

poimsettias

2022



selecta  [®]

ALL YOU NEED TO SUCCEED

Selecta One® offers the highest-quality poinsettias sourced from the most reliable supply chain network – all while providing solutions to cover your growing needs.



Reliability

- We partner with the best, most extensive supply chain network in the industry
- Most availability and best-quality cuttings – where and when you need them
- Fast, reliable delivery from production farms in Mexico, Nicaragua and Africa
- Read more about our dependable supply chain on page 29

Grower's Choice

- Selecta One is your growing partner, from start to finish
- Explore culture and growing recommendations throughout the catalog
- Superior genetics and growing regimen ensure predictability across all varieties
- Turn to page 36 for our comprehensive culture guide

One-Stop Shop

- All your growing needs covered, for every region, pot size and season
- From rich reds and exciting novelties to early season and just in time for Christmas
- Selecta One is the number one breeding company in series poinsettias, for uniformity across colors and simplified production
- Enjoy the best collection of poinsettias in the industry – all in one place

FOUNDATION FOR SELECTION

Every Selecta One poinsettia is bred for:



V-SHAPED, WELL-BRANCHED HABITS

Selecta One poinsettias are less prone to breakage, so they sleeve and ship beautifully, arriving at retail in excellent condition.



LONG-LASTING CYATHIA

Superior plant structure ensures an outstanding shelf life on the bench and at retail, and more weeks of enjoyment for consumers.



STRONG ROOTS

These durable roots stand up to a range of watering methods, including flood-floor irrigation, for lower shrink and higher yield.

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GARY'S NOTES

Gary Vollmer, Selecta One Technical Support Manager

CULTURE THAT WORKS

Straight from the expert! Look for growing advice and culture tips throughout the catalog from Product Manager Gary Vollmer, and if you have any additional questions, visit SelectaNorthAmerica.com/Poinsettias/AskGary



*Catch our cover star
Christmas Mouse
on page 4!*



KEY TO SYMBOLS

PLANT VIGOR:

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

V-SHAPED HABIT:

-  **Narrow**
-  **Normal**
-  **Wide**

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.



TRIALED FOR EVERY REGION

As your growing partner, we know one of the most important steps in planning your poinsettia season is choosing the right varieties that will offer the best growing results in your region. Through **extensive trialing** in many areas around the world and contiguous feedback from commercial growing operations in North America, we are able to fine-tune our selection to ensure the **best possible recommendations for every region**.

Along with our robust assortment of **trialed and proven poinsettias**, we've provided an **easy regional mapping tool** throughout this catalog to aid in your selection. Look for the shaded map near many of our products to help determine the right poinsettias for your region and program.



● **Our expansive North American trial locations include:** Niagara, ON; Arroyo Grande, CA; Salinas, CA; Charlotte, NC; West Chicago, IL; Monroeville, NJ; and Miami, FL.

NEW EARLY ELEGANCE™ SERIES

Early-Season Showstopper

Early Elegance is an excellent choice for early-season poinsettia sales, targeting opportunities for mid-November through Thanksgiving. Works well in all North American markets. Medium-low vigor makes this an excellent choice for 4-in. up to 8-in. containers. The series includes a stunning vivid marble and one of the truest pink colors available.

7 WEEKS



Vigor ●●○○○

Normal



MARBLE



PINK



WHITE



RED

GARY'S NOTES

“Early Elegance fills the need for early sales, high yield and ease of growing, along with excellent colors, especially Marble which is the most vivid on the market.”



CULTURE THAT WORKS

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 500-750 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 500-750 ppm
- Southern Climate: Can use Cycocel spray up to 750-1000 ppm; use B-Nine/Cycocel tank mixes with caution in the South and not at all in the North
- Low-rate Micro Bonzi drenches can be applied after October 1, but use caution with rates and volume, as these are sensitive to PGR

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*
- Reducing temperatures at finish can help with color retention and shelf life
- 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 MOUSE[®] SERIES

Novel Shape, Unique Appeal

Christmas Mouse has exciting "mouse ear" bracts - completely unique to the market! This upright, medium-vigor poinsettia is an easy-to-grow novelty series available in Red and Pink. Great product for young consumers!

Vigor ●●●○○○

Normal



8-8.5
WEEKS



NEW



PINK



RED

POINT-OF-PURCHASE
ARTWORK

Scan to download
Christmas Mouse P.O.P.



HANG TAG



STICK TAGS



SLEEVE



POT



MINI POT WRAP



CART BANNER

**GARY'S
NOTES**

“Christmas Mouse stands out in the marketplace. It’s a strong novelty, ideal for target sales to younger, new poinsettia customers.”



