

POINSETTIAS

selecta^{one}



selecta ^{one}® **sales window**



The other guys



**Don't squeeze your poinsettia
program into a tiny sales window.**

Selecta One poinsettias are consistently early to color and late to flower, **so your selling window won't slam shut.**



***Scan for a
wider poinsettia
sales window.***

POINSETTIA POINTERS

Advice from Our Technical Experts



Gary Vollmer

**Lead Product Manager
for Selecta One**

With a degree in horticulture and integrated pest management, and more than 30 years in the horticulture industry, Gary has seen just about every growing condition that can affect plants.



Lauren Blume

**Territory Manager and
Technical Lead**

Lauren combines her extensive technical knowledge with the customer service skills she's acquired in support of our sales team to ensure your success.



James Doukas

**Northeast and Great Lakes
Territory Manager and
Technical Lead**

James assists growers with production throughout the crop cycle. His specialties include genetic selection, propagation and finishing.

Catch our cover star
**NEW Christmas
Beauty™ Prince**
on page 6!



selecta^{one}

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Key To Symbols

Plant Vigor:		Habit:
LOW	●○○○○	NARROW
MEDIUM-LOW	●●○○○	NORMAL
MEDIUM	●●●○○	WIDE
MEDIUM-HIGH	●●●●○	
HIGH	●●●●●	

Mini Cutting: MINI AVAILABLE

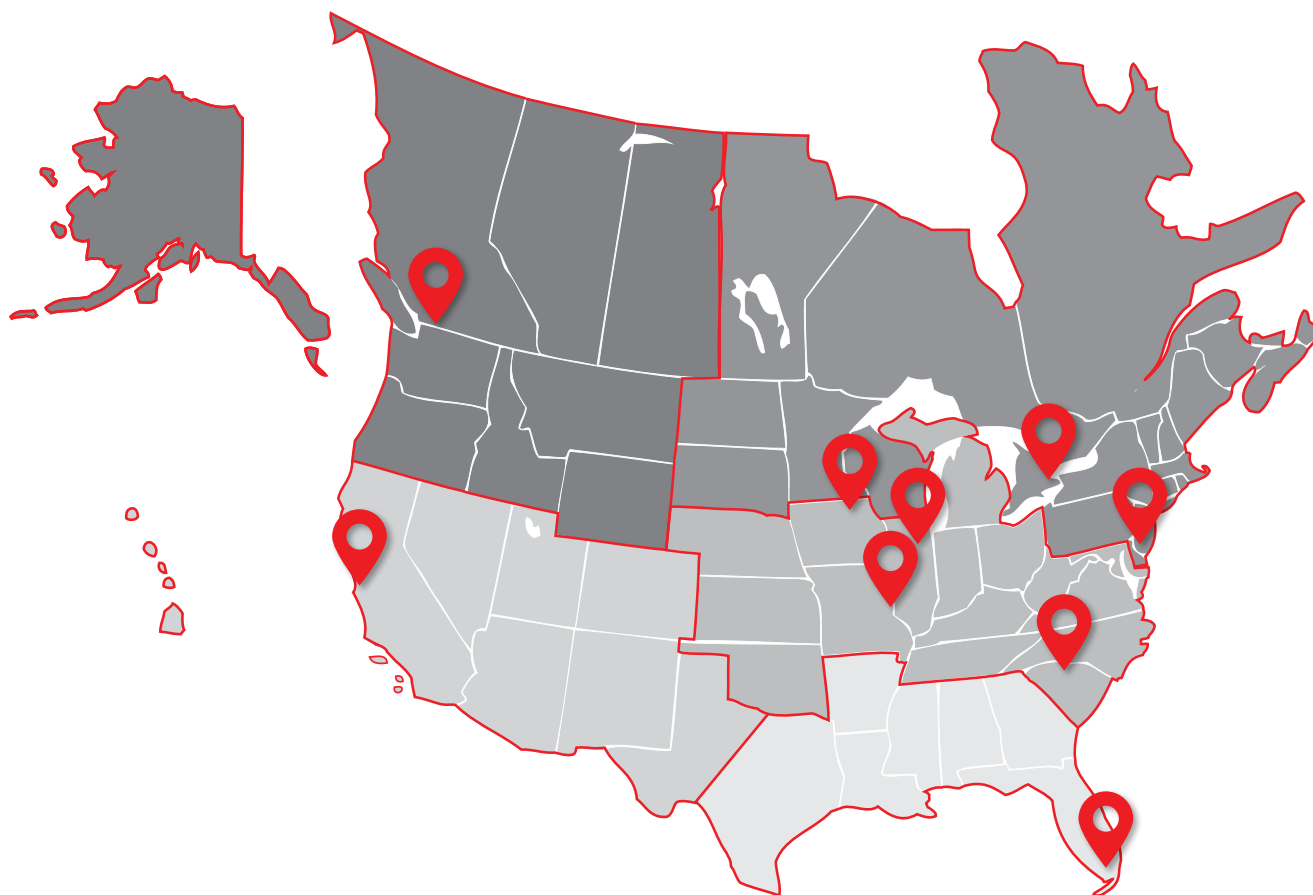
Mini poinsettias make ideal impulse gifts when placed near check-outs. Take advantage of this popular trend by ordering some of our best-selling varieties in mini cutting form. Just look for our "Mini Available" icon throughout these pages.



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.



