibility of the applicator to read and follow all the current label directions for the specific chemical being used in accordance with all regulations.

CULTURE GUIDE

PROPAGATION GUIDE

Stage 1: Callus (First 7 Days)

Apply rooting hormone to base of cuttings. Low rates of rooting hormone can be applied overtop, after sticking the cuttings. Rates must be very low for this strategy to avoid phytotoxicity. Stick and mist cuttings ASAP to avoid wilt. Keep humidity up and keep mist levels high, including some at night, from Day 1 through Day 4. Use lower light levels with shading and keep air temperature below 90°F/32°C. *Callus will start to form 5 to 7 days after sticking.*

Broad spectrum fungicide can be applied a few days after sticking as a preventative treatment to reduce disease pressure. Soil temperatures of 72 to 75°F/22 to 24°C are best for callus formation.

POINSETTIA ROOTING HORMONE RECOMMENDATIONS			
PRODUCT	RECOMMENDED RATE	APPLICATION METHOD	NOTES
Hortus IBA Water Soluble Salts	500-1,000 ppm IBA	Basal stem dip or spray just prior to sticking cuttings	Mix solution to desired PPM and dip only bottom 1 in. (2.5 cm) of the stem. Be careful not to let solution touch leaves, upper stem or growing point.
Hortus IBA Water Soluble Salts	75-150 ppm IBA	Course spray applied after sticking cuttings	Spray to runoff so that solution drips down stem toward the base of the cutting. Will likely cause some leaf distortion or curling, but plants normally grow out of it. Higher rates = more leaf curl. Trial first.
Rhizopon AA #1	1,000 ppm IBA	Basal stem dip or spray just prior to sticking cuttings	Mix solution to desired PPM and dip only bottom 1 in. (2.5 cm) of the stem. Be careful not to let solution touch leaves, upper stem or growing point.
Dip N Grow	1,000 ppm IBA + 500 ppm NAA	Basal stem dip or spray just prior to sticking cuttings	Mix solution to desired PPM and dip only bottom 1 in. (2.5 cm) of the stem. Be careful not to let solution touch leaves, upper stem or growing point.

Note: These are only recommendations; please read and follow labels carefully. Test plants for sensitivity before wholesale use. Environmental factors may affect efficacy and potential phytotoxicity.

Stage 2: Root Out (Days 8 to 14)

Reduce mist to force root growth. After reducing mist frequency, spray with a broad spectrum fungicide and/or bactericide in the evening, allowing the chemical to adhere to the plant. Avoid saturated media to speed up root initiation. Once rooting has begun, start reducing soil moisture to build root system. Begin fertilizing at this stage with 150 ppm N of balanced fertilizer that contains Ca and Mg. *Visible roots will appear by Day 10. Eliminate mist by Day 14.*

TIP: Watch for fungus gnats and treat preventatively!

TIP: Avoid foliar fertilizers with phosphorus.



A nice white callus 8 days after sticking

Stage 3: Finished Propagation (Days 15 to 28)

Continue feeding every other irrigation with 150 ppm N in a balanced soluble fertilizer. Continue to spray with a broad spectrum fungicide every 7 to 10 days. If plants are growing too quickly, you can apply PGRs around Day 16 and again at Day 22. We recommend Cycocel 750 ppm spray. For more control on fast-growing varieties, you can increase the Cycocel rate to 1,000 ppm and/or decrease the time between applications to 4 days. If you don't get enough control with Cycocel alone, try a tank mix of B-Nine 1,000 ppm/Cycocel 500 ppm. In the last week of propagation, it is recommended to begin to raise light levels and reduce temperatures to harden the liners for planting. *Cuttings are ready to plant by Days 23 to 28.*



Days 23 to 28: All grown out and ready to plant

CULTURE GUIDE

FINISHING GUIDE

Finishing Environment

Day temperatures: 68 to 78°F/20 to 25°C

Night temperatures: 65 to 70°F/18 to 21°C

Keep humidity high during early finishing stages by wetting floors and minimizing air movement. We recommend drip irrigation and high-porous potting plant media with pH adjusted with limestone. Be sure media is well-drained, with a maintained pH of 5.7 to 6.2. Avoid pH of 6.6 and higher at finish, as high pH and reduced fertility levels can contribute to bract edge burn and magnesium deficiencies. Negative DIP works well for height control – 1 hour before sunrise until 3 hours after.