CULTURE THAT WORKS

Propagation

- Roots very rapidly; plant from a liner at 19-21 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
- High vigor level; will require PGR application in propagation; 500-750 ppm Cycocel spray at day 15-20, which can be repeated if necessary
- 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
- Failure to pinch early will result in uneven branching
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500 ppm or 750 ppm to even out branches
- This branching occurs very rapidly after pinching and PGR may be needed as quickly as 7 days
- Upright habit; can go to final spacing very early if needed

Growing On

- Aggressive growth when branches develop; shows strong growth from October into early November; slows down at finish in late November
- Northern Climate: PGR limited to Cycocel spray at 500-750 ppm
- Southern Climate: Use 1-2 spray applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Later PGR applications: Cycocel spray 500-750 ppm, end October 10
- Micro Bonzi drenches can begin in early October

Late Growing Stages

- Strong root system; requires continuous feed until finish; watch media EC and reduce feed levels to avoid rapid increase in media EC; this indicates plants’ need for nutrition is waning
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
- Finishes naturally in late November to early December; can be held cool to target week 50-51 sales; avoid dew point to prevent *Botrytis*

CHRISTMAS BEAUTY™ SERIES

#1 Top-Selling Series

Christmas Beauty is the top-selling series in the Selecta One lineup. This space-saver finishes mid-season and features a controlled habit for excellent sleeveability. This Southern favorite offers superior performance under warmer conditions, while still performing great under cool finishing conditions as well. It is bred for maximum space efficiency and has strong roots for long-lasting plants and less shrink – making Christmas Beauty an excellent choice for mixes and mini cuttings!

8
WEEKS



Vigor ●●○○○

Normal



RED



PRINCESS



CINNAMON





PINK



QUEEN



MARBLE



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.”



CULTURE THAT WORKS

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™ SERIES

Ideal for Combinations

Christmas Joy is ready a week before Thanksgiving and will color up right on time for Black Friday - hitting the early market without needing black cloth. Medium-vigor, even-branching series makes it to retail intact and offers less shrinkage. Plus, Christmas Joy White is the top-selling white poinsettia in the Selecta One lineup. Due to the uniformity across all colors, Christmas Joy is also our number one series for mixed containers. Grow this one cool to save energy and money.

Vigor ●●●○○○

▼ Normal

7.5
WEEKS





RED



PINK



MARBLE



WHITE

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.”



CULTURE THAT WORKS

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™ SERIES

Reliable, Desirable, Profitable

This top-selling series is great for mixes, due to its reliable uniformity across an impressive color range! Space-efficient, easy-to-grow Christmas Feelings saves time and money with low energy input and low PGR requirements. Plus, no late-season stretch ensures you can send better-looking plants to market. This series offers a strong habit for more saleable plants, excellent post-harvest characteristics and dependable timing to finish for peak shipping. Red, White and Pink are available as mini cuttings.

8
WEEKS



Vigor ●●○○○

Normal



RED



WHITE



MERLOT



PINK

GARY'S NOTES

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



CULTURE THAT WORKS

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 SEASON™ SERIES

Big, Bold & Beautiful

Very early-season, energy-efficient series for 6-in. (15-cm) pot programs and larger. Christmas Season has big, showy bracts and dark green foliage that will captivate customers. This series is recommended for the Deep South, as it thrives under warm conditions. With a full color range, it is an excellent choice for mixes.

7
WEEKS



Vigor ●●●●●

Wide



MARBLE



PINK



RED



WHITE

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

CHRISTMAS GLORY™ SERIES

Smaller Pots, Bigger Appeal

Compact series is perfect for 6-in. (15-cm) and smaller pots and thrives in cool temperatures for better energy savings. Christmas Glory provides uniformity across all colors, and even branching, with bright, non-fading bracts all on top. The entire series is available as mini cuttings for perfect “grab-n-go” gift items this season.

7.5 WEEKS



Vigor ●○○○○○

Normal



PINK



WHITE



RED

GARY'S NOTES

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



CULTURE THAT WORKS

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
EVE RED

CHRISTMAS EVE RED

Early Season, Superior Color

Christmas Eve Red is a strong, early-season, vivid red variety with superior color retention and a long-lasting shelf life. Its upright, narrow habit and medium bract size make it an ideal variety for higher density production and shipping. Eve works well in 6-in. (15-cm) pots and times perfectly for Thanksgiving. Available as a mini cutting!

7 WEEKS

Vigor ●●●●○

Narrow



GARY'S NOTES

“Christmas Eve Red is an early variety that will grow very little in late October and November.”