● Canada, Northwest	● Canada, North	● U.S., Midwest	● U.S., Southwest	● U.S., Deep South
Alaska Alberta British Columbia Idaho Montana Oregon Saskatchewan Washington Wyoming	Delaware Manitoba Maritime Provinces Minnesota New England New Jersey New York North Dakota Ontario Pennsylvania Québec South Dakota Wisconsin	Atlantic Illinois Indiana Iowa Kansas Kentucky Maryland Michigan Missouri Nebraska North Carolina Ohio Oklahoma South Carolina Tennessee Virginia West Virginia	Arizona California Colorado Nevada New Mexico Utah Texas (West)	Alabama Arkansas Florida Georgia Hawaii Louisiana Mississippi Texas (Central & East)

NEW

Regional reviews from our territory managers

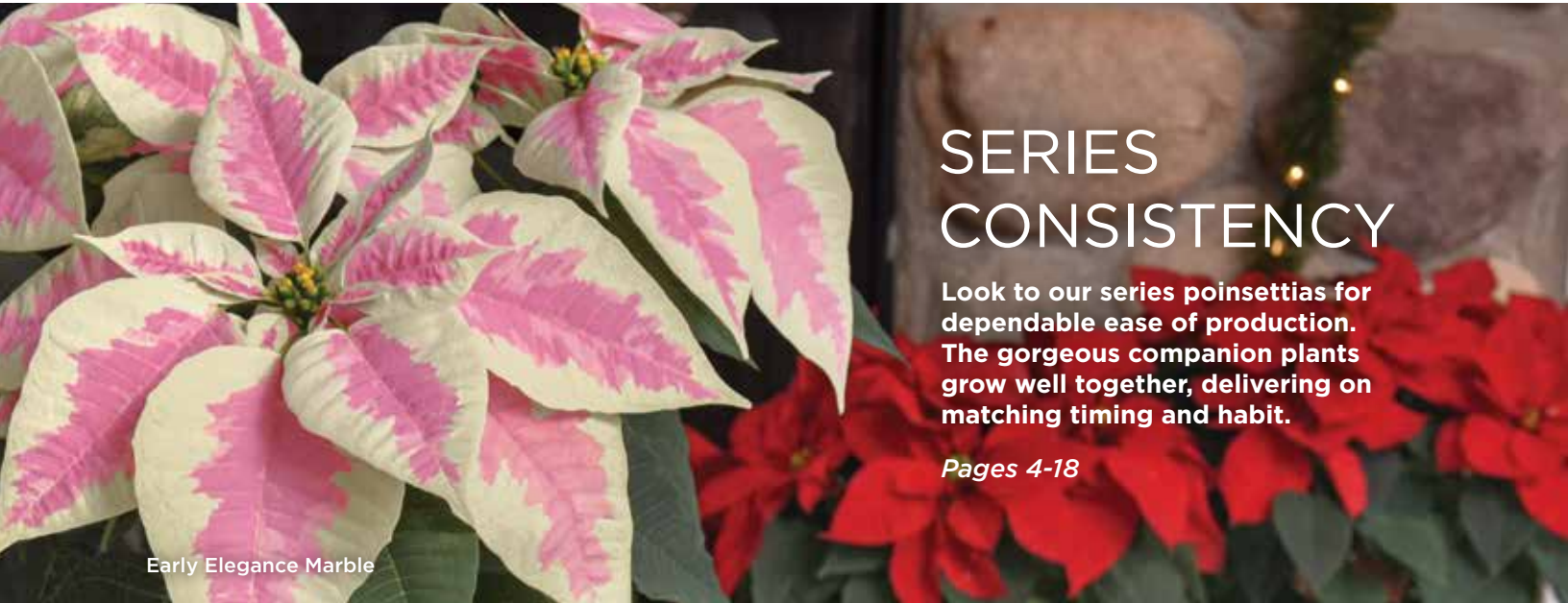
Look for variety suggestions based on your location!



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

POINSETTIAS

In Every Size, Shape, Color And Timing



Early Elegance Marble

SERIES CONSISTENCY

Look to our **series poinsettias** for dependable ease of production. The gorgeous companion plants grow well together, delivering on matching timing and habit.

Pages 4-18



Christmas Cheer

TOP-SELLING REDS

No color heralds the holiday season like red. And no one brings **traditional, beautiful and reliable** red poinsettias to every region in North America like Selecta One. Look for our glorious red poinsettias throughout this catalog, available as standalone varieties, elements of a series and as unique novelty poinsettias.

Pages 19-26



NEW
Sky Orange

ON-TREND NOVELTIES

Selecta One is known for offering grower-friendly plants, and that includes our novelty poinsettias. Select from **unique, eye-catching, on-trend** colors, shades, textures and leaf designs that command attention at retail without compromising on quality or sacrificing your growing space.

Pages 27-31

NEW SKY SERIES

Bring the Starry Sky Indoors!

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





NEW
Sky Fantasy

8-8.5 WEEKS

VIGOR ●●●○○

NORMAL



MINI AVAILABLE



POINSETTIA POINTER:

“Our unique Sky varieties rely on cooler temperatures for their dappled patterns to display, making northern locations their ideal regions.”

- Lauren Blume

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.
- Cooler temperatures improve color pattern. Nights: 62°F (17°C); Days: 72°F (22°C)
- 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*.



NEW

PRINCE



NEW
PRINCE

CHRISTMAS **BEAUTY**[™] SERIES

Number One Top-Selling Series

This space saver finishes mid-season and features a controlled habit for excellent sleeveability. This Southern favorite offers superior performance under warmer conditions, while still performing well under cool finishing conditions. It is bred for **maximum space efficiency with strong roots for long-lasting plants and less shrink**, making Christmas Beauty an excellent choice for mixes and mini cuttings!

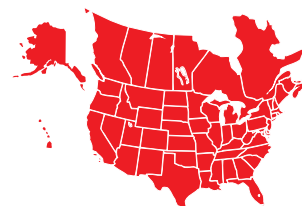
8 WEEKS

VIGOR ●●●○○

NORMAL



MINI AVAILABLE



CINNAMON



MARBLE



NORTH POLE



PINK



NEW

PRINCE



PRINCESS



QUEEN



RED



NEW
Christmas Beauty™ Prince



POINSETTIA POINTER:

“Christmas Beauty Red has an excellent red color that is very resistant to fading. It can be held cool, but pay attention to the humidity and avoid dew point to prevent *Botrytis*.”

