

Baï Seed®



**&
MORE**

Mum Families 2018



ED HIGGINS
Product Manager,
Mums

FAMILIES

They're in it together

genetically related

Families make it easier to grow components together, because they have 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, you can be assured 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.

BallMums

STELLAR

Approximate Flower Date: Sept. 20
Response Time: 7 weeks

Phenomenal flower count.



TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID	9/20	7 WEEKS	EUROPEAN	MEDIUM/SHORT

- Flowers prolifically
- Almost perfect ball-shaped habit
- Performs well in both natural season and black cloth crops
- Popular family

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

*Except for Red.

FLAMINGO

Approximate Flower Date: Sept. 24*
Response Time: 8 weeks



TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID to LATE	9/24*	8 WEEKS	EUROPEAN	MEDIUM/SHORT to MEDIUM

- Large flowers open gradually for long selling window
- Decorative flower form
- Popular, unique colors
- Earlier flowering
- Excellent growth and habit

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

*Cranberry Red may be 2-3 days later.

PARADISO

Approximate Flower Date: Sept. 25
Response Time: 7 weeks



TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
MID to LATE	9/25	7 WEEKS	EUROPEAN	SHORT

- Medium-size flowers
- Prolific flowering
- European habit
- Branches freely with strong, yet flexible stems
- Medium green foliage
- Great in black cloth and natural season

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

POP EYE

Approximate Flower Date: Oct. 6
Response Time: 8 weeks

Unique color pattern.



TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
VERY LATE	10/6	8 WEEKS	FULL MOUND	MEDIUM

- Large, decorative, duplex flowers
- Prolific flowering
- Full-mounded habit
- Dark green foliage
- Eye-catching color pattern with chatreuse disc in center of bloom
- Strong and sturdy, yet flexible stems

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

MAJESTY

Approximate Flower Date: Oct. 9
Response Time: 7 weeks

Excellent in all regions!



TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
VERY LATE	10/9	7 WEEKS	EUROPEAN	MEDIUM

- Extraordinary flower count
- Uniform flowering
- Excellent growth habit
- Rich, saturated color
- Easy to size up in 12-inch or larger pots

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

AVALON

Approximate Flower Date: Oct. 15
Response Time: 8 weeks



TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
VERY LATE	10/15	8 WEEKS	MOUNDED	MEDIUM/SHORT to MEDIUM

- Medium to very large flowers
- Excellent mounded habit
- Dark green foliage
- Strong stems
- Slow growing, surges in Fall

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



experience

Our experience comes from years of extensive trialing of mums across North America — at all stages, from production through landscape performance.



expertise

Our production and sales teams have the technical expertise to help you grow the best crop. In addition, our website offers variety selection and growing tips, so that you have the know-how you need.



service

Ball's top-notch customer service and sales teams offer personalized service on variety selection, crop scheduling and culture, and a fast response to your questions.

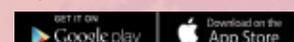


success

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.

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Choose **WebTrack**® and the **WebTrack To Go**® mobile app for easy ordering, up-to-the-minute inventory, convenient business tools, order tracking and anywhere, anytime access to product information.



NEW MORGANA

Approximate Flower Date: Oct. 5
Response Time: 8 weeks

Morgana is a breakthrough family that brings value to every mum grower in North America.



TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR			
LATE	10/5	8 WEEKS	MOUNDED	MEDIUM			
<ul style="list-style-type: none"> Decorative, large flowers Two-tone, rich-color flowers with dark center and lighter outside petals Extremely reliable and versatile Suitable for indoor and outdoor production 							
	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•	•		•
BLACK CLOTH	•	•	•	•	•		•



The **New MORGANA** family offers "WOW" colors with large flowers that provide a long supply window. More prolific blooms and richer colors with longer keeping quality than market peers.



SKYFALL SERIES

Approximate Flower Date:
Late Oct. to Early Nov.
Response Time: 9 to 10 weeks

- Petite, daisy flowers
- Compact, mounded habit
- Best habit for hanging baskets
- Strong, flexible plants



REGION	CULTURE TYPE	HB SIZE	STICK WEEK	PROP. PERIOD IN WEEKS	TRANSPLANT WEEK (3 PPP/HB)	START SHORT DAY PERIOD	FINISH WEEK
North	Black Cloth	10"	19 – 26	3	22 – 29	29 – 36	35 – 43
		11"	18 – 25	3	21 – 28	29 – 36	36 – 43
	Natural	10"	25 – 26	3	28 – 29		43
		11"	24 – 25	3	27 – 28		43
South-West	Black Cloth	10"	19 – 26	3	22 – 29	29 – 36	35 – 43
		11"	18 – 25	3	21 – 28	29 – 36	36 – 43
	Natural	10"	25 – 26	3	27 – 28		40 – 41
		11"	26	3	28		40 – 41
South-East	Black Cloth	10"	19 – 26	3	22 – 29	29 – 36	35 – 43
		11"	18 – 25	3	21 – 28	29 – 36	36 – 43
	Natural	10"	23 – 25	3	26 – 29		45
		11"	22 – 24	3	25 – 27		45

The above recommendations are based on growers' experiences in these three regions in 2016.

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