CULTURE THAT WORKS

Propagation

- Roots rapidly; plant from liner at 19-21 days; apply rooting hormone to base of cutting
- Uses feed aggressively; start feed program around day 7; failure to feed early enough will result in yellowing
- High vigor level; will require PGR application in propagation; 500-750 ppm Cycocel spray at day 15-20 and can be repeated if necessary
- Plant from liners to finished container when well-rooted, prevents stretch

Early Finished Growth

- Must be pinched early: at day 14-16 from a liner; at day 24-26 for direct-stick; failure to pinch early will result in uneven branching
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500-750 ppm; recommended to even out the branches
- Branching occurs rapidly after pinch; PGR may be needed at 7 days
- Very upright habit; can go to final spacing very early if needed; rings can be avoided, even in large pots

Growing On

- Grows aggressively when branches develop; strong growth through mid-October, then slows as finish approaches
- Northern Climate: PGR limited to Cycocel spray at 500-1,000 ppm
- Southern Climate: Use 1-2 spray applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Late PGR applications: Cycocel spray 500-750 ppm, end October 10
- Micro Bonzi drenches can begin in early October through October 15; Eve is an early variety that will grow very little in late October and November

Late Growing Stages

- Feed continuously until finish; watch media EC and reduce feed levels to avoid rapid increase; indicates plants' need for nutrition is waning
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
- Can be held cool to target week 50-51 sales; avoid dew point to prevent *Botrytis*

CHRISTMAS MAGIC™ RED

Programmable Powerhouse

The best option for early, compact, red poinsettias! This variety provides a more saturated, non-fading color and offers even branching with a better bract presentation on top of the plant for a higher-quality product. Plus, this variety is ideal for Southern growing and won't delay in the heat. Christmas Magic Red is predictable, programmable and perfect for early Thanksgiving - hitting the week 46 and 47 sales without ever missing a ship date.



Vigor ●●○○○



GARY'S NOTES

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



CULTURE THAT WORKS

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 BELLS

Ships Beautifully for the Late Season

An exceptional mid-to-late poinsettia variety for almost all regions. Christmas Bells provides vibrantly rich, deep red-colored bracts. The very strong, upright, V-shaped habit works well with no rings in larger containers. This variety is the best late-season choice for Northern growers, with an excellent post-harvest performance.

8.5
WEEKS

Vigor ●●●○○○

▼ Narrow



GARY'S NOTES

“Christmas Bells is a great option for late-November to early-December sales.”



CULTURE THAT WORKS

Propagation

- Roots rapidly; plant from liner at 19-21 days; apply rooting hormone to base of cutting
- Uses feed aggressively; start feed program around day 7; failure to feed early enough will result in yellowing
- High vigor level; will require PGR application in propagation; 500-750 ppm Cycocel spray at day 15-20 and can be repeated if necessary
- Plant from liners to finished container when well-rooted, prevents stretch

Early Finished Growth

- Must be pinched early: at day 14-16 from a liner; at day 24-26 for direct-stick; failure to pinch early will result in uneven branching
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500-750 ppm; recommended to even out the branches
- Branching occurs rapidly after pinch; PGR may be needed at 7 days
- Very upright habit and can go to final spacing very early if needed; rings can be avoided, even in large pots

Growing On

- Grows aggressively when branches develop; strong growth October into early November; slows as finish approaches in late November
- Northern Climate: PGR limited to Cycocel spray at 500-1,000 ppm
- Southern Climate: Use 1-2 spray applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Late PGR applications: Cycocel spray 500-750 ppm, end October 15
- Micro Bonzi drenches can begin in early October; too aggressive PGR applications in October can result in smaller bracts

Late Growing Stages

- Feed continuously until finish; watch media EC and reduce feed levels to avoid rapid increase; indicates plants' need for nutrition is waning
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
- Finishes naturally in late November to early December; can be held cool to target week 50-51 sales; avoid dew point to prevent *Botrytis*

CHRISTMAS AURORA

Brighten Up the Late Season

Christmas Aurora is a great choice for December poinsettia sales. Its upright, narrow habit and medium bract size are ideal for higher density production and dependable shipping. Aurora features intense red bracts, and a narrow shape that makes it easy to sleeve. This reliable, predictable poinsettia works well in 6-in. (15-cm) pots. Plus, it is early to color but late to flower — providing an outstanding shelf life at retail and long-lasting enjoyment for the consumer.

Vigor ●●●●○

▲ Narrow

8.5-9
WEEKS



GARY'S NOTES

“Christmas Aurora finishes naturally in late November to early December, and can be held cool to target week 50-51 sales.”



