

Ball Mums Releases Top Garden Mum Varieties By Color

National color trends and trial data were explored to give Ball Seed customers helpful insight on the leading Ball Mums varieties by color.



WEST CHICAGO, ILLINOIS, February 2019 — Ball Seed knows that Garden Mums are a crop driven by color. Years of collected data for trials, performance and sales has helped determine the percentages of each color class that makes up the top mixes on a national level.

“Ball Seed often gets questions about the top varieties by color, and like any plant question, the answer can be regional and impacted by crop timing and the anticipated retail sales window,” says **Linda Kiscellus**, Business Manager for Business Manager for Ball Mums.

With this understanding, the Ball Mums team has compiled all trial and performance data, and is pleased to share the **Top Garden Mum Varieties By Color**. The following list shows the popular color classes, with two or more top performers recommended in order to cover multiple timing ranges from early- to late-season garden mum varieties.

YELLOW

Sundance Yellow
Yellow Tang
Honeyblush Yellow

ORANGE

Pumpkin Pie Orange
Sunset Orange

PURPLE

Stellar Purple
Venus Purple
Plumberry Purple

WHITE

Celestial White
Butter N Cream White
Bridal White

RED

Radiant Red
Red Ryder
Five Alarm Red

PINK

Pink Frenzy
Stellar Pink
Perfectly Pink

BRONZE

Katelli Bronze
Copper Coin Bronze

“The varieties we’ve listed have vibrancy and durability,” says **Cindy Drumgool**, the new Ball Mums Product Manager, who brings 20+ years of

production and retail experience to the team. "So when the weather works against sales, these mums will still look great and have consumer appeal."

In addition to this color trends and performance list, Ball Mums recently released its 2019 New Variety Supplement brochure. To view it online or download a copy, visit the following link online: www.ballseed.com/virtual/2019_mums/index.aspx.

For more information about the full Ball Mums assortment, contact Linda Kiscellus at 630 588-3144 or lkiscellus@ballhort.com. View all of the latest Ball Mums brochures and catalogs online at ballseed.com/catalogs, or request one from your Ball Seed Representative.

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