– Lauren Blume

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*.

CHRISTMAS CHORUS SERIES

A Chorus of Saturated Color

This premium variety features an upright, vigorous growing habit with **saturated color**. Its post-harvest performance and superior color retention make it a must-have poinsettia for growers, retailers and consumers.



**NEW
HOT PINK**



RED



HOT PINK

7.5 WEEKS

VIGOR ●●●○○

NORMAL



POINSETTIA POINTER:

“Feed aggressively, beginning around day 7, to avoid yellowing. Pinching fairly early, between days 14 and 16, can deter uneven branching.”

– 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 Chlormequat 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 Chlormequat 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 Chlormequat spray at 750-1,000 ppm.
- Southern Climate: Higher rates of Chlormequat – up to 1,200 ppm as a spray – can be used. Later applications of Chlormequat spray at 500-750 ppm should end by October 10.
- Micro Paclobutrazol 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 Paclobutrazol 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 AURORA® SERIES

Brighten Up the Late Season

The varieties of Christmas Aurora are ideal for December poinsettia sales. An upright, narrow habit and 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.



QUEEN

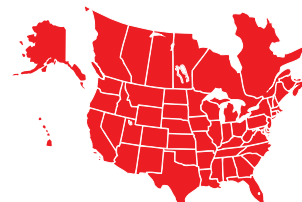


RED

8.5 WEEKS

VIGOR ●●●●●

NARROW



POINSETTIA POINTER:

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

SERIES POINSETTIAS

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*.
-



RED



RED

EARLY ELEGANCE™ SERIES

Early-Season Showstopper

Early Elegance is an excellent choice for early-season poinsettia sales, **targeting opportunities for mid-November through Thanksgiving**. Works well in all North American markets. Medium-low vigor is ideal for 4-in. up to 8-in. (10 to 20 cm) containers. The series includes a stunning vivid marble and one of the truest pink colors available.

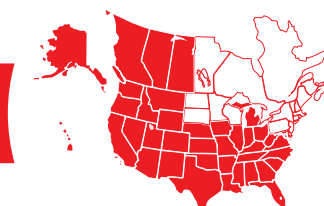
7 WEEKS

VIGOR ●●○○○

NORMAL



MINI AVAILABLE



MARBLE



PINK



WHITE



REGIONAL REVIEW

Maria Bolinger
Territory Manager,
Southeast &
Southwest

"The **Early Elegance** family is an excellent choice for early color in southern states.

"This four-color family is a reliable season opener that is ready to ship by Week 45, even in the South! All four colors feature large, show-stopping bracts that are perfect in mixes. Display them as a Red/White duo or Red/White/Pink trio. For high utility, they can't be beat! Use them in every size, from packs, minis and up to 8"."

Early Elegance Marble



POINSETTIA POINTER:

"Early Elegance fills the need for early sales, high yield and ease of growing. It boasts excellent colors, especially Marble, which is the most vivid on the market." – *Lauren Blume*

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.

CHRISTMAS **MOUSE**® RED

Novel Shape, Unique Appeal

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!



RED



8-8.5 WEEKS

VIGOR ●●●○○

NORMAL



MINI AVAILABLE



POINT-OF-PURCHASE ARTWORK

Scan to download
Christmas Mouse P.O.P.



STICK TAGS



HANG TAG



MINI POT WRAP

*Pot also available, see page 12



SLEEVE



CART BANNER



POINSETTIA POINTER:

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

CULTURE THAT WORKS

Propagation

- Roots very rapidly; plant from a liner at 19-21 days.
- Apply rooting hormone at the base of cutting.
- Start feed program at day 7.
- Feed aggressively; failure to feed early enough will result in yellowing.
- High vigor level; will require PGR application in propagation; 500-750 ppm Cycocel spray at day 15-20, which can be repeated if necessary.
- Plant into finished container when well-rooted.

Early Finished Growth

- Pinch early: at day 14-16 from a liner; at day 24-26 for direct-stick.
- Failure to pinch early will result in uneven branching.
- Apply light PGR when branches are 1-1.5 in. (2.5-4 cm) using Cycocel spray at 500 ppm or 750 ppm to even out branches.
- This branching occurs very rapidly after pinching and PGR may be needed as quickly as 7 days.
- Upright habit; can go to final spacing very early if needed.

Growing On

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

Late Growing Stages

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



RED



RED

CHRISTMAS JOY™ SERIES

Ideal for Combinations

Christmas Joy is **ready a week before Thanksgiving** and colors up right on time for Black Friday — hitting the early market without needing black cloth. Medium-vigor, even-branching series **makes it to retail intact** and offers less shrinkage.

Christmas Joy White is the top-selling white poinsettia in the Selecta One lineup. Due to the uniformity across all colors, Christmas Joy is also our number one series for mixed containers. Grow this one cool to **save energy and money**.

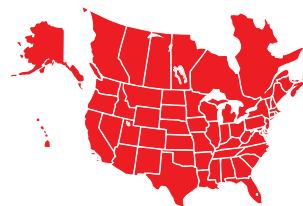
7.5 WEEKS

VIGOR ●●●○○

NORMAL



MINI AVAILABLE



MARBLE



PINK



WHITE



Christmas Joy Red and White



POINSETTIA POINTER:

“Christmas Joy varieties grow steadily once the branches develop, with stronger growth through mid-October. Then they slow down significantly as they get closer to finishing.”
– 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.
- 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.