CULTURE THAT WORKS

Propagation

- Roots rapidly; plant from liner at 19-21 days; apply rooting hormone to base of cutting
- Uses feed aggressively; start feed program around day 7; failure to feed early enough will result in yellowing
- High vigor level; will require PGR application in propagation; 500-750 ppm Cycocel spray at day 15-20 and can be repeated if necessary
- Plant from liners to finished container when well-rooted, prevents stretch

Early Finished Growth

- Must be pinched early: at day 14-16 from a liner; at day 24-26 for direct-stick; failure to pinch early will result in uneven branching
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500-750 ppm; recommended to even out the branches
- Branching occurs rapidly after pinch; PGR may be needed at 7 days
- Very upright habit; can go to final spacing very early if needed; rings can be avoided, even in large pots

Growing On

- Grows aggressively when branches develop; strong growth October into early November; slows as finish approaches in late November
- Northern Climate: PGR limited to Cycocel spray at 500-1,000 ppm
- Southern Climate: Use 1-2 spray applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20
- Late PGR applications: Cycocel spray 500-750 ppm, end October 15
- Micro Bonzi drenches can begin in early October; too aggressive PGR applications in October can result in smaller bracts

Late Growing Stages

- Feed continuously until finish; watch media EC and reduce feed levels to avoid rapid increase; indicates plants' need for nutrition is waning
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium*
- Finishes naturally in late November to early December; can be held cool to target week 50-51 sales; avoid dew point to prevent *Botrytis*

CHRISTMAS SPIRIT

Vigorous & Versatile

Very large-bracted Christmas Spirit offers a rich red color for enormous retail appeal. This variety is best-suited for large pots, due to its big vigor and early flowering. Plus, this versatile poinsettia won't delay in the heat for Southern growers, yet is a superior choice for cold-finish production.

7.5
WEEKS

Vigor ●●●●●

▼ Narrow



GARY'S NOTES

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



CULTURE THAT WORKS

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 CHEER

Always Uniform, Super Dark Red

Christmas Cheer is a very dark red-bracted poinsettia with medium vigor. This easy-to-grow variety is extremely uniform in production, and is an earlier version of Christmas Day Red.

Vigor ●●●○○

▼ Normal

8
WEEKS



CHRISTMAS WISH™ SERIES

Brilliant, Mid-Season Color

Right in line with Christmas Cheer, Christmas Wish Red features a slightly brighter red color that won't fade in the heat of the South. The series features long-lasting cyathia for extended life on the bench and on the shelf. Its break-resistant, V-shaped habit means it ships and shows strong, and a high-quality root system offers higher yield and lower shrink.

8 WEEKS



Vigor ●●●○○○

Normal



PINK



RED

GARY'S NOTES

“Christmas Cheer grows steadily once the branches develop, exhibiting consistently slow growth throughout the crop until color begins, while Christmas Wish is slower out of the pinch than many other Selecta One varieties.”



CULTURE THAT WORKS

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
- 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 3/4 of the way up the plant, usually in late October. If this occurs, foliar applications of chelated magnesium can be applied.

NOVELTIES & STAR SELLERS

These cutting-edge varieties offer all the consistency, excellent plant structure and efficiency of standard poinsettias, with the unique colors and textures that stand out and shine at retail!

NEW BRILLIANT WHITE

This variety joins the new category of very white, white poinsettias. Brilliant White features attractive pointed white bracts on a medium-low vigor frame. Easy to produce with strong shippability and post-harvest performance.

Vigor ●●○○○

▼ Normal

8-8.5
WEEKS



MARBELLA

Best-selling novelty poinsettia has an exceptional pink and white color contrast that intensifies with cool finishing but keeps stable in warmer temperatures. Marbella is a great addition to large pot programs.

Vigor ●●●●○

▼ Wide

7.5
WEEKS





NEW PINK CHAMPAGNE

Right in line with Christmas Cheer and Christmas Wish, Pink Champagne features a unique rose-on-pink bicolor bract. This variety has long-lasting cyathia for extended life on the bench and on the shelf. Its break-resistant, V-shaped habit means it ships and shows strong, and a high-quality root system offers higher yield and lower shrink.

Vigor ●●●○○○

▼ Normal

8
WEEKS



ORANGE GLOW

As the only true-orange poinsettia on the market, Orange Glow is a vibrant, large-bracted novelty poinsettia that stands out among the rest. This early-flowering, easy-to-grow variety is the perfect choice for mid-to-late November novelty programs, finishing just in time for Thanksgiving week. Plus, the true-orange color makes it a natural Fall decorating item!

Vigor ●●●○○○

▼ Normal

7.5
WEEKS



NOVELTIES & STAR SELLERS CONTINUED

These cutting-edge varieties offer all the consistency, excellent plant structure and efficiency of standard poinsettias, with the unique colors and textures that stand out and shine at retail!

SNOWY WHITE

As one of our brightest white poinsettias, Snowy White is excellent for painting! Strong, easy-to-grow variety features large, showy bracts. Plus, the V-shaped, well-branched habit means less breakage – for superior sleeveability and shippability.

Vigor ●●○○○○

Normal

7.5
WEEKS



WINTERSUN WHITE

This poinsettia is a great option for painting. Wintersun White is well-branched and upright, with sturdy stems and holly-shaped foliage. Plus, it has great post-harvest performance.

