



## Christmas Magic™ Poinsettia

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.

**selecta** one

Christmas Magic™ Red Poinsettia

Characteristics						
Season:	Foliage:	Natural Flower (first	Response Time in weeks (first	Vigor:	Average Bract	Post
Very Early	dark	pollen):	pollen):	medium-	Size:	Harvest:
Season	green	Nov. 12-19	7	low	large, round	good

Finishing Recommendations			
Energy Efficient: (see note 1)	Cool Finish (24 hrs avg.): (see note 2)	Space Efficient: (see note 1)	Recommended spacing for 6":
●●●●	63°F / 17°C	●●●●	13"x13"

Containers					
2.5" Mini:	4 - 5":	6":	8":	10":	Tree/Pyramid:
✗	✓	✓	✓	✗	✗

### 1. Energy Efficient/Space Efficient:

Varieties are rated from most (●●●●) to least (●) efficient. Contact us for guides.

### 2. Cool Finish:

Indicates minimum temperature starting two weeks after the beginning of short days. Please note that a crop grown cooler requires more time to finish (4 to 7 days), and will have smaller bracts and darker color (for example, white may turn cream-yellow). Toward the end of the crop (two weeks prior to shipping), slowly lower the temperature for green-leaved varieties to 65°F (18°C) day/night and dark green-leaved varieties to 63°F (17°C) day/night.

NOTE: Growers should use the information presented here as guidelines only. Selecta recommends that growers conduct a trial of products under their own conditions. Crop times will vary depending on the climate, location, time of year, and greenhouse environmental conditions. It is the responsibility of the grower to read and follow all the current label directions relating to the products. Nothing herein shall be deemed a warranty or guaranty by Selecta of any products listed herein. Selecta's terms and conditions of sale shall apply to all products listed herein.