RED



RED

CHRISTMAS FEELINGS[™] SERIES

Reliable, Desirable, Profitable

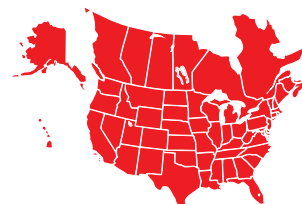
This top-selling series is perfect for mixes, thanks to its reliable uniformity across an impressive color range. **Space-efficient, easy-to-grow** Christmas Feelings saves time and money with **low energy input and low PGR requirements**. Plus, no late-season stretch ensures you can send better-looking plants to market.

This series offers a strong habit for more saleable plants, excellent post-harvest characteristics and dependable timing to finish for peak shipping. Red, White and Pink are available as mini cuttings.

8 WEEKS

VIGOR ●●○○○

NORMAL



MERLOT



PINK



WHITE



Christmas Feelings Pink



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 and 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 branches develop, and exhibits consistent moderate growth throughout the crop until color begins.
- Northern Climate: Apply Cycocel spray at 500 ppm.
- Southern Climate: Can use Cycocel spray up to 1,000 ppm; B-Nine/Cycocel tank mixes should not be used.
- Micro Bonzi drenches can begin in early October, but use caution, as plants are very responsive to PGR, especially Bonzi.

Late Growing Stages

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

CHRISTMAS GLORY™ SERIES

Smaller Pots, Bigger Appeal

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



PINK



WHITE



RED

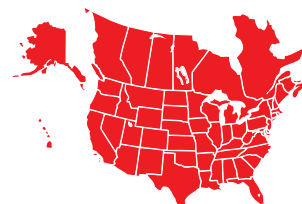
7.5 WEEKS

VIGOR ●○○○○

NORMAL



MINI AVAILABLE



POINSETTIA POINTER:

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

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 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 shelf life and retain the cyathia.
-



CHRISTMAS CANDLE

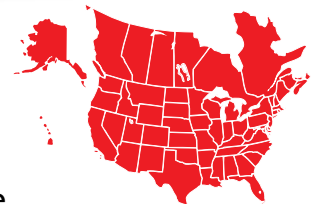
Ideal for Large-Container Production

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 recommended.

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 750-1000 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

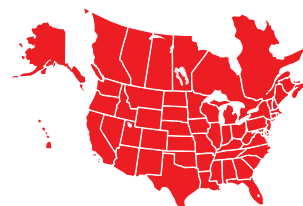
Saturated in Deep, Red Color

Christmas Song displays a **deep red, non-fading 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 Chlormequat 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 Chlormequat 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 as it approaches finish.
- Northern Climate: Apply Chlormequat spray at 750-1,000 ppm.
- Southern Climate: Higher rates of Chlormequat – up to 1,200 ppm as a spray – can be used. Later applications of Chlormequat spray at 500-750 ppm should end by October 10.
- Micro Paclobutrazol 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 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 Paclobutrazol 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 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**.



REGIONAL REVIEW

Tanya Carvalho
Territory Manager,
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."

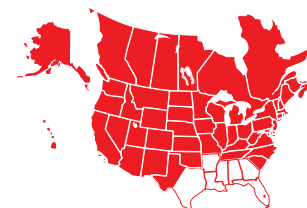
8 WEEKS

VIGOR ●●●○○

NARROW



MINI AVAILABLE



POINSETTIA POINTER:

"Christmas Bells is a great option for late-November to early-December sales." – Lauren Blume

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

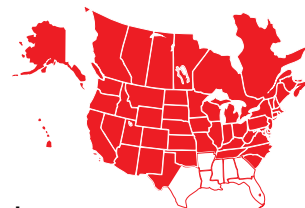
Always Uniform, Super Dark Red

Christmas Cheer is a dark red-bracted poinsettia with medium vigor that is easy to grow and **extremely uniform in production**. Consider it your earlier version of Christmas Day Red.

8 WEEKS

VIGOR ●●●○○○

NORMAL



POINSETTIA POINTER:

“Christmas Cheer grows steadily once the branches develop, exhibiting consistently slow growth throughout 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.

CHRISTMAS EVE RED

Early Season, Superior Color

Christmas Eve Red is a strong, early-season, vivid red variety with **superior 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. Available as a mini cutting!



REGIONAL REVIEW

Manda Vuksanaj
Territory Manager,
Pacific Region

"Eve is the one-two knockout punch for a low-cost, high-quality poinsettia.

"This efficient, modern poinsettia looks amazing with all bracts up on top. 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."

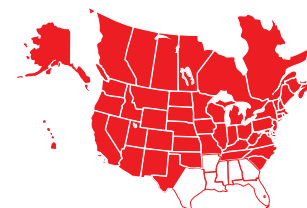
7 WEEKS

VIGOR ●●●○○○

NARROW



MINI AVAILABLE



POINSETTIA POINTER:

"Christmas Eve Red is an early variety that grows very little in late October and November." – Lauren Blume

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; Eve is an early variety that will grow very little in late October and November.

Late Growing Stages

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



CHRISTMAS MAGIC™ RED

Programmable Powerhouse

The best option for early, compact, red poinsettias, Christmas Magic Red displays a more saturated, non-fading color. It provides even branching with a better bract presentation on top of the plant for a higher-quality product. Plus, this variety is ideal for Southern growing and won't delay in the heat.

Christmas Magic Red is **predictable, programmable and perfect for early Thanksgiving** — hitting week 46 and 47 sales without ever missing a ship date.

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

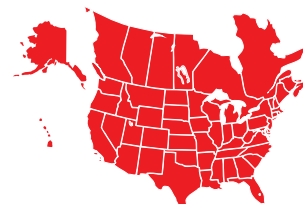
Vigorous and Versatile

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 **big vigor and early flowering**. Plus, this versatile poinsettia won't delay in the heat for Southern growers, and is a superior choice for cold-finish production.

7.5 WEEKS

VIGOR ●●●●●

NARROW



POINSETTIA POINTER:

"Christmas Spirit is an early variety that shows strong growth through mid-October and grows very little in November." – *James Doukas*

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*.