Vigor ●●●●○○

Narrow

7.5
WEEKS





CHRISTMAS MORNING

Ready for Black Friday sales, this early-season, medium-to-compact poinsettia will look fresh and festive in a variety of pot sizes. Christmas Morning features the same leaf shape, color and upright branching of Christmas Day Red, but with an earlier season for quicker market delivery.

Vigor ●●○○○○

 Narrow

7.5
WEEKS



NOEL RED

Noel Red is an energy-saving variety with an early finish, and it's perfect for high-quality, larger plant formats. It features florist-quality, upright branching and a beautiful, round habit.

Vigor ●●●○○○

 Normal

7.5
WEEKS



NOVELTIES & STAR SELLERS CONTINUED

These cutting-edge varieties offer all the consistency, excellent plant structure and efficiency of standard poinsettias, with the unique colors and textures that stand out and shine at retail!

CHRISTMAS DAY RED

This top-quality variety offers long-lasting cyathia for superior holdability on the bench, and timing that won't delay when grown cool to save energy. It also features a strong root system that is proven to withstand flood-floor irrigation. Christmas Day Red is versatile for a range of pot sizes, and its medium vigor is easy to control with minimal PGRs. Plus, it is available as a mini cutting.

Vigor ●●●○○

Normal

8
WEEKS



VALENTINE

Add captivating appeal to your program with romantic Valentine. Featuring long-lasting cyathia for extended shelf life, this variety is adaptable to pot and cut flower use.

Vigor ●●●●○

Narrow

8
WEEKS





HOLLY BERRY

Holly Berry is a strong, holly-bracted, rounded, red novelty poinsettia. Its low vigor and superior branching make it ideal for small pots and dish gardens. Plus, Holly Berry is suitable for high-density production in smaller pots.

8-8.5
WEEKS

Vigor ●○○○○○

▼ Normal



CHRISTMAS TRADITION

Timed for late-season church and fundraiser use, this traditional, highly vigorous poinsettia features an elegant dark red color and non-fading bracts – even in high light. Excellent indoor shelf life keeps it beautiful for the entire Christmas season.

9.5
WEEKS

Vigor ●●●●●●

▼ Wide



LAZZERI VARIETIES

Backed by the Number One Supply Chain

ALASKA

Alaska is the brightest, whitest poinsettia on the market! This pure white variety with an ideal mid-season finish features attractive holly-shaped leaves and bracts. It has good post-harvest performance and works well in normal and cool-finish regimes.

Vigor ●●●●○

▼ Narrow

8-8.5
WEEKS



ALPINA

As one of the whitest poinsettias on the market, Alpina provides early-season color ideal for week 47 sales. Plus, the medium vigor works well in many pot sizes.

Vigor ●●●○○

▼ Normal

7.5
WEEKS



SUPERBA NEW GLITTER

The first choice for glitter novelties is here! Superba New Glitter is a medium-vigor poinsettia with large, showy bracts. Mid-season timing makes Superba a superior choice among glitter varieties on the market.

Vigor ●●●○○

▼ Normal

8
WEEKS



THE MOST RELIABLE SUPPLY CHAIN

Get what you need, when you need it.



Vivero Production Farm

Selecta One'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, Morelos, Mexico, to provide our North American market with fast, reliable delivery of unrooted product. Our expert 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 Las Limas, Nicaragua and Uganda provides the same full selection of products 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.



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.



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.



MINI

Cuttings (URC)

Mini poinsettia unrooted cuttings (URC) are grown specifically for a smaller, toned cutting compared to our normal URC spec.

SELECTA ONE CLEAN & FIELD TESTED VARIETIES



Every 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 over 60 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**.

