

BallSeed®

BallMums

2019 NEW GARDEN MUM VARIETIES

&
MORE



BallMums

WELCOME to Ball Mums

We are excited to bring you **16 NEW cutting-edge varieties** of garden mums, five of which belong to the breakthrough Morgana family. Now, **more than 100 outstanding Ball Mum varieties** are available exclusively from Ball Seed – offering one of the best, most comprehensive selections of garden mums...&MORE!

You can always count on our dedicated Ball Seed team to partner with you to develop **customized solutions just for you**. We can provide recommendations and help with product assortment – based on your order history, as well as your current needs and goals.

In addition, we offer **around-the-clock technical support and information**. You'll find easy ordering and helpful business management tools on **WebTrack®**, our online ordering system. Plus, there's the **WebTrack To Go®** mobile app for convenient ordering and tracking on the go – the ultimate in convenience. Both give you instant access to the variety, crop scheduling and culture information you need to ensure that your Ball Mums perform as well in the field or greenhouse, as they do on the retail bench and in home gardens.



PEGGY KENNY
ASSISTANT
BUSINESS MANAGER,
MUMS

WE ARE NOT “MUM” ON CUSTOMER SERVICE

In addition to information from WebTrack or the personalized service from our sales reps, you can also get assistance from our home office. Peggy Kenny and an entire team are here to:

- Help you get you what you need when you need it
- Serve as customer support liaisons for you and your Ball Seed sales rep
- Act as liaisons between production farms and inventory
- Stay on top of inventory and availability
- Book trials across North America







We're working hard to raise the bar for garden mums genetics and service. **Our focus is making sure you have everything you need to keep your business growing.**

Only the BEST will do

Besides a large collection, we provide quality garden mums that are some of the finest on the market. To help ensure this, we analyze and evaluate every single one in our extensive North American trials. In addition to overall plant quality, here are some of the features we consider when making our selections:

- outstanding genetics
- superior, vivid colors
- flower color retention
- uniform and prolific flowering
- strong, flexible stems and branches
- excellent growth habit
- reliability in production
- disease resistance

Key to Symbols

	
European (ball-shaped) habit	Performs well in Spring flowerings
	
Performs well in black cloth flowerings	Heat-tolerant (FL/TX)
	
Excellent for landscapes	Must have



Find our full mums selection and information about our family collections online at ballseed.com/CatalogsBrochures.



experience

Our experience comes from years of extensive trialing of mums across North America — at all stages, from production through landscape performance. Only the best genetics are selected so that we offer the top garden mums for all your applications.



expertise

Our production and sales teams have the technical expertise to help you grow the best crop. In addition, you can find helpful information online, or via WebTrack and WebTrack to Go.



service

Ball Seed's top-notch customer service and sales teams offer personalized service and customized solutions on variety selection, crop scheduling and culture; a fast response to your questions or issues; and a partnership that supports you and your program throughout the entire process.



success

All of this adds up to providing the tools and solutions to help you build your business. We offer you our best, so that you can grow your best.

Order & find growing info at
ballseed.com/webtrack or
800 879-BALL



genetically related

Families make it easier to grow components together, because they are genetically related – with similar culture programs and feature consistent flower timing and form.



complete uniformity

All varieties within a family offer well-matched vigor, habit and timing.



ease of growing combinations

Due to this uniformity, varieties within a family will grow well together in mixed pots, taking the guesswork out of choosing and offering the perfect mums.



success

Our mum families include some of our best-selling varieties and also offer plenty of color options to complement or contrast.

an extraordinary innovation in garden mums

NEW Morgana family

Morgana ORANGE (PPAF)



Morgana PURPLE (PPAF)



MORGANA IS

AN EXCEPTIONAL

FAMILY OF

MUMS OFFERING

UNIFORMITY

IN ALL ASPECTS –

AS WELL AS

LARGE FLOWERS,

VIBRANT COLORS

AND AMAZING

KEEPING QUALITY.