CHRISTMAS WISH™ SERIES

Brilliant, Mid-Season Color

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



PINK

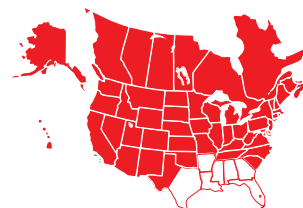


RED

8 WEEKS

VIGOR ●●●○○○

NORMAL



POINSETTIA POINTER:

“Christmas Wish is slower out of the pinch than many other Selecta varieties, so be patient.” – Lauren Blume

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.

NOVELTY VARIETIES

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

PEACH GLOW

Turn heads with the **most unique novelty color** on the scene! Peach Glow's eye-catching color, low-vigor and 7.5-week timing make it ideal for Fall decorating programs.



7.5 WEEKS

VIGOR ●○○○○

NORMAL



LEMON GLOW

Lemon Glow is a low-vigor, bracted poinsettia. With timing of 7.5 weeks, this vivid yellow poinsettia is ideal for Week 46-48 novelty and decorator programs. At retail, Lemon Glow's sunny yellow color brightens the shorter Fall days while transitioning from **Fall decorating in November to Christmas décor in December.**



7.5 WEEKS

VIGOR ●○○○○

NORMAL



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 Day Red, but with an earlier season for quicker market delivery.

7.5 WEEKS

VIGOR ●●○○○

NARROW



CHRISTMAS TRADITION

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

9.5 WEEKS

VIGOR ●●●●●

WIDE



BRILLIANT WHITE

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

8-8.5 WEEKS

VIGOR ●●○○○

NORMAL



HOLLY BERRY

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

8-8.5 WEEKS

VIGOR ●○○○○

NORMAL



NOEL RED

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

7.5 WEEKS

VIGOR ●●●○○

NORMAL



PINK CHAMPAGNE

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

8 WEEKS

VIGOR ●●●○○

NORMAL



SNOWY WHITE

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

7.5 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



WINTERSUN WHITE

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

7.5 WEEKS

VIGOR ●●●○○

NARROW



LAZZERI VARIETIES

Backed by the Number One Supply Chain

ALASKA

The brightest, whitest poinsettia on the market!

This pure white variety with an ideal mid-season finish features attractive holly-shaped leaves and bracts. It 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



Prioritizing
logistics and
technology
that put your
business first.

YecaFlora, our newest unrooted cutting farm in Yecapixtla, Mexico, has enjoyed a successful first year of operation. Its central Mexico location enables us to ship to the U.S. border via truck, ensuring your poinsettia order arrives quickly and reliably.

We are committed to bringing you exceptional genetics from our innovative unrooted cutting farms. We value your business and we look forward to another successful season of growing together.

COUNT ON **SELECTA ONE**





YecaFlora

VIVERO
INTERNACIONAL
NEW
YECAFLORA

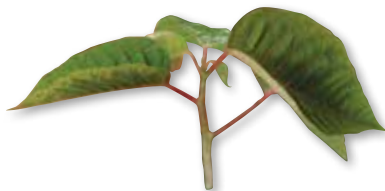
UNROOTED

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.

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



Selecta ONE 2025 Poinsettia Growing Recommendations

		Variety	Page	Natural Flower (first pollen)	Response Time in Weeks (first pollen)	Vigor	Habit ¹	
VERY EARLY SEASON								
		Christmas Eve Red 'NPCW08153'	23	Nov. 12-22	7	medium-high	narrow	
		Christmas Magic Red 'Realsplen'	24	Nov. 12-19	7	medium-low	normal	
EARLY SEASON								
		Alpina 'LAZZPO1315'	31	Nov. 16-20	7.5	medium	normal	
Christmas Chorus Series		Christmas Chorus Red 'NPCW22382'	8	Nov. 16-20	7.5	medium	normal	
		NEW Christmas Chorus Hot Pink 'NPCW25425'	8	Nov. 16-20	7.5	medium	narrow	
Christmas Glory Series		Christmas Glory Pink 'NPCW15234'	18	Nov. 15-22	7.5	low	normal	
		Christmas Glory Red 'NPCW12200'	18	Nov. 15-22	7.5	low	normal	
		Christmas Glory White 'NPCW17267'	18	Nov. 15-22	7.5	low	normal	
Christmas Joy Series		Christmas Joy Marble 'NPCW17265'	14	Nov. 15-22	7.5	medium	normal	
		Christmas Joy Pink 'NPCW15244'	14	Nov. 15-22	7.5	medium	normal	
		Christmas Joy Red 'NPCW12197'	14	Nov. 15-22	7.5	medium	normal	
		Christmas Joy White 'NPCW15245'	14	Nov. 15-22	7.5	medium	normal	
		Christmas Morning 'NPCW15237'	28	Nov. 15-22	7.5	medium-low	narrow	
		Christmas Spirit 'NPCW18087'	28	Nov. 12-19	7.5	high	narrow	
Early Elegance Series		Early Elegance Marble 'NPCW22404'	10	Nov. 10	7	medium-low	normal	
		Early Elegance Pink 'NPCW22403'	10	Nov. 10	7	medium-low	normal	
		Early Elegance Red 'NPCW22279'	10	Nov. 10	7	medium-low	normal	
		Early Elegance White 'NPCW22405'	10	Nov. 10	7	medium-low	normal	



















