
selecta one®
Poinsettias
2027

selecta one®

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Root & Sell Stations ..... Back Cover

Key To Symbols

PLANT VIGOR:

LOW ●○○○○
MEDIUM-LOW ●●○○○
MEDIUM ●●●○○
MEDIUM-HIGH ●●●●○
HIGH ●●●●●

HABIT:

NARROW
NORMAL
WIDE

RESPONSE TIME:

GREAT FOR MINI PRODUCTION:

POINSETTIA POINTERS

Advice from Our Technical Expert



James Doukas

Technical Lead and Poinsettia Product Manager

James assists growers with production throughout the crop cycle. His specialties include genetic selection, propagation and finishing. Watch for his helpful pointers throughout this catalog.



Max out your shipments with **mini varieties!**

The next trend in poinsettias is mini! This season, think big by growing mini versions of your favorite poinsettias. You'll **fit more plants per rack** and save money on shipping. Look for our mini versions throughout these pages!

New Poinsettias FOR 2027





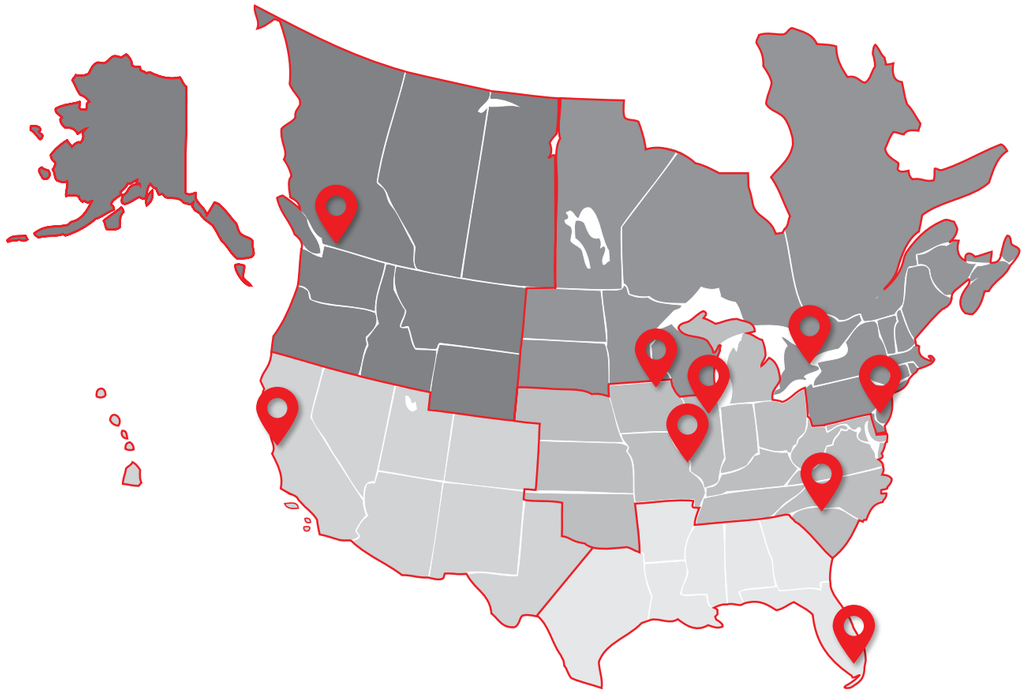




TRIALED FOR EVERY **REGION**

Thanks to continuous feedback from commercial growing operations in North America and extensive trialing throughout the world, we fine-tune our selection to ensure the very best recommendations for every region.

Look for the shaded maps throughout this catalog — and reviews from our technical experts — to determine the right poinsettias for your region and program.



Our expansive North American trial locations include:
Abbotsford, BC
Niagara, ON
Guadalupe, CA
Cresco, IA
St. Louis, MO
West Chicago, IL
Monroeville, NJ
Charlotte, NC
Miami, FL

Canada, Northwest
Alaska
Alberta
British Columbia
Idaho
Montana
Oregon
Saskatchewan
Washington
Wyoming

U.S., Deep South
Alabama
Arkansas
Florida
Georgia
Hawaii
Louisiana
Mississippi
Texas *(Central & East)*

Canada, North
Delaware
Manitoba
Maritime Provinces
Minnesota
New England
New Jersey
New York
North Dakota
Ontario
Pennsylvania
Québec
South Dakota
Wisconsin

U.S., Southwest
Arizona
California
Colorado
Nevada
New Mexico
Utah
Texas *(West)*

U.S., Midwest Atlantic
Illinois
Indiana
Iowa
Kansas
Kentucky
Maryland
Michigan
Missouri
Nebraska
North Carolina
Ohio
Oklahoma
South Carolina
Tennessee
Virginia
West Virginia

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REGIONAL *ROCKSTARS*

Better than good. These reds are climate rockstars!

We've done the homework and found the best-performing red variety for your climate.



CHRISTMAS **EVE** RED

U.S., DEEP SOUTH | PAGE 14

"Christmas Eve Red is an early variety that grows very little in late October and November."
- Lauren Blume, Selecta One Territory Manager and Technical Lead



CHRISTMAS **BEAUTY**™

U.S., SOUTHWEST | PAGE 8

"Christmas Beauty Red has an excellent red color that is very resistant to fading."
- Maria Bolinger, Selecta One Territory Manager



CHRISTMAS **BELLS**®

CANADA, NORTH | PAGE 19

"Christmas Bells is our go-to red. Their upright habit doesn't require rings, making them easy to pack and ship during weeks 45-51."
- Head Grower Paul Vos Jr. of Foxwood Greenhouses in Freelton, Ontario



CHRISTMAS **CHEER**

U.S., MIDWEST ATLANTIC, CANADA, NORTHWEST | PAGE 20

"Christmas Cheer is easy to grow and extremely uniform in production."
- James Doukas, Selecta One Technical Lead and Poinsettia Product Manager



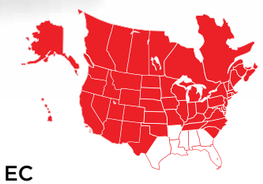
Sturdy bracts make the perfect blank canvas!