SELECTA ONE 2022 POINSETTIA GROWING RECOMMENDATIONS

		Variety	Page	Natural Flower (first pollen)	Response Time in Weeks (first pollen)	Vigor	Habit ¹	
VERY EARLY SEASON								
		Christmas Eve Red 'NPCW08153'	15	Nov. 12-22	7	medium-high	narrow	
		Christmas Magic Red 'Realsplen'	16	Nov. 12-19	7	medium-low	normal	
Christmas Season Series		Christmas Season Marble 'NCPW10196'	12	Nov. 10-17	7	high	wide	
		Christmas Season Pink 'NPCW10160'	12	Nov. 10-17	7	high	wide	
		Christmas Season Red 'NPCW08135'	12	Nov. 10-17	7	high	wide	
		Christmas Season White 'NCPW13232'	12	Nov. 10-17	7	high	wide	
Early Elegance Series		NEW Early Elegance Marble 'NPCW22404'	3	Nov. 10	7	medium-low	normal	
		NEW Early Elegance Pink 'NPCW22403'	3	Nov. 10	7	medium-low	normal	
		NEW Early Elegance Red 'NPCW22279'	3	Nov. 10	7	medium-low	normal	
		NEW Early Elegance White 'NPCW22405'	3	Nov. 10	7	medium-low	normal	
EARLY SEASON								
		Alpina 'LAZZPO1315'	28	Nov. 16-20	7.5	medium	normal	
Christmas Glory Series		Christmas Glory Pink 'NPCW15234'	13	Nov. 15-22	7.5	low	normal	
		Christmas Glory Red 'NPCW12200'	13	Nov. 15-22	7.5	low	normal	
		Christmas Glory White 'NPCW17267'	13	Nov. 15-22	7.5	low	normal	
Christmas Joy Series		Christmas Joy Marble 'NPCW17265'	9	Nov. 15-22	7.5	medium	normal	
		Christmas Joy Pink 'NPCW15244'	9	Nov. 15-22	7.5	medium	normal	
		Christmas Joy Red 'NPCW12197'	9	Nov. 15-22	7.5	medium	normal	
		Christmas Joy White 'NPCW15245'	9	Nov. 15-22	7.5	medium	normal	

¹ **Habit:** Varieties are rated from narrow to normal to wide.

Average Bract Size	Cool Growing ²	Mini ³	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.				
								CANADA/NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ATLANTIC	SOUTHWEST
medium, round	**	•	•	•	•	•		excellent	excellent		excellent	excellent
large, round	***	•	•	•	•			excellent	excellent	excellent	excellent	excellent
large, pointed	**			•	•	•	•			good	good	good
large, pointed	**			•	•	•	•			good	good	good
large, pointed	**			•	•	•	•			good		
large, pointed	**			•	•	•	•			good	good	good
large, pointed	**		•	•	•				excellent	excellent	excellent	excellent
large, pointed	**		•	•	•			excellent	excellent	excellent	excellent	excellent
large, pointed	**		•	•	•			excellent	excellent	excellent	excellent	excellent
large, pointed	**		•	•	•			excellent	excellent	excellent	excellent	excellent
large, pointed	**		•	•	•			good	good	good	good	good
medium, round	**		•	•				good	good	good	good	good
medium, round	**	•	•	•				good	good	good	good	good
medium, round	**		•	•				good	good	good	good	good
large, pointed	**		•	•	•	•	•	good	good	good	excellent	good
large, pointed	**		•	•	•	•	•	good	good	good	excellent	good
large, pointed	**		•	•	•	•	•	good	good	good	excellent	good
large, pointed	**		•	•	•	•	•	good	good		excellent	good

² **Cool Growing:** Varieties are rated from most (***) to least (*) efficient. Contact us for guidelines.

³ Available as Mini Unrooted Cutting (URC).

SELECTA ONE 2022 POINSETTIA GROWING RECOMMENDATIONS

		Variety	Page	Natural Flower (first pollen)	Response Time in Weeks (first pollen)	Vigor	Habit ¹	
EARLY SEASON								
		Christmas Morning 'NPCW15237'	25	Nov. 15-22	7.5	medium-low	narrow	
		Christmas Spirit 'NPCW18087'	19	Nov. 12-19	7.5	high	narrow	
		Marbella 'NPCW10184'	22	Nov. 15-22	7.5	medium-high	wide	
		Noel Red 'NPCW10167'	25	Nov. 15-22	7.5	medium	normal	
		Orange Glow 'NPCW21350'	23	Nov. 16-20	7.5	medium	normal	
		NEW Pink Champagne 'NPCW22384'	23	Nov. 16-20	8	medium	normal	
		Snowy White 'NPCW19278'	24	Nov. 15-22	7.5	medium-low	normal	
		Wintersun White 'NPCW09124'	24	Nov. 15-22	7.5	medium-high	narrow	
MID SEASON								
		Alaska 'LAZZPO1319'	28	Nov. 20-24	8-8.5	medium-high	narrow	
		NEW Brilliant White 'NPCW22387'	22	Nov. 20-24	8-8.5	medium-low	normal	
		Christmas Aurora 'NPCW14221'	18	Nov. 23-27	8.5-9	medium-high	narrow	
Christmas Beauty Series		Christmas Beauty Cinnamon 'NPCW17243'	6	Nov. 23-27	8	medium-low	normal	
		Christmas Beauty Marble 'NPCW16260'	7	Nov. 23-27	8	medium-low	normal	
		Christmas Beauty North Pole 'NPCW14225'	7	Nov. 15-22	7.5	medium-low	normal	
		Christmas Beauty Pink 'NPCW11203'	7	Nov. 23-27	8	medium-low	normal	
		Christmas Beauty Princess 'NPCW18289'	6	Nov. 23-27	8	medium-low	normal	
		Christmas Beauty Queen 'NPCW19287'	7	Nov. 23-27	8	medium-low	normal	
		Christmas Beauty Red 'NPCW10158'	6	Nov. 23-27	8	medium-low	normal	

¹ **Habit:** Varieties are rated from narrow to normal to wide.