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

Average Bract Size	Cool Growing ²	Mini ³	4-5"	6"	8"	10"	Tree / Pyramid	Regional Recommendation Ratings of good or excellent indicate varieties that will be more successful when grown in specific regions.				
								CANADA/ NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ ATLANTIC	SOUTHWEST
medium, round	***	•	•	•	•	•		excellent	excellent		excellent	excellent
large, round	****		•	•	•			excellent	excellent	excellent	excellent	excellent
								CANADA/ NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ ATLANTIC	SOUTHWEST
large, pointed	***		•	•	•			good	good	good	good	good
large, pointed	****		•	•	•	•			excellent	good	excellent	good
large	***	•	•	•	•	•	•	excellent	excellent	good	excellent	excellent
medium, round	***	•	•	•				good	good	good	good	good
medium, round	***	•	•	•				good	good	good	good	good
medium, round	***	•	•	•				good	good	good	good	good
large, pointed	***	•	•	•	•	•	•	good	good	good	excellent	good
large, pointed	***	•	•	•	•	•	•	good	good	good	excellent	good
large, pointed	***	•	•	•	•	•	•	good	good	good	excellent	good
large, pointed	***	•	•	•	•	•	•	good	good		excellent	good
large, pointed	***		•	•				good	good		good	good
very large, pointed	****			•	•	•	•	excellent	excellent	excellent	excellent	excellent
large, pointed	***	•	•	•	•				excellent	excellent	excellent	excellent
large, pointed	***	•	•	•	•			excellent	excellent	excellent	excellent	excellent
large, pointed	***	•	•	•	•			excellent	excellent	excellent	excellent	excellent
large, pointed	***	•	•	•	•			excellent	excellent	excellent	excellent	excellent

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

³ Available as Mini Unrooted Cutting (URC).

Selecta ONE 2025 Poinsettia Growing Recommendations

		Variety	Page	Natural Flower (first pollen)	Response Time in Weeks (first pollen)	Vigor	Habit ¹	
EARLY SEASON								
		Lemon Glow 'NPCW23396'	27	Nov. 16-20	7.5	low	normal	
		Noel Red 'NPCW10167'	29	Nov. 15-22	7.5	medium	normal	
		Peach Glow 'NPCW25406'	27	Nov. 16-20	7.5	low	normal	
		Snowy White 'NPCW19278'	30	Nov. 15-22	7.5	medium-low	normal	
		Wintersun White 'NPCW09124'	30	Nov. 15-22	7.5	medium-high	narrow	
MID SEASON								
		Alaska 'LAZZPO1319'	31	Nov. 20-24	8-8.5	medium-high	narrow	
		Brilliant White 'NPCW22387'	28	Nov. 20-24	8-8.5	medium-low	normal	
Christmas Aurora Series		Christmas Aurora Queen 'NPCW23401'	9	Nov. 24-28	8.5	high	narrow	
		Christmas Aurora Red 'NPCW14221'	9	Nov. 24-28	8.5	high	narrow	
Christmas Beauty Series		Christmas Beauty Cinnamon 'NPCW17243'	6	Nov. 23-27	8	medium	normal	
		Christmas Beauty Marble 'NPCW16260'	6	Nov. 23-27	8	medium	normal	
		Christmas Beauty North Pole 'NPCW14225'	6	Nov. 15-22	7.5	medium	normal	
		Christmas Beauty Pink 'NPCW11203'	6	Nov. 23-27	8	medium	normal	
		NEW Christmas Beauty Prince 'NPCW25428'	6	Nov. 23-27	8-8.5	medium	normal	
		Christmas Beauty Princess 'NPCW18289'	6	Nov. 23-27	8	medium	normal	
		Christmas Beauty Queen 'NPCW19287'	6	Nov. 23-27	8	medium	normal	
		Christmas Beauty Red 'NPCW10158'	6	Nov. 23-27	8	medium	normal	
		Christmas Bells 'NPCW19282'	21	Nov. 23-27	8	medium	narrow	


















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

Average Bract Size	Cool Growing ²	Mini ³	4-5"	6"	8"	10"	Tree / Pyramid	Regional Recommendation Ratings of good or excellent indicate varieties that will be more successful when grown in specific regions.				
								CANADA/NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ATLANTIC	SOUTHWEST
large, pointed	***		•	•				good	good	good	good	good
large, pointed	***		•	•	•	•	•	good			good	
large, pointed	***		•	•	•			good	good	good	good	good
large, round	***		•	•	•		•	good	good	good	good	good
medium, holly-shaped	***		•	•	•	•		good	good		good	
								CANADA/NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ATLANTIC	SOUTHWEST
large, holly-shaped	***		•	•	•	•	•	good	good		good	good
large, pointed			•	•	•			good	good	good	good	good
large, pointed	***			•	•	•	•	good	good	excellent	excellent	excellent
large, pointed	***			•	•	•	•	good	good	excellent	excellent	excellent
medium, round	***	•	•	•				good	good	excellent	excellent	good
medium, round	***	•	•	•				excellent	excellent	excellent	excellent	excellent
medium, round	***	•	•	•	•			good	good	excellent	excellent	good
medium, round	***	•	•	•				good	good	excellent	excellent	good
large	***	•	•	•	•	•	•	excellent	excellent	excellent	excellent	excellent
medium, round	***	•	•	•				good	good	excellent	excellent	good
medium, round	***		•	•				good	good	excellent	excellent	good
medium, round	***	•	•	•				good	good	excellent	excellent	good
large, pointed	***	•	•	•	•	•		good	good		good	good

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

³ Available as Mini Unrooted Cutting (URC).