Water and Fertilizer

Maintain media moisture, avoiding dramatic swings from wet to dry, as this may damage roots and contribute to *Pythium* root rot.

Good moisture management can reduce or eliminate the need for fungicide drenches to control root diseases, but a preventative soil drench every 4 to 5 weeks after transplant is a good practice. Be sure to avoid Thiophanate-methyl applications when temperatures are high, as this can lead to some phytotoxicity on the lower leaves.

Poinsettias require calcium, as well as an increased level of molybdenum. Maintain a media EC of 1.5 to 2.0. Keep media pH below 6.7, especially late in the crop cycle, and maintain availability of nutrients during bract development. Apply 200 to 250 ppm N constant feed from balanced feed during the active growth phase, reducing to 75 to 125 ppm N as the crop begins to color, and continue feeding through finish.

TIP: Reduce feed to lower levels as the crop finishes in November.

Moisture Management Do's and Don'ts

Part of a good moisture management program is focusing on building your foundation by creating a consistent language of moisture levels within your growing team. Staying in the middle of the road and quantifying your moisture levels, and when and how much to water, will help to keep your crop healthy.

Avoid growing “dry” in an effort to prevent root diseases, but also be careful of big swings in moisture management or overhead watering late in the day. Providing your team with a planned watering procedure will keep them from having to guess when and how much to water.

Pinching

Pinching the plants before the breaks form significantly is critical to support even branching. On very early branching varieties like Christmas Feelings, the pinch should be done on day 12 to 14 after planting. On the other varieties, the pinch should be done when the roots reach the edge of the pot. Late pinching will result in uneven branching.

Pinch to leaf count based on finished specs – for example, 6 to 7 leaves below the pinch to produce a plant with 6 primary bracts. Don't leave too many nodes below the pinch! This can lead to excess branching, wider plants and smaller bracts. Removing 1 to 2 leaves just below the pinch will increase light penetration, promoting stronger and more uniform branching.



Before pinching



After pinching



Branch development after 7 days



Proper water management leads to perfect roots

CULTURE GUIDE

FINISHING GUIDE

Florel Application Prior and Post-Pinch (Florel Sandwich)

Applications of Florel at rates from 200 to 400 ppm 5 days prior and 5 days after the pinch is a technique that has been used to help ensure good branching in varieties and conditions where branching can be inhibited.

This can cause a “PGR effect” that will continue through the crop cycle. It is not necessary on many new, very free-branching varieties.

Early PGR Application

To reduce internode length, encourage even branching and produce a plant better suited for pinching, apply Cycocel 750 to 1,200 ppm spray or B-Nine 1,000 ppm/Cycocel 750 ppm tank mix spray prior to pinch. Start applications in propagation and continue after transplant as needed.



Better branching with PGR use

Apply after pinching when new shoots measure at least 0.75 in./2 cm, and repeat. This will even out the branches and reduce apical dominance.

Flower Induction

Most varieties will begin to induce flowers between September 10 and 25. Light pollution and excessive heat can delay flowering. Blackout and long-day lighting can be used to manipulate maturity dates. Avoid warm nights (above 72°F/22°C) from 1 week prior to initiation through October 10.

Temperatures

Ideally, you'll want to keep day temperatures between 75° to 86°F (24° to 30°C) and night temperatures between 61° and 72°F (16° to 22°C) for optimum plant development.

Leaves will unfold at the highest rate around 75°F (24°C) average daily temperature (ADT). At around 80°F (27°C) ADT, development will slow. Keeping

the ADT at 68° to 73°F (20 to 23°C) is a good target. Providing the correct temperature is especially important after initiation, and high temperatures remain a challenge for poinsettia growth.