Morgana RED (PPAF)



Morgana WHITE (PPAF)



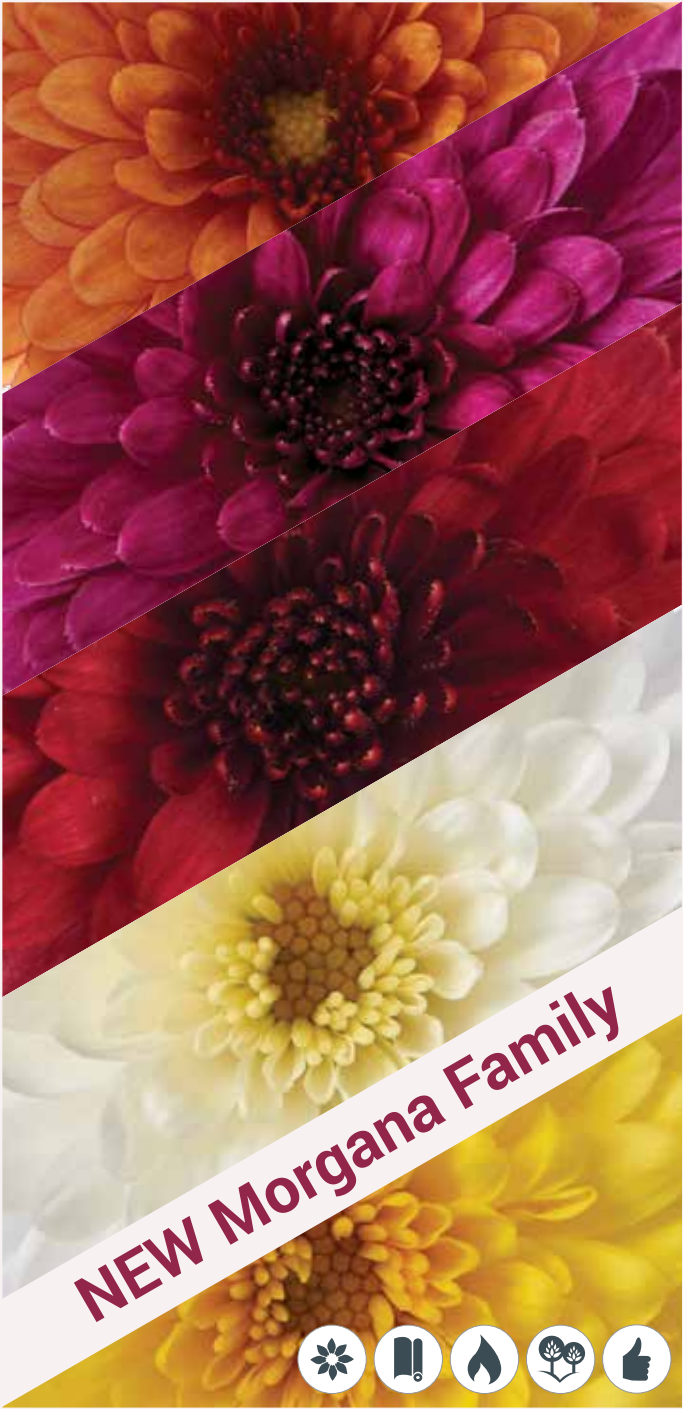
Morgana YELLOW (PPAF)



**Morgana is
a breakthrough,
five-color family of
garden mums.**

It offers rich, beautiful colors; excellent growth habit; a better classic decorative flower form; larger flowers with prolific production; as well as great uniformity and keeping quality. It also includes a full spectrum of colors – more than most other mum families.

These exciting colors require the same care regime, grow well together and clear the benches at the same time.



A full spectrum of Fall colors

Morgana Family

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR			
LATE	OCTOBER 5	8 WEEKS	MOUNDED	MEDIUM			
This extremely reliable, versatile and breakthrough series features decorative, large, two-tone flowers with a flexible plant habit. Rich, "WOW!" colors have darker centers surrounded by lighter outside petals. Morgana offers more prolific blooms, richer colors and longer keeping quality than market peers. Suitable for indoor and outdoor production.							
	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•	•		
BLACK CLOTH	•	•	•	•	•		

**NEW
varieties**



NEW Autumn Envy Bronze



Blazes through Fall sales

Autumn Envy Bronze (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
EARLY	SEPTEMBER 8	6 WEEKS	MOUNDED	SHORT

The best early, two-tone, bronze decorative mum. Features fully petalled, large 2-in. (5-cm) showy flowers and great Fall color! Earlier to flower than Katelli Bronze.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON		•	•	•			
BLACK CLOTH		•	•	•			



NEW Carousel Pink



A thrilling addition to pots or gardens

Carousel Pink (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID	SEPTEMBER 26	7 WEEKS	MOUNDED	MEDIUM

Bright and cheerful, two-tone pink flower color. Includes fully petalled, medium-sized 1.5-in. (4-cm) decorative flowers. Extremely prolific and very uniform. Good mounded growth habit, with small, dark green foliage and strong, flexible stems.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON		•	•	•	•		
BLACK CLOTH		•	•	•			



NEW Cranbury Red



Add for powerful landscapes

Cranbury Red (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID	SEPTEMBER 17	7 WEEKS	MOUNDED	MEDIUM