Selecta ONE 2025 Poinsettia Growing Recommendations

		Variety	Page	Natural Flower (first pollen)	Response Time in Weeks (first pollen)	Vigor	Habit ¹	
MID SEASON								
		Christmas Candle 'NPCW20347'	19	Nov. 20-24	8-8.5	high	narrow	
		Christmas Cheer 'NPCW17257'	22	Nov. 15-22	8	medium	normal	
Christmas Feelings Series		Christmas Feelings Merlot 'NPCW09170'	16	Nov. 20-27	8	medium-low	normal	
		Christmas Feelings Pink 'NPCW07120'	16	Nov. 20-27	8	medium-low	normal	
		Christmas Feelings Red 'NPCW02044'	16	Nov. 20-27	8	medium-low	normal	
		Christmas Feelings White 'NPCW13211'	16	Nov. 20-27	8	medium-low	normal	
		Christmas Mouse Red 'NPCW19280'	12	Nov. 20-24	8-8.5	medium	normal	
		Christmas Song 'NPCW22381'	20	Nov 24-28	8	medium	normal	
Christmas Wish Series		Christmas Wish Pink 'NPCW18281'	26	Nov. 20-27	8	medium	normal	
		Christmas Wish Red 'NPCW13218'	26	Nov. 20-27	8	medium	normal	
		Holly Berry 'NPCW20049'	29	Nov. 23-27	8-8.5	low	normal	
		Pink Champagne 'NPCW23402'	29	Nov. 16-20	8	medium	normal	
		Superba New Glitter 'LAZZPOSUGI'	31	Nov. 20-24	8	medium	normal	
		Valentine 'NPCW11201'	30	Nov. 20-27	8	medium-high	narrow	
LATE SEASON								
		Christmas Tradition 'NPCW14205'	28	Dec. 7-14	9.5	high	wide	
NEW Sky Series		NEW Sky Fantasy WEL20390	4	Nov. 27-Dec 4	8.5	medium	narrow	
		NEW Sky Orange WEL25430	4	Nov. 27-Dec 4	8.5	medium	narrow	

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

Average Bract Size	Cool Growing ²	Mini ³	4-5"	6"	8"	10"	Tree / Pyramid	Regional Recommendation Ratings of good or excellent indicate varieties that will be more successful when grown in specific regions.				
								CANADA/NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ATLANTIC	SOUTHWEST
large, pointed	***			•	•	•	•	good	good	excellent	good	excellent
large, pointed	***		•	•	•	•		excellent	excellent		excellent	good
large, pointed	***		•	•	•			good	good	good	good	excellent
large, pointed	***	•	•	•	•			good	good	good	good	good
large, pointed	***	•	•	•	•			good	good	good	good	excellent
large, pointed	***	•	•	•	•			good	good	good	good	good
large, oval (unique) mouse ear		•	•	•				good	good	good	good	good
large, pointed	***		•	•	•	•	•	excellent	excellent	good	excellent	good
large, pointed	***		•	•	•	•	•	excellent	excellent		excellent	excellent
large, pointed	***		•	•	•	•	•	excellent	good		good	excellent
medium, very holly-shaped	***		•	•	•			good	good		good	good
large, pointed			•	•	•	•		good	good		good	good
large, pointed	***		•	•	•			good	good	good	good	good
rose-shaped	***		•	•	•	•	•	good	good	good	good	good
								CANADA/NORTH	NORTHWEST	DEEP SOUTH	MIDWEST/ATLANTIC	SOUTHWEST
large, pointed	***			•	•	•		good	good		good	good
large	***	•	•	•	•			good	good		good	good
large	***	•	•	•	•			good	good		good	good

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

³ Available as Mini Unrooted Cutting (URC).

Tips for Producing Picture-Perfect Poinsettias

CULTURE – PROPAGATION GUIDE

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.



NEW
Sky Fantasy



(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.

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.

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

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 DIP 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.



Calcium deficiency



Calcium deficiency



Magnesium deficiency

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



Nitrogen deficiency



Iron deficiency

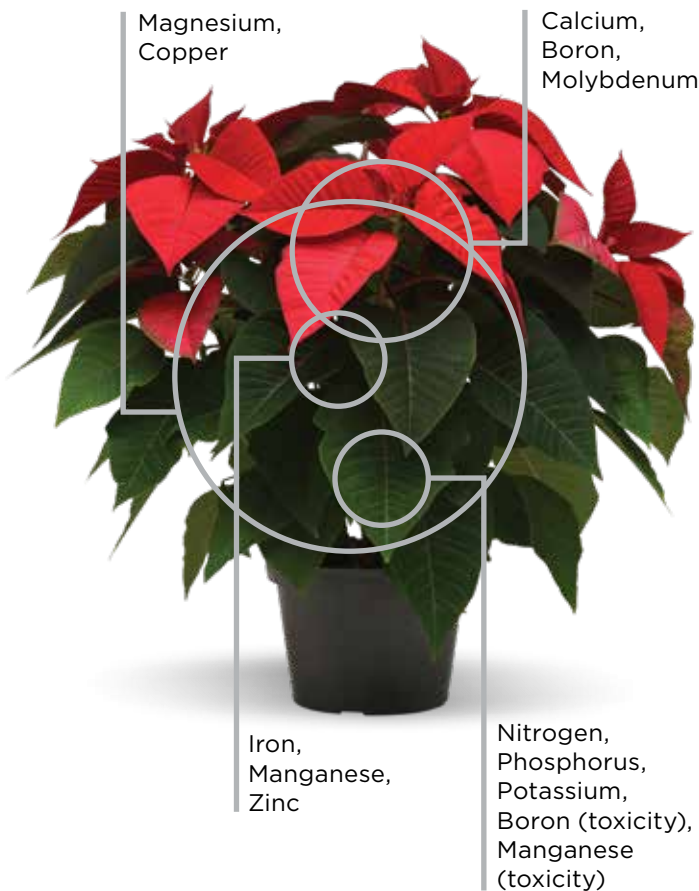


Boron deficiency



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

CULTURE – FINISHING GUIDE

Florel Application Prior and Post-Pinch (Florel Sandwich)