Keep ADT at 68° to 73°F (20° to 23°C)

Growing On PGRs

Use only PGR sprays, no drenches, until shoots are 2 in./5 cm in length. Use Cycocel 750 to 1,200 ppm spray or B-Nine 1,000 ppm/Cycocel 750 ppm tank mix spray early in the crop cycle to reduce stress and even out the branching. Avoid PGR applications within 1 week of initiation.

Stop PGR applications by October 10 (natural season crop), except for micro-drenches of Bonzi. Use only very low rates (1/10 to 1/20 ppm) during the bract expansion period in October and early November (natural season crop).

You may use late applications of Bonzi drench at 0.5 ppm to improve shelf life. This is best done at full bract coloration, just before pollen shed. Do not apply prior to full color.

TIP: Be sure to stop B-Nine applications by September 14!

Spacing and Target Height Control

Crop specifications typically include height, width and bract count. A 6-in./15-cm poinsettia is typically spaced 13 to 14 in./33 to 35 cm on center, with a finished height of 14 to 16 in./35 to 40 cm and a primary bract count of 5 to 6. Establish final spacing before the leaf canopy fully closes. Apply shade if possible right after spacing for a few days to avoid stress. Track height progress through the crop cycle to ensure you're meeting your specifications and apply PGRs as needed.

TIP: For larger finished plant height, transplant earlier, providing a longer crop time from pinch to initiation.



Time for late applications of Bonzi drench



A 6-in./15-cm poinsettia is typically spaced 13 to 14 in./33 to 35 cm on center

Scheduling Your Poinsettia Crop

Here are two simple steps to help you determine when to order your cuttings.

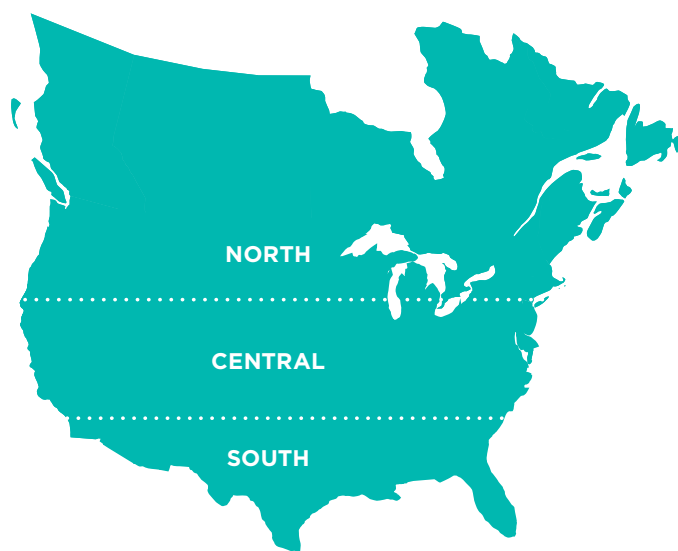
First, do the math.

Phase 1: Allow 2 weeks from transplant to pinch.

Phase 2: See the chart below to determine your weeks from pinch to flower initiation. Note that we've based our timelines on a medium-vigor variety. Varieties with higher or lower vigor may move the pinch dates ahead or behind by 1 week.

Phase 3: Refer to the charts on pages 26 to 31 to find your weeks from flower initiation to retail-ready crop.

Now, based on your retail-ready date, count backwards to determine at what week you need to order your cuttings.



AVERAGE WEEKS FROM PINCH TO FLOWER INITIATION

	NORTH	CENTRAL	SOUTH
0 WEEKS	2" or Mini (1 plant/pot)	2" or Mini (1 plant/pot)	2" or Mini (1 plant/pot)
1 WEEK			4" pot (1 plant/pot)
2 WEEKS		4" pot (1 plant/pot)	6" pot (1 plant/pot)
3 WEEKS	4" pot (1 plant/pot)	6" pot (1 plant/pot)	6.5-7" pot (1-2 plants/pot)
4 WEEKS	6" pot (1 plant/pot)	6.5-7" pot (1-2 plants/pot)	8-8.5" pot (3 plants/pot)
5 WEEKS	6.5-7" pot (1-2 plants/pot)	8-8.5" pot (3 plants/pot)	10" pot (3-5 plants/pot)
6 WEEKS	8-8.5" pot (3 plants/pot)	10" pot (3-5 plants/pot)	12"+ pot (4+ plants/pot)
7 WEEKS	10" pot (3-5 plants/pot)	12"+ pot (4+ plants/pot)	
8 WEEKS	12"+ pot (4+ plants/pot)		

CULTURE GUIDE

FINISHING GUIDE

Insects

Common insects: Whitefly (several species and bio-types), fungus gnats and thrips.

