

S&G Flowers introduces a premium series in Begonia semperflorens!

2008 FLEUROSELECT GOLD MEDAL WINNER



BEGONIA SEMPERFLORENS

'VOLUMIA ROSE BICOLOR'

TECHNICAL INFORMATION

- Colour: Rose bicolor
- Flower: Single, 4 cm diameter
- Flowering: April to first frost
- Type: Annual, F1 Hybrid
- Use: Bedding plant
- Plant: Height 30 cm, spread 35 cm, ball shaped plant form, dark green round shaped leaves
- Seed: 80,000 seeds per gram
- Growing: Sow at 20° C (January for pack and April for garden), grow at 18° C in a container measuring 10.5 cm
- Planting: 40 cm x 40 cm apart in sunny to half shady position
- Novelty: Real field performing variety that builds a large, well branched plant without stretching. Visible consumer value in the field.

Available for selective distribution

For detailed information

www.fleuroselect.com

'VOLUMIA ROSE BICOLOR'

'Volumia Rose bicolor' - for dramatic splashes of summer colour

According to the Fleuroselect judges, the most striking attribute of *Begonia semperflorens* 'Volumia Rose bicolor' is its excellent garden performance throughout the season. This award winning quality along with its prolonged flowering time will provide visible consumer value. Another significant aspect of this garden jewel, which is of interest to the grower market, is its neat and compact habit. Remarkably large and persistent rose bicolor blooms adorn this well branched plant. This makes it a winner in the retail market.

Begonia semperflorens 'Volumia Rose bicolor' is an excellent bedding plant that can be used to create masses of colour in edgings, entrance ways, mass plantings and borders. 'Volumia Rose bicolor' will excel in container gardens, planters, pots, hanging baskets, or window boxes.

Begonia semperflorens Volumia F1 is ideal for sales in pots (9-11 cm), presenting their impressive flowers on non-stretching plants. Once planted in the garden or in planters, the full potential will be shown with flowers all over the plant. This series has proven to be extremely heat and drought resistant.

Begonia Volumia F1 is an excellent bedding plant that can be used to create masses of colour in edgings, entrance ways, mass plantings and borders. Volumia F1 will excel in container gardens, planters, pots, hanging baskets or window boxes.

- Early and uniform flowering
- Large flowers (4 cm diameter)
- Outstanding garden performance throughout the season
- Neat and non-stretching habit
- Well branched plants with a spread of 35cm
- Extremely heat and drought resistant



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S&G Talks is a Syngenta Seeds publication and available through your S&G Flowers' distributor.

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Syngenta Seeds B.V. has exercised reasonable care and skill in compiling this information. All data in this publication is intended for general guidance only and the user should apply it in accordance with his own knowledge and experience of local conditions. In case of doubt we recommend that a small scale trial production be carried out to determine how local conditions may affect the variety. Syngenta Seeds B.V. cannot accept any liability in connection with this publication.



S&G Flowers Training 2007

Developing markets means developing people! Since years Syngenta, S&G Flowers is convinced of this and is therefore continuously organizing different kind of training events for their distribution partners. The idea is to strengthen the distribution partners in order to help them serve the grower the best way possible. In this respect we want to share a reaction from one of our partners after last summers' training.

This year's annual S&G Flowers training was held at the trial field in Kleve, Germany. The organizing committee prepared a magical mixture of Business School and Horticultural Labs...with a good portion of country experiences and lots of fun thrown in for good measure.

The participants were assigned to four Climate Groups in order to achieve a fine balance between the common sessions that enhanced the 'cross pollination' of ideas among the various markets, and the customized sessions that dealt with topics in the field of Management, Marketing and Sales.

Technical topics also featured prominently throughout the sessions. On the trial field the current assortment including: Perennials, Biennials and Annuals from Seeds and Cuttings were demonstrated and the latest innovations in our assortment were explained. Special emphasis was put on the Pelargonium Fidelity™ assortment; local experiences and ideas were shared.

As Syngenta is the only seed company to pioneer such training courses, we feel privileged to be part of the Syngenta family. Armed with all the information gained and shared throughout the training sessions, we can look forward to achieving further success stories, as we will offer the knowledge required by the growers to achieve a sustainable successful business.

*Suleiman Attour
Loun & Lawn Co. for Agriculture & Trade
Distribution partner for S&G Flowers in Jordan*



Primula acaulis flower induction

Following last years culture manual for Primula acaulis we hereby want to deepen your knowledge on the flower bud development during winter.

In this respect three phases can be underlined: A. Growing the plant; B. Induction of flower buds; C. Realisation of flowers.

In addition we want to refresh your memory about fertilisation.

A. Growing the plant

Start transplanting when at least 3 true leaves are visible. This will be 7-9 weeks after sowing. Use a light peat based mixture, preferably from a reliable soil supplier. Coconut fibre or bark can be mixed to improve the structure. The pH should be between 5.5 and 6.0. After regrowth in the pot the temperature can be decreased to 15°C (59°F) in the night, with a day temperature as cool as possible.