NEW CHRISTMAS **CANVAS**

With durable white bracts, Christmas Canvas is ideal for poinsettia glow-ups

Christmas Canvas is an **earlier true-white option for southern climates**, with controllable vigor for all pot sizes.





7.5 WEEKS **VIGOR ●●●○○** **NORMAL**



POINSETTIA POINTER:

"Reduce feed levels at finish if media EC increases too rapidly. Growth will level off in mid-October from a strong September."
– James Doukas

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

- Can grow rapidly once the branches develop early September and exhibits consistent moderate-high growth throughout the crop until color begins.
- 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.
- 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*.

NEW WHITE **CHRISTMAS**

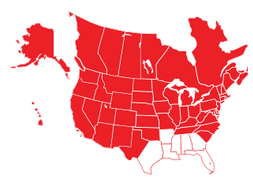
Attractive oak leaf-shaped bracts

White Christmas is the **brightest, whitest poinsettia** on the market with an ideal mid-season finish. Its post-harvest performance works well in normal and cool-finish regimens.





White Christmas in trials



8-8.5 WEEKS **VIGOR ●●●○○** **NORMAL**



POINSETTIA POINTER:

"White Christmas has a very strong root system that is suitable for subirrigation and drip."
– James Doukas

CULTURE THAT WORKS

Propagation

- Roots rapidly; plant from a liner at 22-24 days.
- Apply rooting hormone to the base of cutting.
- Start feed program around day 7.
- Early growth is slower than some others; may not require PGR application in propagation.
- Important to plant from liners into finished container as soon as they are well rooted.
- Uses feed aggressively; feeding should begin early in propagation around day 7.
- Failure to feed early enough will result in yellowing and hardening.

Early Finished Growth

- Very strong-branched variety 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 dominant branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500-750 ppm; recommended to even out branches.
- Failure to do the early Cycocel applications can result in plants with more dominant bracts.

Growing On

- Grows steadily once branches develop, and exhibits consistent moderate growth throughout the crop until color begins.
- Northern Climate: PGR should be limited to only Cycocel spray at 500 ppm.
- Southern Climate: Can use Cycocel spray up to 1,000 ppm. Use 1-2 spray applications of B-Nine (1,000 ppm)/Cycocel (500 ppm) before September 20.
- Later applications of PGR should be straight Cycocel spray 500-750 ppm and/or micro Bonzi drenches beginning in early October.

Late Growing Stages

- Very strong root system; requires continuous feed until finish.
- Watch media EC; reduce feed levels to avoid rapid increase in media EC, as this indicates the 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 but will reduce whiteness. Pay attention to humidity and avoid dew point to prevent *Botrytis*.

NEW HOLLY BERRY™ SERIES

Holly Berry is bringing new friends to the holiday party!

You already know Holly Berry Red for its strong, holly-bracted, mounded habit. Now, meet the NEW additions to the Holly Berry series! All four varieties deliver superior branching with low vigor. They're ideal for small pots and dish gardens, and suitable for **high-density production** in smaller pots.



WHITE



MARBLE



PINK



RED



NEW
MARBLE

8-8.5 WEEKS **VIGOR ●○○○○** **NORMAL**





POINSETTIA POINTER:

"Holly Berry delivers stem strength to handle multiple transplantings, making it the perfect series for tropical and other mixed-variety tabletop containers." – *James Doukas*

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 14-18 from a liner; at day 28 for direct stick.
- Breaks begin to grow 5-7 days after pinch.

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.
- Repeated, back-to-back applications of PGR are unnecessary and can lock up future growth.

Late Growing Stages

- Reduce feed levels if media EC increases too rapidly.
- High EC at finish can result in root damage, reduced shelf life and possible *Pythium.*

NEW WONDERLAND™ SERIES

Discover three wonderful new varieties in unique colors ranging from pink to rose

Spectacular **double bracts** with exciting, saturated colors will add a little wonder to traditional holiday decor. A tidy habit makes this series ideal for 4 to 6-in. pots, whether as multicolor tabletops or single-pot specimens.



VELVET ROSE



FROSTED PINK



PINK ROUGE



8 WEEKS **VIGOR ●●○○○** **NORMAL**





POINSETTIA POINTER:

"When considering PGRs, wait a day or two before application. That postponement will help confirm if an application is necessary." – *James Doukas*

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.

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 **BEAUTY**™ SERIES

Number One Top-Selling Series

Christmas Beauty is bred for maximum space efficiency, with strong roots for long-lasting plants and less shrink. This space saver finishes mid-season and features a **controlled habit for excellent sleeveability,** making it an excellent choice for mixes and mini cuttings.

GREAT FOR MINI PRODUCTION!



Christmas Beauty North Pole mini production

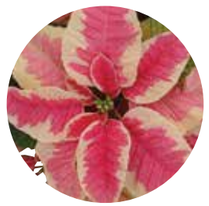




8 WEEKS **VIGOR** ●●●○○ **NORMAL**



CINNAMON



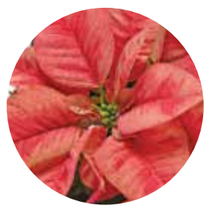
MARBLE



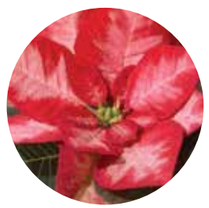
NORTH POLE



PINK



PRINCE



PRINCESS



QUEEN



RED



Christmas Beauty Queen

REGIONAL ROCKSTAR

SOUTHWEST

"A Southern favorite, Christmas Beauty provides superior performance under warmer conditions, while still performing well under cool finishing conditions."

Lauren Blume
Selecta One
Territory Manager

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 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*.
- It can be held cool, but pay attention to the humidity and avoid dew point to prevent *Botrytis*.

EARLY ELEGANCE™ SERIES

Early-Season Showstopper

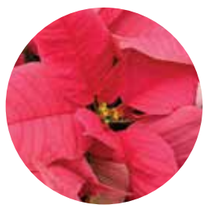
Early Elegance is perfect for early-season sales, **targeting mid-November through Thanksgiving**. Medium-low vigor is ideal for 4-in. to 8-in. (10 to 20-cm) containers. Series includes a vibrant marble and a true pink.

GREAT FOR MINI PRODUCTION!