CHEMICAL GUIDE FOR INSECTS						
PRODUCT	ACTIVE INGREDIENT	RATE RANGE/100 GAL.	PESTS CONTROLLED	CHEMICAL CLASS	SAFE ON BRACTS	NOTES
Rycar	Pyriproxyfen	1.6-3.2 oz.	Whitefly	Unknown	Trial First	
Mainspring	Cyazotoliprole	1-8 oz. (foliar); 12 oz. (drench)	Whitefly	28	Trial First	Drench rate is 12 oz./gallon stock solution at 1:100 ratio
Judo	Spiromesifen	2-4 oz.	Whitefly	23	Trial First	
Safari	Dinotefuran	4-8 oz. (spray); 12-24 oz. (drench)	Whitefly	4A	Yes	1-3 weeks after pinch for best control. Drench rate is 12-24 oz./gallon stock solution at 1:100 ratio (Neonicotinoid).
Kontos	Spirotetramat	1.7-3.4 oz.	Whitefly	23	Trial First	
Flagship	Thiamethoxam	2-4 oz.	Whitefly	4A	Trial First	Neonicotinoid
Endeavor	Pymetrozine	2.5-5 oz.	Whitefly	9B	Trial First	
Sanmite	Pyradaben	4-6 oz.	Whitefly	21A	Trial First	
Xxpire	Isoclast Active + Spinetoram	2.75 oz.	Whitefly	4C+5	Trial First	
Avid	Abamectin	8 oz.	Whitefly	6	Trial First	
Avid	Abamectin	4 oz.	Mites	6	Trial First	
Kontos	Spirotetramat	1.7-3.4 oz.	Mites	23	Trial First	
Judo	Spiromesifen	1-4 oz.	Mites	23	Trial First	
Sanmite	Pyradaben	4 oz.	Mites	21A	Trial First	
Overture	Pyridalyl	8 oz.	Thrips	Unknown	Trial First	
Pylon	Chlorfenapyr	5.2-10 oz.	Thrips	13	No	Label states that can cause phyto on poinsettias
Avid	Abamectin	8 oz.	Thrips	6	Trial First	
Conserve	Spinosad	11-22 oz.	Thrips	18	Trial First	
Azatin	Azadirachtin	8 oz./gallon at 1:100 ratio	Fungus Gnats	Unknown	Trial First	IGR. Target larvae in top third to half of soil profile
Citation	Cyromazine	2.66 oz./gallon at 1:100 ratio	Fungus Gnats	17	Trial First	IGR. Target larvae in top third to half of soil profile
Safari	Dinotefuran	12-24 oz./gallon at 1:100 ratio	Fungus Gnats	4A	Trial First	Neonicotinoid. Use as curative when larvae causing damage
Parasitic Nematodes			Fungus Gnats			Steinernema feltiae

Note: These are only recommendations; please read and follow labels carefully. Test plants for sensitivity before wholesale use. Environmental factors may affect efficacy and potential phytotoxicity.