Following the outside climate, temperature inside can decrease also to around 10°C (50°F), but be careful for a too high humidity (>80%), especially during the nights. In autumn and also in winter it is usually necessary to ventilate to reduce the RH level. Spacing is important, in the optimal situation pots should be spaced as soon as leaves are touching.

B. Flower induction

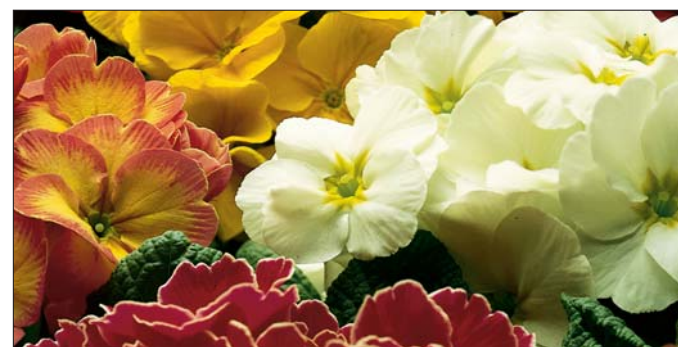
At the 6 - 8 leaf stage, approximately 12 - 16 weeks after sowing, the early varieties are physiologically mature enough to initiate flower buds. For the late varieties it takes 8-10 leaves. From that moment the temperature can go down to initiate the flower buds. It's important to realise that before this phase the plants are still juveniles, and NOT able to make flower buds at all. Therefore make sure that the plants grow happy and healthy to reach the adult phase. This to avoid the risk that plants do not induce flower buds at all, and will leave you with just salads in spring.



In the adult phase maintain low temperatures for around 6 weeks until flower buds are clearly visible. The exact time depends on the variety. Early varieties as Peseta and Lira don't need cold period at all, the later the variety, the more cold the plant needs for flower induction. A cold treatment means just above zero by night, and maximal ventilation by day. Control the humidity, avoid over watering, and make sure that the plants are spaced enough and in time.

C. Realisation of flowers

If necessary, Primula acaulis can be forced into bloom for earlier flowering varieties. This is not possible on late varieties such as Euro. When buds becomes visible, plants can be grown step by step from cold to 10-15°C (50-60°F) for the best quality. Forcing at higher temperatures or before buds are visible will result in poor quality, leafy plants. The best is to give some temperature dependent on the light level. Sunny days, slowly go up, dark days, keep them cool. Don't force before most plants have visible buds. The safest way is not to heat at all, and to wait till the spring climate will wake up the buds.



Fertilisation and growth retardants

High levels of nitrogen (particularly ammonium forms) will result in too much leaf growth. Give with each watering a complete and balanced schedule of fertiliser, including minor elements and adjusted on the available water quality. Start a few days after potting with 1.0 EC and go higher depending on nr. of watering times and plant development up to 2.5 EC. If you give water underneath, you can go up to 3.0 EC. Keep in mind that however plants do not grow quickly, they do develop flower buds. In winter the use of fertilizer is relatively higher than the use of water. A good fertilisation gives a dark green, strong plant with a high resistance against diseases. When growth retardants need to be used, the chemical 'propiconazool' can be used at low concentrations. For the first phases an average level around 0.3 ml/l Tilt, 0.3 ml/l CCC or 2gr/l Alar.

Enjoy the first signs of Spring which Primula can bring you.

S&G Flowers introduces 2 new series in Impatiens walleriana!



Impatiens walleriana

Shimmer™ F1

Shimmer™ – a new series!

The variety for growers looking to deliver the highest quality end product to retail customers. It has strong vigor, excellent branching and the highest quality, large flowers (5-6 cm) on the market.

Shimmer's characteristics:

- Excellent seed quality
- Early flowering
- Uniform in flowering and plant habit
- 16 striking colors, including Stars!
- Excellent flower quality and size (Flowers flat on top of foliage)
- Very well branched, mid vigorous plants
- Suitable for Pack, Pot and Basket production
- Great branching for excellent garden performance



Technical advice by Mr. Ben Geijtenbeek
Start immediately after potting with a good balanced complete fertilizer schedule including minor elements. A good EC level of around 1 in the pot gives dark green and strong plants, which will reward you with lots of flowers.



Impatiens walleriana

Jambalaya™ F1

Jambalaya™ – a new series!

The variety for high volume and high density growers looking for the most efficient production of quality Impatiens with minimal labor and growth regulators.

Jambalaya offers the grower a lot of benefits:

- Large, high quality flowers
- 16 attractive colors (including Star types!)
- Increased free flowering
- Early to flower
- High germination
- Uniformity in series and in colors
- Compact, ideal for high density culture
- Excellent garden performance