

## 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](http://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](mailto:lkiscellus@ballhort.com). View all of the latest Ball Mums brochures and catalogs online at [ballseed.com/catalogs](http://ballseed.com/catalogs), or request one from your Ball Seed Representative.

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