Whitefly



Thrip damage

BIOLOGICAL GUIDE FOR INSECTS

CONTROL AGENT	ACTIVE INGREDIENT	RATE RANGE/100 GAL.	PESTS CONTROLLED	SAFE ON BRACTS	NOTES
Botaniguard ES	Beauveria bassiana	16-32 oz.	Whitefly	No	Label states: Do Not Apply after Poinsettia Bract Formation
No Fly WP	Paecilomyces fumosoroseus	28 oz.	Whitefly	Unknown	
Met52 EC	Metarhizium anisopliae	8-32 oz.	Whitefly	Unknown	Do not apply at pressures above 200 psi
Amblyseius swirskii	Predator		Whitefly		
Delphastus pusillus	Predator		Whitefly		
Encarsia formosa	Parasitoid		Whitefly		
Eretmocerus eremicus	Parasitoid		Whitefly		
Eretmocerus mundus	Parasitoid		Whitefly		
Amblyseius andersoni	Predator		Spider Mites		
Amblyseius californicus	Predator		Spider Mites		
Feltiella acarisuga	Predator		Spider Mites		
Phytoseiulus persimilis	Predator		Spider Mites		
Botaniguard ES	Beauveria bassiana	32-64 oz.	Thrips	No	Label states: Do Not Apply after Poinsettia Bract Formation
No Fly WP	Paecilomyces fumosoroseus	28 oz.	Thrips	Unknown	
Met52 EC	Metarhizium anisopliae	8-32 oz.	Thrips	Unknown	Do not apply at pressures above 200 psi
Amblyseius andersoni	Predator		Thrips		
Amblyseius swirskii	Predator		Thrips		
Hypoaspis miles	Predator		Thrips		
Steinernema feltiae	Parasitic Nematode		Thrips		
Orius insidiosus	Predator		Thrips		
Hypoaspis miles	Predator		Fungus Gnats		
Steinernema feltiae	Parasitic Nematode		Fungus Gnats		
Atheta coriaria	Predator		Fungus Gnats		
Gnatrol	Bacillus thuringiensis		Fungus Gnats		

Note: These are only recommendations; please read and follow labels carefully. Test plants for sensitivity before wholesale use. Environmental factors may affect efficacy and potential phytotoxicity.

CULTURE GUIDE

FINISHING GUIDE

Poinsettia Diseases and Control

Common diseases: *Pythium* Root Rot, *Rhizoctonia* Stem Rot, *Botrytis* (leaves, bracts, stems), Powdery Mildew (leaves) and Bacterial Leaf Spot

CHEMICAL GUIDE FOR DISEASE CONTROL						
PRODUCT	ACTIVE INGREDIENT	RATE RANGE/100 GAL.	PESTS CONTROLLED	CHEMICAL CLASS	SAFE ON BRACTS	NOTES
Daconil	Chlorothalonil	16-22 oz.	Botrytis	5	No	
Chipco 26019	Iprodione	16-32 oz.	Botrytis	2	No	Foliar spray rate listed. Drench rate is different/read label.
26GT	Iprodione	32-80 oz.	Botrytis	2	No	
Pagaent Intrinsic	Pryaclostrobin + Boscalid	12-18 oz.	Botrytis	7 + 11	Yes	Do not combine with organosilicone-based adjuvants (Capsil)
Medallion	Fludioxonil	2-4 oz.	Botrytis	12	Yes	
Milstop	Potassium Biocarbonate	20-80 oz.	Botrytis	NC	Yes	Use lower rates on bracts
Decree	Fenhexamid	12-24 oz.	Botrytis	17	Yes	Will leave some residue on bracts; some sensitivity possible
Veranda O	Polyoxin D	4-8 oz.	Botrytis	19	Unknown	
Pagaent Intrinsic	Pryaclostrobin + Boscalid	12-18 oz.	Rhizoctonia	7 + 11	Yes	Do not combine with organosilicone-based adjuvants (Capsil)
Medallion	Fludioxonil	1 oz.	Rhizoctonia	12	Yes	Sprench/drench rate is 1 oz./100 gallons water
Clearys 3336/OHP 6672	Thiophanate Methyl	16-20 oz.	Rhizoctonia	1	No	
Daconil	Chlorothalonil	16-22 oz.	Rhizoctonia	5	No	
Pagaent Intrinsic	Pryaclostrobin + Boscalid	6-12 oz.	Powdery Mildew	7 + 11	Yes	Do not combine with organosilicone-based adjuvants (Capsil)
Milstop	Potassium Biocarbonate	20-80 oz.	Powdery Mildew	NC	Yes	Use lower rates on bracts
Phyton 35	Copper Sulfate Pentahydrate	15-35 oz.	Powdery Mildew	M1	Yes	Adjust pH to 5.5-6.5
Daconil	Chlorothalonil	16-22 oz.	Powdery Mildew	5	No	
Zyban	Thiophanate Methyl, dithiocarbamate, zinc, manganese	24 oz.	Scab	1 + M3	No	
Spectro 90 WDG	Chlorothalonil/Thiophanate Methyl	16-32 oz.	Scab	1 + M5	No	
Heritage	Azoxystrobin	1-4 oz.	Scab	11	Yes	
Terrazole L	Etridiazole	2.5-7 oz.	Pythium	14	No	Remember to apply appropriate amount of solution based on soil volume of container. The rates listed are oz./gallon of stock solution at a 1:100 ratio.
Fenstop	Fenamidone	7-14 oz.	Pythium	11	No	
Subdue	Mefenoxam	0.5-1 oz.	Pythium	4	No	
Segway	Cyazofamid	1.5-3 oz.	Pythium	21	No	
Phyton 35	Copper Sulfate Pentahydrate	15-35 oz.	Erwinia/Bacteria	M1	Yes	Adjust pH to 5.5-6.5
Junction	Mancozeb + Copper Hydroxide	28 oz.	Erwinia/Bacteria	M1 + M2	No	Be sure spray solution is above pH 6.5 or phytotoxicity is likely
Zerotol	Hydrogen Dioxide + Peroxyacetic Acid	42-128 oz. (1:100-1:300)	Erwinia/Bacteria	NC	Yes	Don't apply in combination with metal-based chemicals