WHITE



PINK



RED

MARBLE

7 WEEKS | **VIGOR** ●●○○○ | **NORMAL**



FROM THE *Grower*

"Early Elegance Red is our favorite because it's early, reliable and has low PGR requirements. All of this equals less stress for the grower."

Head Grower Ehsan Gholami of Costa Farms in Asheville, North Carolina

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 750-1,000 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.

selecta one

SKY™ SERIES

Bring the Starry Sky Indoors

An exciting starry pattern is available in poinsettias! By choosing the Sky varieties, growers can offer this unique, speckled novelty poinsettia for **natural season sales after Thanksgiving.**

GREAT FOR MINI PRODUCTION!





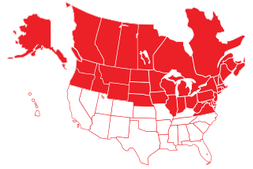
ORANGE



FANTASY

PINK

8.5 WEEKS | **VIGOR** ●●●○○ | **NARROW**





POINSETTIA POINTER:

"Cooler temperatures increase the number of 'stars' on your Sky." – *James Doukas*

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 to prevent 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.
- Cool nights (62°F/17°C and below) enhance color patterning.
- Northern Climate: Limit PGR 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; overly 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 **CHORUS** SERIES

A Chorus of Saturated Color

This premium series features an upright, consistent growing habit with **rich, vibrant color**. With post-harvest performance and superior color retention, it is a must-have poinsettia for growers, retailers and consumers!



HOT PINK



RED



HOT PINK

7.5 WEEKS | VIGOR ●●●○○ | NARROW





FROM THE *Grower*

"Our favorite is Christmas Chorus Hot Pink, with its strong architecture, no ring needed and amazing color that goes with Christmas Chorus Red. "

Tim Van Ellenberg of DeVry Greenhouses in Chilliwack, British Columbia

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.
- Medium-vigor variety; may require low levels of PGR application in propagation. Spray 500 ppm Cycocel at day 18-20.
- Plant into the finished container when well rooted.
- Feed aggressively; failure to feed early enough will result in yellowing and hardening.

Early Finished Growth

- Strong-branched varieties. Pinch early to avoid uneven branching: 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 250-500 ppm to even out branches.
- Prevention strategies for *Pythium* and *Rhizoctonia* are recommended shortly after planting into finished containers.

Growing On

- Grows steadily once the branches develop, and exhibits moderate growth through mid-October, then slows somewhat as it approaches finish.
- Northern Climate: Apply Cycocel spray at 750-1,000 ppm.
- Southern Climate: Higher rates of Cycocel – up to 1,200 ppm as a spray – can be used. Later applications of Cycocel spray at 500-750 ppm should end by October 10.
- Micro Bonzi drenches can be used beginning in early October.

Late Growing Stages

- Very strong root system requires continuous feed until finished.
- Reduce feed levels if media EC increases too rapidly, as this indicates the 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. Pay attention to the humidity and avoid dew point to prevent *Botrytis*.
- Cool down temperatures to avoid color fade in the red.
- If holding in the greenhouse past initial ripening, apply a Bonzi spray of 5-10 ppm precisely at first pollen to help retain cyathia and reduce fade. Perform this application only at full color; no more bract expansion will occur thereafter.

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CHRISTMAS **GLORY**™ SERIES

Smaller Pots, Bigger Appeal

This **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**. The series is available as mini cuttings, for more plants per rack.

GREAT FOR MINI PRODUCTION!



WHITE



RED



RED

7.5 WEEKS | VIGOR ●○○○○ | NORMAL





POINSETTIA POINTER:

"The glory of Christmas Glory is seeing the stacked shelves per rack when it's time to ship!"
– James Doukas

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

Early Season, Superior Color

Christmas Eve Red is a strong, early-season, vivid red variety with **excellent color retention and 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.

GREAT FOR MINI PRODUCTION!



7 WEEKS **VIGOR** ●●●●○ **NARROW**



POINSETTIA POINTER:

"For an early variety that grows very little in late October and November, check out Christmas Eve Red." – *James Doukas*

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 to prevent 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; Christmas Eve Red 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*.

selecta one



REGIONAL ROCKSTAR

DEEP SOUTH

"For low cost and high quality, **Christmas Eve Red** is your go-to poinsettia. When grown under natural conditions, Eve can be produced to have a seamless delivery from early-Week 46 until well past Week 49, with a similar habit and sturdy stems with large flowers. Plus, it looks amazing with all bracts up on top."

Lauren Blume
Selecta One
Territory Manager

CHRISTMAS **FEELINGS™** SERIES

Reliable, Desirable, Profitable

Space-efficient, easy-to-grow
Christmas Feelings saves time and money with low-energy input, low PGR requirements and no late-season stretch.

GREAT FOR MINI PRODUCTION!



RED



WHITE



PINK

RED

8 WEEKS | VIGOR ●●○○○ | NORMAL





POINSETTIA POINTER:

"Christmas Feelings has exceptional shelf life and can be kept in the greenhouse at cool temperatures for late-season sales." – *James Doukas*

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*.

selecta one

CHRISTMAS **AURORA™** SERIES

Brighten Up the Late Season

The varieties of Christmas Aurora are ideal for December poinsettia sales. An upright, narrow habit with a medium bract size is **perfect for higher density production and dependable shipping,** and their narrow shape makes them easy to sleeve. This reliable, predictable series works well in 6-in. (15-cm) pots. Plus, they are early to color — yet late to flower — providing an outstanding shelf life at retail and long-lasting enjoyment for consumers.



PRINCESS



PRINCESS



QUEEN

RED

8.5 WEEKS | VIGOR ●●●●● | NARROW





FROM THE *Grower*

"For our 6-inch production, we can rely on Christmas Aurora's strong roots and no ring needed."
Tim Van Ellenberg of DeVry Greenhouses in Chilliwack, British Columbia

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 to prevent 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, with 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; overly 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 **JOY**™ SERIES

Ideal for Combinations

Christmas Joy is ready a week before Thanksgiving and colors up on time for Black Friday, hitting the early market without needing black cloth. **Grow them cool to save energy and money!**

GREAT FOR MINI PRODUCTION!