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

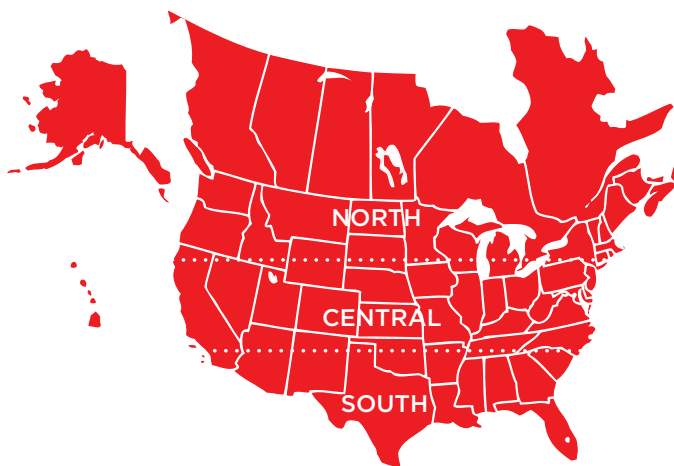


A 6-in. (15-cm) poinsettia is typically spaced 13 to 14 in. (33 to 36 cm) on center

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)		

CULTURE – FINISHING GUIDE

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 BRACKS	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
Parasitic Nematodes			Fungus Gnats			Steinernema feltiae

Note: These are only recommendations; please read and follow labels carefully. Test plants for sensitivity before wholesale use. Environmental factors may affect efficacy and potential phytotoxicity.



Whitefly



Thrip damage

BIOLOGICAL GUIDE FOR INSECTS

CONTROL AGENT	ACTIVE INGREDIENT	RATE RANGE/100 GAL.	PESTS CONTROLLED	SAFE ON BRACKS	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		
Eretmoceris eremicus	Parasitoid		Whitefly		
Eretmoceris mundus	Parasitoid		Whitefly		
Amblyseius andersoni	Predator		Spider Mites		
Amblyseius californicus	Predator		Spider Mites		
Feltiella acarisuga	Predator		Spider Mites		
Phytoseiulus persimilis	Predator		Spider Mites		
BotaniGard ES	Beauveria bassiana	32-64 oz.	Thrips	No	Label states: Do not apply after poinsettia bract formation
NoFly WP	Paecilomyces fumosoroseus	28 oz.	Thrips	Unknown	
Met52 EC	Metarhizium anisopliae	8-32 oz.	Thrips	Unknown	Do not apply at pressures above 200 psi
Amblyseius andersoni	Predator		Thrips		
Amblyseius swirskii	Predator		Thrips		
Hypoaspis miles	Predator		Thrips		
Steinernema feltiae	Parasitic Nematode		Thrips		
Orius insidiosus	Predator		Thrips		
Hypoaspis miles	Predator		Fungus Gnats		
Steinernema feltiae	Parasitic Nematode		Fungus Gnats		
Atheta coriaria	Predator		Fungus Gnats		
Gnatrol	Bacillus thuringiensis		Fungus Gnats		

Note: These are only recommendations; please read and follow labels carefully. Test plants for sensitivity before wholesale use. Environmental factors may affect efficacy and potential phytotoxicity.

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	Chlorothalonil/ Thiophanate-Methyl	16-32 oz.	Scab	1 + M5	No	
Heritage	Azoxystrobin	1-4 oz.	Scab	11	Yes	
Terrazole L	Etridiazole	2.5-7 oz.	Pythium	14	No	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	
Actinovate SP	Streptomyces lydicus	4-6 oz./100 gal. of finished solution	Pythium	Trial first	This would be a 4-6 oz. per gallon of stock solution using a 1:100 injector	
RootShield Plus WP	Trichoderma	3-8 oz.	Pythium	Trial first	Can use granular in place of WP (see label for rates)	
Cease	Bacillus subtilis	64-256 oz. (2-8 qt.)	Erwinia/Bacteria	Trial first		
ZeroTol	Hydrogen Dioxide + Peroxyacetic Acid	42-128 oz. (1:100-1:300)	Erwinia/Bacteria	Trial first	No residue; many peroxide products to choose from	

Note: These are only recommendations; please read and follow labels carefully. Test plants for sensitivity before wholesale use. Environmental factors may affect efficacy and potential phytotoxicity.

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Christmas Aurora™ Queen

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Lafayette, LA 70508
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Davis Floral Company, Inc.
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Dewy Rose, GA 30634
(706) 283-1396

Esbenshade's Greenhouses, Inc.
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Lititz, PA 17543
(717) 626-7000

Greenstreet Growers, Inc.
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Lothian, MD 20711
(410) 867-9500

Knox Horticulture
940 Avalon Road
Winter Garden, FL 34787
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Millstadt Young Plants
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Millstadt, IL 62260
(618) 476-3617

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Vista, CA 92084
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Raker-Roberta's Young Plants
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Litchfield, MI 49252
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Arvada, CO 80005
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Van de Wetering Greenhouses Inc.
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Jamesport, NY 11947
(631) 722-8757

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DeVry Greenhouse Chilliwack
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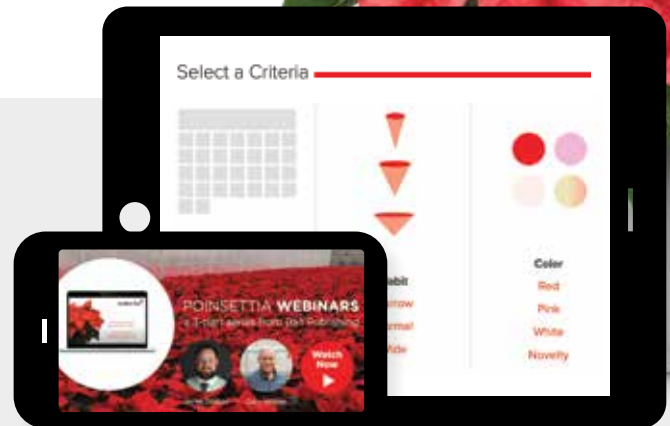
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