Average Bract Size	Cool Growing ²	Mini ³	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.				
								CANADA/NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ATLANTIC	SOUTHWEST
large, pointed	**		•	•				good	good		good	good
very large, pointed	***			•	•	•	•	excellent	excellent	excellent	excellent	excellent
medium, pointed	**		•	•	•	•	•	good	good	good	good	good
large, pointed	**		•	•	•	•	•	good			good	
large, pointed	**		•	•	•			good	good	good	good	good
large, pointed			•	•	•	•		good	good		good	good
large, round	**	•	•	•	•		•	good	good	good	good	good
medium, holly-shaped	**		•	•	•	•		good	good		good	
								CANADA/NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ATLANTIC	SOUTHWEST
large, holly-shaped	**		•	•	•	•	•	good	good		good	good
large, pointed			•	•	•			good	good	good	good	good
medium, round	**		•	•	•	•						good
medium, round	**	•	•	•				good	good	excellent	excellent	good
medium, round	**	•	•	•				excellent	excellent	excellent	excellent	excellent
medium, round	**	•	•	•	•			good	good	excellent	excellent	good
medium, round	**	•	•	•				good	good	excellent	excellent	good
medium, round	**	•	•	•				good	good	excellent	excellent	good
medium, round	**	•	•	•				good	good	excellent	excellent	good
medium, round	**	•	•	•				good	good	excellent	excellent	good
medium, round	***	•	•	•				good	good	excellent	excellent	good

² **Cool Growing:** Varieties are rated from most (***) to least (*) efficient. Contact us for guidelines.

³ Available as Mini Unrooted Cutting (URC).

SELECTA ONE 2022 POINSETTIA GROWING RECOMMENDATIONS

		Variety	Page	Natural Flower (first pollen)	Response Time in Weeks (first pollen)	Vigor	Habit ¹	
MID SEASON								
		Christmas Bells 'NPCW19282'	17	Nov. 23-27	8.5	medium	narrow	
		Christmas Cheer 'NPCW17257'	20	Nov. 15-22	8	medium	normal	
		Christmas Day Red 'NPCW10164'	26	Nov. 20-27	8	medium	normal	
Christmas Feelings Series		Christmas Feelings Merlot 'NPCW09170'	11	Nov. 20-27	8	medium-low	normal	
		Christmas Feelings Pink 'NPCW07120'	11	Nov. 20-27	8	medium-low	normal	
		Christmas Feelings Red 'NPCW02044'	10	Nov. 20-27	8	medium-low	normal	
		Christmas Feelings White 'NPCW13211'	11	Nov. 20-27	8	medium-low	normal	
Christmas Mouse Series		Christmas Mouse Red 'NPCW19280'	4	Nov. 20-24	8-8.5	medium	normal	
		NEW Christmas Mouse Pink 'NPCW21367'	4	Nov. 20-24	8-8.5	medium	normal	
Christmas Wish Series		Christmas Wish Pink 'NPCW18281'	21	Nov. 20-27	8	medium	normal	
		Christmas Wish Red 'NPCW13218'	21	Nov. 20-27	8	medium	normal	
		Holly Berry 'NPCW20049'	27	Nov. 23-27	8-8.5	low	normal	
		Superba New Glitter 'LAZZPOSUGI'	28	Nov. 20-24	8	medium	normal	
		Valentine 'NPCW05102'	26	Nov. 20-27	8	medium-high	narrow	
		Christmas Tradition 'NPCW14205'	27	Dec. 7-14	9.5	high	wide	

¹ **Habit:** Varieties are rated from narrow to normal to wide.

Average Bract Size	Cool Growing ²	Mini ³	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.				
								CANADA/NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ATLANTIC	SOUTHWEST
large, pointed	***		•	•	•	•		good	good		good	good
large, pointed	***		•	•	•	•		excellent	excellent		excellent	good
large, pointed	***	•	•	•								
large, pointed	***		•	•	•			good	good	good	good	excellent
large, pointed	***		•	•	•			good	good	good	good	good
large, pointed	***	•	•	•	•			good	good	good	good	excellent
large, pointed	***		•	•	•			good	good	good	good	good
large, oval (unique) mouse ear		•	•	•				good	good	good	good	good
large, oval (unique) mouse ear		•	•	•				good	good	good	good	good
large, pointed	***		•	•	•	•	•	excellent	excellent		excellent	excellent
large, pointed	***		•	•	•	•	•	excellent	good		good	excellent
medium, very holly-shaped	***		•	•	•			good	good		good	good
large, pointed	***		•	•	•			good	good	good	good	good
rose-shaped	***		•	•	•	•	•	good	good	good	good	good
large, pointed	***			•	•	•		good	good		good	good

² **Cool Growing:** Varieties are rated from most (***) to least (*) efficient. Contact us for guidelines.