RED



WHITE



MARBLE



PINK



RED

7.5 WEEKS **VIGOR** ●●●○○ **NORMAL**





FROM THE *Grower*

"For mixes, we grow Christmas Joy Red and Christmas Joy White. They're super uniform and provide a beautiful finish."

Ivan Tchakarov, Chief Horticulture Officer, Metrolina Greenhouses, Huntersville, North Carolina

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. 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.

selecta one®

CHRISTMAS **BELLS**®

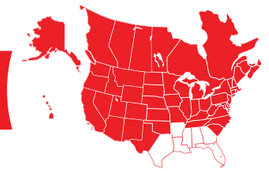
Ships Beautifully for the Late Season

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.**

GREAT FOR MINI PRODUCTION!



8 WEEKS **VIGOR** ●●●○○ **NARROW**





POINSETTIA POINTER:

"For late November to early December sales, Christmas Bells is your red." – *James Doukas*

REGIONAL *Rockstar*

NORTHERN CANADA

"Christmas Bells is a modern, rich, red poinsettia that works from coast to coast.

"Strong, upright architecture means rings are not needed on 6" pots. From 2.5" mini pots to larger, 14" finished pots, Christmas Bells is the go-to variety for Canadian growers. Being early to color and late to flower makes Christmas Bells a retailer's choice, with a sales window from Weeks 46-51."



Tanya Carvalho, Canada

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.

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 **CHEER**

The Always-Uniform Red

Christmas Cheer is a dark red-bracted poinsettia with medium-high vigor that is easy to grow and extremely **uniform in production.**





REGIONAL ROCKSTAR

MID ATLANTIC
CANADA, NORTHWEST

"Vigorous enough to finish in all pot sizes, from 4 to 10 inches, even when night temperatures are kept low. So durable that every pot in a bay ships."



Anthony Cornacchia,
Selecta One
Territory Manager



8 WEEKS **VIGOR** ●●●○○ **NORMAL**



POINSETTIA POINTER:

"Christmas Cheer grows steadily once the branches develop, exhibiting consistent growth through the crop until color begins." – *James Doukas*

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 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.

selecta one

CHRISTMAS **ROYALE**

An Elegant, Dark Red Color

With strong stems and a **classic V habit**, Christmas Royale adds sophistication to the iconic red poinsettia.







8 WEEKS **VIGOR** ●●●●○ **NORMAL**



POINSETTIA POINTER:

"With a classic red color, modern poinsettia chassis and standard V shape with strong stems, Christmas Royale is your mid-season poinsettia for all pot sizes." – *James Doukas*

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 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.

CHRISTMAS **MOUSE®** RED

Christmas Mouse has cute, mouse ear-shaped bracts — **completely unique to the market!** This upright, medium-vigor poinsettia is easy to grow. It's an ideal product for young consumers!

GREAT FOR MINI PRODUCTION!



POT

POINT-OF-PURCHASE
ARTWORK
Scan to download
Christmas Mouse P.O.P.



SLEEVE



HANG TAG



STICK TAGS



8-8.5 WEEKS | VIGOR ●●●○○ | NORMAL



POINSETTIA POINTER:

"Christmas Mouse is super cute, especially as a mini!" – *James Doukas*

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; requires 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.*

selecta one®

CHRISTMAS **CANDLE**

Ideal for Large-Container Production

With vigorous, showy bracts, Christmas Candle grabs everyone's attention. An upright habit on exceptionally strong stems makes this red poinsettia ideal for large-container production, and its mid-season timing is perfect for late-November and early-December sales.





8-8.5 WEEKS | VIGOR ●●●●● | NARROW



POINSETTIA POINTER:

"Christmas Candle grows smoothly once branches develop. Steady, vigorous growth continues throughout the crop until color begins to show. For best results, feed early and aggressively." – *James Doukas*

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.
- Grows rapidly after rooting; early PGR reccomended.

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.
- Early PGR after pinch can keep plant even.

Growing On

- Grows steadily once the branches develop, and exhibits consistent vigorous growth throughout the crop until color begins.
- Apply modest PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 750-1,000 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.
- Avoid dry down to prevent root damage.





CHRISTMAS **SONG**

Saturated in Deep, Red Color

Christmas Song displays vivid red color. This strongly branched variety with fast rooting provides **superior, consistent and reliable performance** for producers, retailers and consumers.

8 WEEKS **VIGOR ●●●○○** **NORMAL**





POINSETTIA POINTER:

"To avoid yellowing, begin feeding aggressively around day 7. Avoid uneven branching by pinching between days 14 and 16." – *James Doukas*

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.
- Medium-vigor variety; may require low levels of PGR application in propagation. Spray 500 ppm Cycocel at day 18-20.
- Plant into the finished container when well rooted.
- Feed aggressively; failure to feed early enough will result in yellowing and hardening.

Early Finished Growth

- Strong-branched varieties; pinch early to avoid uneven branching: 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 250-500 ppm to even out branches.
- Prevention strategies for *Pythium* and *Rhizoctonia* are recommended shortly after planting into finished containers.

Growing On

- Grows steadily once branches develop, and exhibits moderate growth through mid-October, then slows somewhat as it approaches finish.
- Northern Climate: Apply Cycocel spray at 750-1,000 ppm.
- Southern Climate: Higher rates of Cycocel – up to 1,200 ppm as a spray – can be used. Later applications of Cycocel spray at 500-750 ppm should end by October 10.
- Micro Bonzi drenches can be used beginning in early October.

Late Growing Stages

- Very strong root system requires continuous feed until finish.
- Reduce feed levels if media EC increases too rapidly, as this indicates the 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. Mind the humidity and avoid dew point to prevent *Botrytis*.
- Cool down temperatures to avoid color fade in the red.
- If holding in greenhouse past initial ripening, apply Bonzi spray of 5-10 ppm precisely at first pollen to help retain cyathia and reduce fade. Perform this application only at full color; no more bract expansion will occur thereafter.





CHRISTMAS **MAGIC**™ RED

Programmable Powerhouse

Programmable Christmas Magic Red is perfect for early Thanksgiving — hitting weeks 46 and 47 sales without missing a ship date. As the **best option for early, compact red poinsettias,** it displays saturated color with even branching and a better bract presentation. Plus, it won't delay in the heat, making it ideal for Southern growing.