Note: These are only recommendations; please read and follow labels carefully. Test plants for sensitivity before wholesale use. Environmental factors may affect efficacy and potential phytotoxicity.

MORE TO EXPLORE WITH ONLINE CULTURE



(Left) *Pythium* root rot; (Right) healthy roots



BIOLOGICAL GUIDE FOR DISEASE CONTROL

CONTROL AGENT	ACTIVE INGREDIENT	RATE RANGE/100 GAL.	PESTS CONTROLLED	SAFE ON BRACTS	NOTES
Actinovate SP	Streptomyces lydicus	6-12 oz.	Botrytis	Trial First	Used as a foliar spray
Cease	Bacillus subtilis	64-256 oz. (2-8 qt.)	Botrytis	Trial First	
Milstop	Potassium Bicarbonate	20-80 oz.	Botrytis	Yes	Use lower rates on bracts; trial first
Actinovate SP	Streptomyces lydicus	4-6 oz./100 gal. of finished solution	Rhizoctonia	Trial First	This would be a 4-6 oz. per gallon of stock solution using a 1:100 injector
Rootshield Plus WP	Trichoderma	3-8 oz.	Rhizoctonia	Trial First	Can use granular in place of WP (see label for rates)
Actinovate SP	Streptomyces lydicus	6-12 oz.	Powdery Mildew	Trial First	Used as a foliar spray
Cease	Bacillus subtilis	64-256 oz. (2-8 qt.)	Powdery Mildew	Trial First	
Milstop	Potassium Bicarbonate	20-80 oz.	Powdery Mildew	Yes	Use lower rates on bracts; trial first
Actinovate SP	Streptomyces lydicus	4-6 oz./100 gal. of finished solution	Pythium	Trial First	This would be a 4-6 oz. per gallon of stock solution using a 1:100 injector
Rootshield Plus WP	Trichoderma	3-8 oz.	Pythium	Trial First	Can use granular in place of WP (see label for rates)
Cease	Baccillus subtilis	64-256 oz. (2-8 qt.)	Erwinia/Bacteria	Trial First	
Zerotol	Hydrogen Peroxide + Peroxyacetic Acid	42-128 oz. (1:100-1:300)	Erwinia/Bacteria	Trial First	No residue; many peroxide products to choose from

Note: These are only recommendations; please read and follow labels carefully. Test plants for sensitivity before wholesale use. Environmental factors may affect efficacy and potential phytotoxicity.

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