³ Available as Mini Unrooted Cutting (URC).

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.

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 at 50°F (10°C) for no more than 24 hours. After sticking, keep propagation environment shaded and cool for the first 2 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 Calcium (Ca) and Magnesium (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 26°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 5.7-6.2. Avoid pH of 6.6 and higher at finish, as high pH and reduced fertility levels can contribute to bract edge burn and Mg deficiencies. Negative DIP works well for height control - 1 hour before sunrise until 3 hours after.

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

Deficiencies

The most common deficiencies are Calcium and Magnesium. Lack of Ca causes bract edge burn on poinsettias. Ca moves in water, so high transpiration rates are important. Make sure to supply Ca in fertilizer; not all “balanced” feeds have Ca. Many growers utilize Calcium Chloride or Calcium Chelate sprays starting in mid-to-late October, to help with bract edge burn. Elevated pH is associated with higher Calcium feeds and/or water alkalinity. This can result in Mg deficiencies. If pH is above 6.3 in mid-October, supplemental Mg is needed.



Calcium deficiency



Calcium deficiency

Water and Fertilizer

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

Maintain a media pH of 5.7-6.3. Poinsettia should be grown with a constant liquid feed program of 200-250 ppm N. Cal-Mag feed is recommended, as they need a good source of Ca. Know your water quality to choose correct fertilizer and better manage media pH, as pH above 6.5 can trigger Mg deficiency.

Maintain a media EC of 1.2-2.0 from a pour-through or 0.8-1.3 for a 1:2. A healthy and active growing poinsettia will consume a lot of fertilizer. If consistently fertilizing and you find that media EC is still low - that is okay, modern poinsettias will aggressively uptake nutrition. Utilize tissue and analysis to ensure nutrition is adequate. Plus, don't forget the Moly!

Other Deficiencies



Potassium deficiency



Phosphorus deficiency



Nitrogen deficiency



Iron deficiency



Magnesium deficiency



Boron deficiency



Molybdenum deficiency

Where nutrition deficiency symptoms occur on the poinsettia plant



Pinching

Pinching the plants before the breaks significantly form 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 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.



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.

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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.



Improved habit with proper 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 to 72°F (16 to 22°C) for optimal 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).

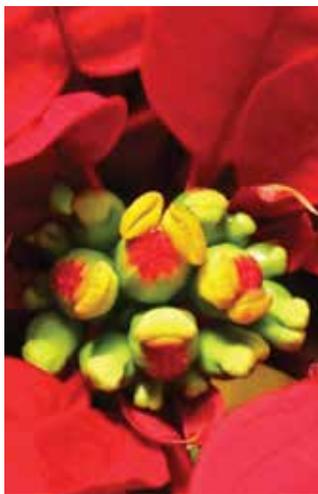
You may use late applications of Bonzi drench at 0.5 ppm to improve shelf life. This is best done at full bract coloration, just before pollen shed. Do not apply prior to full color.

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 36 cm) on center, with a finished height of 14 to 16 in. (36 to 41 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 36 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 30 to 35 to find your weeks from flower initiation to retail-ready crop.

Then, 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

WEEKS	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)		

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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	Cyantraniliprole	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	Pyridaben	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	Pyridaben	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 causes 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
BotaniGard ES	Beauveria bassiana	16-32 oz.	Whitefly	No	Label states: Do not apply after poinsettia bract formation
NoFly 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		
BotaniGard ES	Beauveria bassiana	32-64 oz.	Thrips	No	Label states: Do not apply after poinsettia bract formation
NoFly 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.

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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	
Pageant Intrinsic	Pyraclostrobin + 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 Bicarbonate	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	
Pageant Intrinsic	Pyraclostrobin + Boscalid	12-18 oz.	Rhizoctonia	7 + 11	Yes	Do not combine with organosilicone-based adjuvants (CapSil)
Medallion	Fludioxonil	1 oz.	Rhizoctonia	12	Yes	Sprenc/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	
Pageant Intrinsic	Pyraclostrobin + Boscalid	6-12 oz.	Powdery Mildew	7 + 11	Yes	Do not combine with organosilicone-based adjuvants (CapSil)
MilStop	Potassium Bicarbonate	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.

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	Bacillus subtilis	64-256 oz. (2-8 qt.)	Erwinia/Bacteria	Trial first	
ZeroTol	Hydrogen Dioxide + 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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