7 WEEKS **VIGOR ●●○○○** **NORMAL**





POINSETTIA POINTER:

"Christmas Magic Red is specifically targeted for early sales of small to mid-sized containers, and should be shipped when ready." – *James Doukas*

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 shelf life and retain the cyathia.





CHRISTMAS **SPIRIT**

Vigorous and Versatile

Very large-bracted Christmas Spirit offers a rich red color for enormous retail appeal. This variety is **best suited for large pots** thanks to its high vigor and early flowering. Plus, this versatile poinsettia won't delay in the heat for Southern growers.



PINK



RED

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 shelf. Its break-resistant, V-shaped habit means it ships and shows strong.



RED

7.5 WEEKS **VIGOR** ●●●●● **NARROW**





FROM THE *Grower*

"Christmas Spirit delivers early color that fills in fast during heat and slows down growth at the finish, for easy, large, bold color."

Head Grower Josh Peterson of Mountain View Greenhouse in Mills River, North Carolina

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. Pay attention to the humidity and avoid dew point to prevent *Botrytis*.

8 WEEKS **VIGOR** ●●●○○ **NORMAL**





POINSETTIA POINTER:

"Christmas Wish is slower out of the pinch than many other varieties. Be patient, as this will not affect the crop long term." – *James Doukas*

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 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.

Standout Varieties

Unique, eye-catching, on-trend colors, shades and textures

CHRISTMAS MORNING

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



7.5 WEEKS | **VIGOR** ●●○○○ | **NARROW**

CHRISTMAS TRADITION

With red-hot vigor that takes off like a rocket, Christmas Tradition features an elegant, dark red color and non-fading bracts — even in high light. Thanks to its **indoor shelf life**, this late variety is ideal for churches, lobbies and sets.



9.5 WEEKS | **VIGOR** ●●●●● | **WIDE**

BRILLIANT WHITE

As part of the category of true white poinsettias, Brilliant White features attractive pointed white bracts on a medium-low vigor frame. It is easy to produce, plus boasts **strong shippability** and post-harvest performance.



8-8.5 WEEKS | **VIGOR** ●●○○○ | **NORMAL**

NOEL RED

For large, **premium, florist-quality plants,** Noel Red offers excellent upright branching and a naturally full, rounded habit that commands attention at retail.



7.5 WEEKS | **VIGOR** ●●●○○ | **NORMAL**



Noel Red

GOLDEN YELLOW

Warm and Cozy Color

A rich, gold color for a **bold novelty** addition to any poinsettia program.



8 WEEKS | VIGOR ●○○○○ | NORMAL

PINK CHAMPAGNE

Like Christmas Cheer and Christmas Wish Pink, Pink Champagne features a unique rose-on-pink bicolor bract. This variety has a break-resistant, V-shaped habit and **long-lasting cyathia** for extended life on the bench and on the shelf.



8 WEEKS | VIGOR ●●●○○ | NORMAL

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.



8 WEEKS | VIGOR ●●●○○ | NARROW

Lazzeri Varieties

Backed by the Number One Supply Chain

ALASKA

This pure-white variety with an **ideal mid-season finish** features attractive holly-shaped leaves and bracts. It provides good post-harvest performance and works well in normal and cool-finish regimens.



8-8.5 WEEKS | VIGOR ●●●●● | NARROW

ALPINA

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



7.5 WEEKS | VIGOR ●●●○○ | NORMAL

SUPERBA NEW GLITTER

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



8 WEEKS | VIGOR ●●●○○ | NORMAL



Count On SELECTA ONE®







YecaFlora

INNOVATIONS THAT PUT YOUR BUSINESS FIRST.

YecaFlora, Selecta One's unrooted cutting farm in Yecapixtla, Mexico, produces strong, quality cuttings thanks to the facility's state-of-the-art equipment. There, bottom-heat equipment ensures even callus development for successful and efficient rooting.

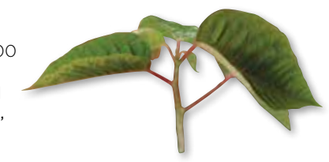


And don't forget the importance of YecaFlora's location in central Mexico, which enables **truck shipments to the U.S. border.**

SELECTA ONE PROVIDES YOU WITH CUTTINGS IN THE FORM YOU PREFER.

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.



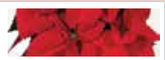
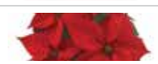
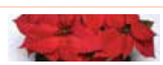
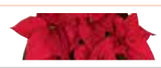
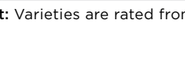
SELECTA ONE CLEAN AND FIELD TESTED VARIETIES

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.

SELECTA CLEAN FIELD TESTED

For more information, visit **selectanorthamerica.com** or call **800 879-2255**.

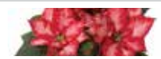
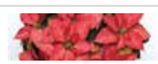
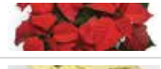
Selecta One 2027 Poinsettia Growing Recommendations