Solid bright red color that flowers after Five Alarm Red. May have the best color retention of all available early red varieties. Presents fully petalled, large 2-in. (5-cm) decorative flowers. Good sphere/mounded growth habit with dark green foliage and strong, flexible stems. Very good keeping quality.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•			
BLACK CLOTH	•	•	•	•			



NEW Dove Yellow



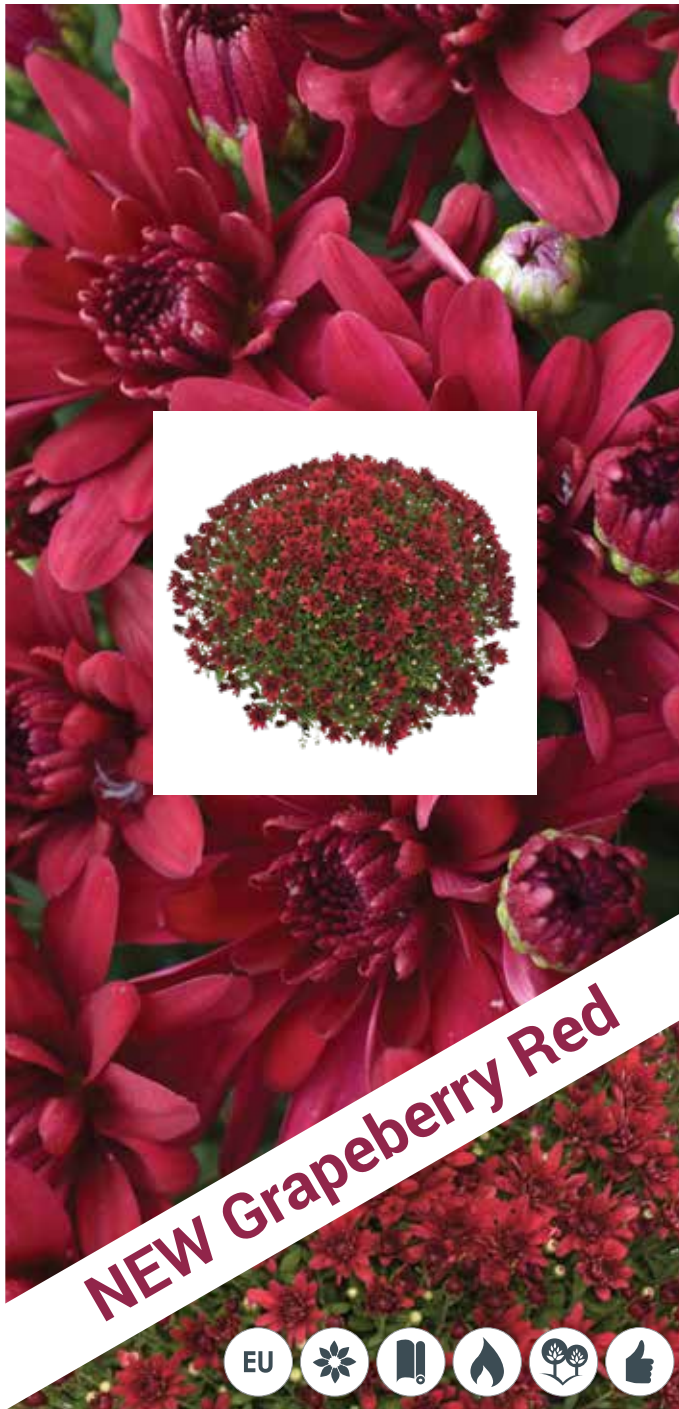
Watch this variety fly off the shelves

Dove Yellow (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
VERY LATE	OCTOBER 11	7 WEEKS	EUROPEAN	MEDIUM/SHORT

An excellent European habit with prolific and uniform flowering, as well as flexible stems. Slow in black cloth, but with excellent habit and production. A sport of Dove White.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•			
BLACK CLOTH	•	•	•	•			



NEW Grapeberry Red



A standout at retail

Grapeberry Red (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
LATE	OCTOBER 4	8 WEEKS	MOUNDED	MEDIUM

Sangria red color with large, 2-in. (5-cm) flowers. A sport of Grapeberry Purple that flowers just after Red Ryder and close to Red Rover. Strong, mounded growth habit and branches freely with strong stems. Offers better sized plants than Red Rover.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•	•		
BLACK CLOTH	•	•	•				



NEW Mumosa Orange



Make a toast to this distinctive flower

Mumosa Orange (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID	SEPTEMBER 25	7 WEEKS	MOUNDED	MEDIUM