		Variety	Page	Natural Flower (first pollen)	Response Time in Weeks (first pollen)	Vigor	Habit[1]		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.				
VERY EARLY SEASON																	CANADA/ NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ ATLANTIC	SOUTHWEST
		Christmas Eve Red 'NPCW08153'	14	Nov. 12-22	7	medium-high	narrow		medium, round	❄❄	•	•	•	•	•		excellent	excellent	good	excellent	excellent
		Christmas Magic Red 'Realsplen'	25	Nov. 12-19	7	medium-low	normal		large, round	❄❄❄	•	•	•	•			excellent	excellent	excellent	excellent	excellent
EARLY SEASON																	CANADA/ NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ ATLANTIC	SOUTHWEST
		Alpina 'LAZZPO1315'	31	Nov. 16-20	7.5	medium	normal		large, pointed	❄❄		•	•	•			good	good	good	good	good
		**NEW** Christmas Canvas 'NPCW26462'	4	Nov. 13-15	7.5	medium-high	normal		large, lobed			•	•	•	•		good	good		good	good
Christmas Chorus Series		Christmas Chorus Hot Pink 'NPCW25425'	12	Nov. 16-20	7.5	medium	narrow		large	❄❄	•	•	•	•			excellent	excellent		excellent	good
		Christmas Chorus Red 'NPCW22382'	12	Nov. 16-20	7.5	medium	normal		large, pointed	❄❄❄	•	•	•	•			excellent	excellent		excellent	good
Christmas Glory Series		Christmas Glory Red 'NPCW12200'	13	Nov. 15-22	7.5	low	normal		medium, round	❄❄	•	•	•				good	good	excellent	good	good
		Christmas Glory White 'NPCW17267'	13	Nov. 15-22	7.5	low	normal		medium, round	❄❄	•	•	•				good	good	excellent	good	good
Christmas Joy Series		Christmas Joy Marble 'NPCW17265'	18	Nov. 15-22	7.5	medium	normal		large, pointed	❄❄	•	•	•	•	•	•	excellent	good	good	excellent	good
		Christmas Joy Pink 'NPCW15244'	18	Nov. 15-22	7.5	medium	normal		large, pointed	❄❄	•	•	•	•	•	•	excellent	good	good	excellent	good
		Christmas Joy Red 'NPCW12197'	18	Nov. 15-22	7.5	medium	normal		large, pointed	❄❄	•	•	•	•	•	•	excellent	good	good	excellent	good
		Christmas Joy White 'NPCW15245'	18	Nov. 15-22	7.5	medium	normal		large, pointed	❄❄	•	•	•	•	•	•	excellent	good	good	excellent	good
		Christmas Morning 'NPCW15237'	28	Nov. 15-22	7.5	medium-low	narrow		large, pointed	❄❄		•	•				excellent	good	good	good	good
		Christmas Spirit 'NPCW18087'	26	Nov. 12-19	7.5	high	narrow		very large, pointed	❄❄❄			•	•	•	•	good	excellent	excellent	excellent	excellent
Early Elegance Series		Early Elegance Marble 'NPCW22404'	10	Nov. 10	7	medium-low	normal		large, pointed	❄❄	•	•	•	•			excellent	good		good	good
		Early Elegance Pink 'NPCW22403'	10	Nov. 10	7	medium-low	normal		large, pointed	❄❄	•	•	•	•			excellent	excellent		excellent	excellent
		Early Elegance Red 'NPCW22279'	10	Nov. 10	7	medium-low	normal		large, pointed	❄❄	•	•	•	•			excellent	excellent		excellent	excellent
		Early Elegance White 'NPCW22405'	10	Nov. 10	7	medium-low	normal		large, pointed	❄❄	•	•	•	•			excellent	excellent		excellent	excellent
		Noel Red 'NPCW10167'	29	Nov. 15-22	7.5	medium	normal		large, pointed	❄❄		•	•	•	•	•	good		good	good	

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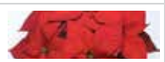
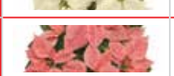
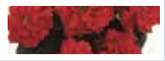
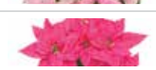
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MID SEASON																	CANADA/ NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ ATLANTIC	SOUTHWEST
		Alaska 'LAZZPO1319'	31	Nov. 20-24	8-8.5	high	narrow		large, holly-shaped	❄❄		•	•	•	•	•	good	good		good	good
		Brilliant White 'NPCW22387'	29	Nov. 20-24	8-8.5	medium-low	normal		large, pointed		•	•	•	•			good	good	good	good	good
Christmas Aurora Series		Christmas Aurora Princess 'NPCW27293'	17	Nov. 24-28	8.5	high	narrow		large, pointed	❄❄		•	•	•	•	•	good	good	excellent	excellent	excellent
		Christmas Aurora Queen 'NPCW23401'	17	Nov. 24-28	8.5	high	narrow		large, pointed	❄❄	•	•	•	•	•	•	good	good	excellent	excellent	excellent
		Christmas Aurora Red 'NPCW14221'	17	Nov. 24-28	8.5	high	narrow		large, pointed	❄❄		•	•	•	•	•	good	good	excellent	excellent	excellent
Christmas Beauty Series		Christmas Beauty Cinnamon 'NPCW17243'	8	Nov. 23-27	8	medium	normal		medium, round	❄❄	•	•	•				excellent	excellent	excellent	excellent	excellent
		Christmas Beauty Marble 'NPCW16260'	8	Nov. 23-27	8	medium	normal		medium, round	❄❄	•	•	•				excellent	excellent	excellent	excellent	excellent
		Christmas Beauty North Pole 'NPCW14225'	8	Nov. 15-22	7.5	medium	normal		medium, round	❄❄	•	•	•	•			excellent	excellent	excellent	excellent	excellent
		Christmas Beauty Pink 'NPCW11203'	8	Nov. 23-27	8	medium	normal		medium, round	❄❄	•	•	•				excellent	excellent	excellent	excellent	excellent
		Christmas Beauty Prince 'NPCW25428'	8	Nov. 23-27	8-8.5	medium	normal		medium, round	❄❄❄	•	•	•	•			excellent	excellent	excellent	excellent	excellent
		Christmas Beauty Princess 'NPCW18289'	8	Nov. 23-27	8	medium	normal		medium, round	❄❄	•	•	•				good	good	excellent	excellent	excellent
		Christmas Beauty Queen 'NPCW19287'	8	Nov. 23-27	8	medium	normal		medium, round	❄❄		•	•				excellent	excellent	excellent	excellent	excellent
		Christmas Beauty Red 'NPCW10158'	8	Nov. 23-27	8	medium	normal		medium, round	❄❄❄	•	•	•				excellent	excellent	excellent	excellent	excellent
		Christmas Bells 'NPCW19282'	19	Nov. 23-27	8	medium	narrow		large, pointed	❄❄	•	•	•	•	•		good	good		good	good
		Christmas Candle 'NPCW20347'	23	Nov. 20-24	8-8.5	high	narrow		large, pointed	❄❄			•	•	•	•	good	good	excellent	good	excellent
		Christmas Cheer 'NPCW17257'	20	Nov. 15-22	8	medium	normal		large, pointed	❄❄	•	•	•	•	•		excellent	excellent		excellent	good
Christmas Feelings Series		Christmas Feelings Pink 'NPCW07120'	16	Nov. 20-27	8	medium-low	normal		large, pointed	❄❄	•	•	•	•			good	good	good	good	good
		Christmas Feelings Red 'NPCW02044'	16	Nov. 20-27	8	medium-low	normal		large, pointed	❄❄	•	•	•	•			good	good	good	good	excellent
		Christmas Feelings White 'NPCW13211'	16	Nov. 20-27	8	medium-low	normal		large, pointed	❄❄	•	•	•	•			good	good	good	good	good
		Christmas Mouse Red 'NPCW19280'	22	Nov. 20-24	8-8.5	medium	normal		large, oval (unique) mouse ear		•	•	•				good	good		good	good

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MID SEASON																	CANADA/ NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ ATLANTIC	SOUTHWEST
		Christmas Royale 'NPCW24408'	21	Nov. 23-29	8	medium-high	normal		large, pointed	❄❄		•	•	•	•		excellent	good	good	excellent	good
		Christmas Song 'NPCW22381'	24	Nov 24-28	8	medium	normal		large, pointed	❄❄		•	•	•	•	•	excellent	excellent	good	excellent	good
Christmas Wish Series		Christmas Wish Pink 'NPCW18281'	27	Nov. 20-27	8	medium	normal		large, pointed	❄❄		•	•	•	•	•	excellent	excellent		excellent	excellent
		Christmas Wish Red 'NPCW13218'	27	Nov. 20-27	8	medium	normal		large, pointed	❄❄		•	•	•	•	•	excellent	good		good	excellent
		Golden Yellow 'NPCW27466'	30	Nov. 23-29	8	low	normal		medium, pointed			•	•				good	good	good	excellent	good
Holly Berry Series		**NEW** Holly Berry Marble 'NPCW27448'	6	Nov. 23-27	8-8.5	low	normal		medium, holly shaped	❄❄		•	•				excellent	good		good	good
		**NEW** Holly Berry Pink 'NPCW27309'	6	Nov. 23-27	8-8.5	low	normal		medium, holly shaped	❄❄		•	•				excellent	good		good	good
		Holly Berry Red 'NPCW20049'	6	Nov. 23-27	8-8.5	low	normal		medium, holly shaped	❄❄		•	•				excellent	good		good	good
		**NEW** Holly Berry White 'NPCW27447'	6	Nov. 23-27	8-8.5	low	normal		medium, holly shaped	❄❄		•	•				excellent	good		good	good
		Pink Champagne 'NPCW23402'	30	Nov. 16-20	8	medium	normal		large, pointed		•	•	•	•	•		good	good		good	good
		Superba New Glitter 'LAZZPOSUGI'	31	Nov. 20-24	8	medium	normal		large, pointed	❄❄	•	•	•	•	•		excellent	excellent	good	excellent	excellent
		Valentine 'NPCW11201'	30	Nov. 20-27	8	medium-high	narrow		rose-shaped	❄❄		•	•	•	•	•	good	good	good	good	good
		**NEW** White Christmas 'NPCW26464'	5	Nov. 20-24	8-8.5	medium-high	normal		large, pointed			•	•	•	•		good	good		good	good
Wonderland Series		**NEW** Wonderland Frosted Pink	7	Nov. 20-24	8	medium-low	normal		medium, ruffled			•	•				excellent	good	good	excellent	good
		**NEW** Wonderland Pink Rouge	7	Nov. 20-24	8	medium-low	normal		medium, ruffled			•	•				excellent	good	good	excellent	good
		**NEW** Wonderland Velvet Rose	7	Nov. 20-24	8	medium-low	normal		medium, ruffled			•	•				excellent	good	good	excellent	good
LATE SEASON																	CANADA/ NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ ATLANTIC	SOUTHWEST
		Christmas Tradition 'NPCW14205'	28	Dec. 7-14	9.5	high	wide		large, pointed	❄❄			•	•	•		good	good		good	good
Sky Series		Sky Fantasy 'WEL20390'	11	Nov 27-Dec 4	8.5	medium	narrow		large	❄❄	•	•	•	•			good	good		good	
		Sky Orange 'NPCW25430'	11	Nov 27-Dec 4	8.5	medium	narrow		large	❄❄	•	•	•	•			good	good		good	
		Sky Pink 'WEL23469'	11	Nov 27-Dec 4	8.5	medium	narrow		large	❄❄		•	•	•			good	good		good	

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CULTURE – **PROPAGATION GUIDE**

Tips for Producing Picture-Perfect Poinsettias

Unrooted Cuttings

1. Open boxes upon arrival and check the temperature inside the box.
2. Unpack 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 before sticking. Keep cuttings moist and turgid while handling.
3. 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. 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.



Infrared thermometers help you keep a close eye on temperatures.



(Left) cool unrooted cuttings; (Right) allowed to warm

PRO TIP
A single application of a low-dose CapSil within 24 hours can maximize efficiency of misting and reduce stress on cuttings. High doses 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.

Note: 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.



NEW
Christmas
Canvas

Stage 1: Callus (First 7 Days)

- Apply rooting hormone to base of cuttings. Low rates of 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 and mist levels high, including some at night, from Day 1 through Day 4.
- Use lower light with shading and keep air temperature below 90°F (32°C). Callus will form 5 to 7 days after sticking.
- Broad spectrum fungicide can be applied a few days after sticking to reduce disease pressure.
- Soil temperatures of 72 to 75°F (22 to 24°C) are best for callus formation.



A nice white callus 8 days after sticking

Stage 2: Root Out (Days 8 to 14)

- Reduce mist to force root growth.
- Spray with a broad-spectrum fungicide or bactericide in evenings, allowing chemical to adhere to plant.
- Avoid saturated media to speed root initiation. Reduce soil moisture to build root system.
- Fertilize 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.

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, apply PGRs around Day 16 and again at Day 22. We recommend Cycocel 750 ppm spray. For more control on fast-growing varieties, 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, raise light levels and reduce temperatures to harden the liners for planting.
- Cuttings are ready to plant by Days 23 to 28.

PRO TIP
Watch for fungus gnats and treat preventatively.



Days 23 to 28:
All grown out and ready to plant

PRO TIP
Avoid foliar fertilizers with phosphorus.

POINSETTIA ROOTING HORMONE RECOMMENDATIONS

PRODUCT	RECOMMENDED RATE	APPLICATION METHOD	APPLICATION TIPS
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.