A rich, unique and fluorescent two-tone, orange-coral flower color. Offers medium-sized, 1.5-in. (4-cm), fully petalled and decorative blooms on strong, flexible stems. Features a fine, mounded growth habit and branches freely. Upgrades the uniformity of Orange Zest, and offers better flower color and flower form than Petit Orange.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•			
BLACK CLOTH	•	•	•	•			



NEW Poppin Purple



Bursting with dark, rich color

Poppin Purple (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID	SEPTEMBER 24	7 WEEKS	SPHERICAL	MEDIUM

Large, 2-in. (5-cm) dark purple, duplex flowers with very dark green foliage on strong, flexible stems. Offers deeper purple color and larger flowers than Stellar Purple; and easier to size up. Excellent spherical growth habit and good to very good keeping quality.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON		•	•	•	•		
BLACK CLOTH		•	•	•	•		



NEW Temptation Pink



Enticing color and retention

Temptation Pink (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID	SEPTEMBER 22	7 WEEKS	SPHERICAL	MEDIUM

Large, 1.5-in. (4-cm), medium-pink blooms with slight duplex form when fully open. In comparison, Temptation Pink has larger flowers, fuller plants and better color retention than Stellar Pink. Well-placed flowers engulf the canopy. Foliage is medium-green on strong, flexible stems. Variety branches freely and is very grower friendly. Excellent spherical growth habit.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON		•	•	•	•		
BLACK CLOTH		•	•	•	•	•	



NEW Wicked Purple



Sinfully tempting blooms

Wicked Purple (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
LATE	SEPTEMBER 30	7 WEEKS	MOUNDED	MEDIUM

Intense, rich flower color with fully petalled, 1.5-in. (4-cm) decorative flowers. Very dark green foliage and branches freely. Presents larger flowers than Pizzazz Purple. Very grower friendly.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•			
BLACK CLOTH	•	•	•	•			



NEW Wild Child Pink



Attention-grabbing flowers

Wild Child Pink (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID	SEPTEMBER 23	7 WEEKS	MOUNDED	MEDIUM

Variety presents beautiful, eye-catching, two-tone pink decorative flowers and dark-green foliage on strong, flexible stems. Large, 1.8-in. (5-cm), uniform blooms on a full, mounded growth habit. Grower friendly and sizes up easily, with good keeping quality. Upgrades Perfectly Pink and Stellar Pink.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•			
BLACK CLOTH	•	•	•	•			



Striking tones for flowers and foliage

Zinger Yellow (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID	SEPTEMBER 24	8 WEEKS	SPHERICAL	MEDIUM

Bright, clean yellow blooms and dark green foliage on strong, flexible stems. Very good decorative flower form. Classic, 1.75-in. (4-cm) flowers are extremely prolific. Spherical growth habit and branches extremely freely. Grower friendly variety! Upgrades Yellowstone.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON		•	•	•	•		
BLACK CLOTH		•	•	•			

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.

C. Raker & Sons, Inc.

Litchfield, Michigan

D. S. Cole Growers

Loudon, New Hampshire

Dickman Farms

Auburn, New York

Genesis Plant Propagation Ltd.

Langley, British Columbia

George Sant & Sons

Kleinburg, Ontario

Green Leaf Plants®

Smoketown, Pennsylvania

Greenstreet Growers, Inc.

Lothian, Maryland

Kube-Pak

Allentown, New Jersey

Linwell Gardens

Beamsville, Ontario

Lucas Greenhouses

Monroeville, New Jersey

Mast Young Plants

Grand Rapids, Michigan

Timbuk Farms, Inc.

Granville, Ohio

Van de Wetering Greenhouses, Inc.

Jamesport, New York



2019 Drops and Substitutions

DROPPED VARIETY	Suggested Subs for NATURAL SEASON CROPS	Suggested Subs for BLACK CLOTH CROPS
Adonis Purple	Poppin Purple, Stellar Purple	Stellar Pink, Plumberry Purple
Atomic Orange	Copper Coin Bronze, Sunset Orange	Copper Coin Bronze, Paradiso Bronze
Brilliance Pink	Poppin Purple	Avalon Pink
Crimson Red Blush	Red Ryder, Flamingo Cranberry Red	Radiant Red
Dandelion Wine Yellow	Moonglow Yellow, Goldcrest Yellow	Gold Rush Yellow, Goldcrest Yellow
Echo Bronze	Hot Spot Bronze, Katelli Bronze	Hot Spot Bronze (7 wk)

FAST, CONVENIENT, 24/7 ONLINE ACCESS

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