CULTURE – **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 by wetting floors and minimizing air movement. Use 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 DIF works well for height control one hour before sunrise until three hours after.

PRO TIP
Reduce feed 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.
- 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.

Water and Fertilizer

- Maintain even moisture. Dramatic swings from wet to dry can 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, while consistently fertilizing, you find that media EC is still low — that is okay because 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


Calcium deficiency


Calcium deficiency


Nitrogen deficiency

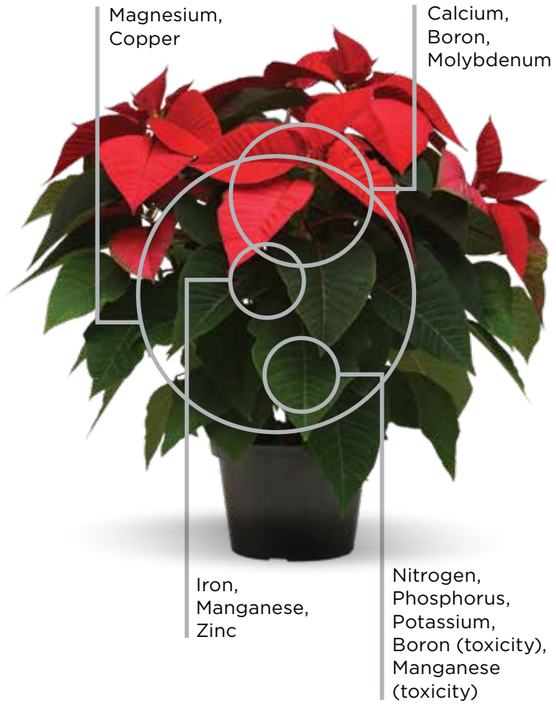

Iron deficiency


Magnesium deficiency


Boron deficiency


Molybdenum deficiency

Where nutrition deficiency symptoms occur on the poinsettia plant



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, including knowing when and how much to water, will help 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.

Pinching

- Pinching plants before breaks significantly form is critical to support even branching. On very early branching varieties, such as 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 according to leaf count, based on finished specs. For example, leaving 6 to 7 leaves below the pinch will produce a plant with 6 primary bracts.
- Removing 1 to 2 leaves just below the pinch will increase light penetration, promoting stronger and more uniform branching.


Before pinching


After pinching


Branch development after 7 days


Proper water management leads to perfect roots

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Florel Application Prior and Post-Pinch

- Applications of Florel at rates from 200 to 400 ppm 5 days prior and 5 days after pinch 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.
- 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.



Improved habit with proper PGR use

Flower Induction

- Most varieties will begin to induce flowers between September 10 and 25.
- Light pollution can delay flowering. Blackout and long-day lighting can be used to manipulate maturity dates.
- Excessive heat also can delay flowering. Avoid warm nights above 72°F (22°C) from 1 week prior to initiation through October 10.

Temperatures

- Ideally, keep day temperatures between 75 and 86°F (24 and 30°C) and night temperatures between 61 and 72°F (16 and 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).
- 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.

PRO TIP

Stop B-Nine applications by September 14.

Spacing and Target Height Control

- Crop specifications usually 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 leaf canopy closes.
- Apply shade right after spacing for a few days to avoid stress.
- Track height progress through crop cycle to ensure you’re meeting your specifications and apply PGRs as needed.

PRO TIP

For larger finished plant height, transplant earlier, providing a longer crop time from pinch to initiation.



Time for late applications of Bonzi drench

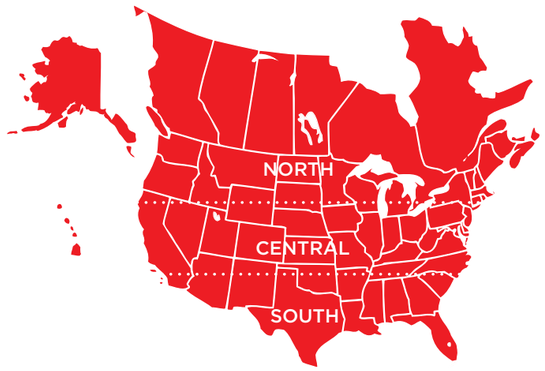


A 6-in. (15-cm) poinsettia is typically spaced 13 to 14 in. (33 to 36 cm) on center

Scheduling Your Poinsettia Crop

Steps to determine when to order your cuttings.

- **Phase 1:** Allow 2 weeks from transplant to pinch.
- **Phase 2:** See the chart below to determine your weeks from pinch to flower initiation. (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 34 to 39 to find your weeks from flower initiation to retail-ready crop.
- Then, based on your retail-ready date, count backward to determine the week 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	TIPS
Rycar	Pyrifluquinazon	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

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	TIPS
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		
Parasitic Nematode			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.

CULTURE – **FINISHING GUIDE**

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	TIPS
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	Sprench/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	Cholorthalonil/ 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	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

BIOLOGICAL GUIDE FOR DISEASE CONTROL

CONTROL AGENT	ACTIVE INGREDIENT	RATE RANGE/100 GAL.	PESTS CONTROLLED	SAFE ON BRACTS	TIPS
Actinovate SP	Streptomyces lydicus	6-12 oz.	Botrytis	Trial first	Use 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	Use 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
Activinovate 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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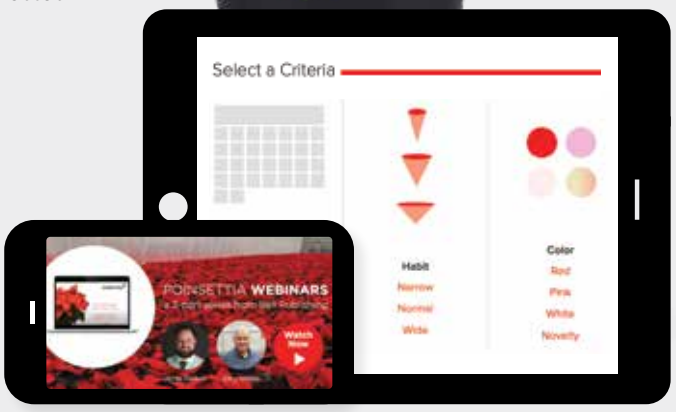
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