

FIRST CLASS NEWS FLASH



July 2006

The OFA Short Course, Westcan Greenhouse trials, Medal of Excellence award, and the record summer are the topics of this mid-summer News Flash.

It is hot, probably a record summer in many parts of this country and even the world. The extreme heat poses special challenges for our industry, and in addition, we experience lower sales because consumers don't want to garden. Poinsettia propagation doesn't get easier with the heat, and to a supplier, shipping Poinsettias and any young plant during such a heat is a great challenge. Calls about heated cuttings or young plants become more frequent and our rooting stations experience rooting delays due to the excessive heat.

Please unpack all plant shipments right after arrival and get unrooted cuttings under the mist as soon as possible. If you can't stick your cuttings right away, unpack the cuttings and put them with the bag open on a table under the mist. This will help to re-hydrate the cuttings. If cuttings come in relatively warm, don't place them in the cooler; put them under the mist right away. This way you avoid another drastic climate change, and the mist will cool and hydrate your cuttings.

2006 OFA Show



The 2006 OFA Show has closed its doors, and for Selecta First Class it was a great event. We thank all of our visitors for taking the time to stop by and for spending so much quality time with us.

Our booth was busy and traffic was up compared to the previous year (at the SFC booth).

Customers came and wanted to see our all new MiniFamous™ Double Pink, Begonia Bonfire™ and Zion™ Osteospermum which were some of the most talked-about novelties of the show and in the sessions.



Angela Storm, our Sales Manger, and Frank Magnusson, our Operations and Customer Service Manager, listened to our clients' comments, ideas, concerns, and compliments. Our team is ready for another season, and the OFA show was the start for 2006/07. Availability is still great including our newest items, so book now to ensure you get the industry's hottest new items for 2007.

Come again and visit us during the 2007 OFA Show!

FIRST CLASS NEWS FLASH



MiniFamous™ Double Pink, winner of the 2006 Medal of Excellence - Industry Choice Award



During the OFA show, the Selecta team was looking forward to the reception where the winner for the 2006 Medal of Excellence would be announced. Just being nominated was a great honor. Delilah Onofrey and her team made the reception very exciting until the end, and via cell phones and messaging we kept our team members back in California updated. Finally - the winner is - MiniFamous™ Double Pink from Selecta! It felt like the Oscars, and the whole team was proud. Nils Klemm, Selecta's CEO, and Andrea Dohm, Selecta's Director of Breeding and Development, took the podium. Nils had a couple of words to say (including German), and finally it was ours. The award is a result of Selecta's innovative breeding program, one of the world's finest and most powerful. So be excited and curious about future innovations. We at Selecta thank you, our customers, for your great and continuing support. Without you, this would not be possible.



FIRST CLASS NEWS FLASH



Westcan Greenhouse Trial, Langley, BC

One of every summer's highlights is the Westcan Greenhouse trial in Langley, B.C. The trial becomes bigger and bigger year after year. What some may not even know, it started out with Geraniums only. Today it includes a variety of products from various breeders and has become one of the most important social events for growers in the area. The Westcan team did an outstanding job this year; it has been the best organized and grown trial ever.



Yes, size matters. ColorPower® Electric Orange was one of the highlights of the NGI trial. ColorPower® varieties have large flowers, a medium vigor, and all 22 colors flower in a window of 5 days. The whole series is extremely uniform and easy to grow.



Moonlight™ Dark Red (left) and Sunrise™ Red (right) are our two top-selling red geranium varieties, and they looked stunning and performed great at the Westcan trial. Moonlight™ geraniums have dark almost black foliage and a medium vigor. Sunrise™ geraniums have medium green foliage (zoned) and a medium to high vigor. Both lines have large flower balls and perform great outdoors. Selecta may only be the second-largest geranium supplier in the world, but we prefer to be the best. Selecta geraniums are benchmark when it comes to grower and consumer performance.

FIRST CLASS NEWS FLASH



SweetSunshine™ Blue Vein Double Petunia (left) and Fuego™ Purple Violet Verbena (right) are two perfect examples of Selecta's quality Petunia and Verbena lines. Choose from four Petunia and two Verbena lines available in a range of colors.



Lots of flowers and great color even in the middle of summer are just some of the great characteristics of our new Zion™ Osteospermum line. Zion™ Terra Cotta (left) was the best variety in trial, and Zion™ Pink Sand (right) was the only pink / lavender / bicolor variety in full bloom.



Piccadilly™ Hot Pink Diascia /

Compact Marino Heliotrope /

LaRita White Argyanthemum

FIRST CLASS NEWS FLASH



MiniFamous™ Calibrachoa - As good as it gets!



MiniFamous™ Perfect Red



MiniFamous™ Compact Red



MiniFamous™ Pink



MiniFamous™ Super Purple



MiniFamous™ Dark Pink + Eye



MiniFamous™ Safran



Westcan Greenhouses had a large Calibrachoa trial on display. It was MiniFamous™ that stood out as a series and had the best varieties in some of the major categories. MiniFamous™ Perfect Red and Compact Red were the best red varieties, MiniFamous Pink and Dark Pink + Eye the best pink varieties, and MiniFamous™ Safran the best yellow variety in trial. The new MiniFamous™ Apricot Red Eye and Compact Yellow Red Eye (left image) were top performers in the bicolor varieties. MiniFamous™ Super Purple displayed huge brilliantly colored flowers and stood out amongst the rest. Other top-performing MiniFamous varieties included MiniFamous™ Blue, Sun Pink, Sun Violet Veins, and Dark Blue.

Stay tuned for more trial news in August and September like PennState, CSU, Welby, Sawaya Garden, and more.

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Selecta Genetics - A way to better profits! And 2006/07 just got better:

- **Increased availability.**
Selecta First Class significantly increased the availability for 2006/07. The availability is posted; check it out using our real-time availability. Use the download tool to import the availability into Excel files (please contact the office for a manual).
- **New Selecta First Class Website is coming soon.**
Our new data-based website is coming soon. Search for items per color, habit, program, and more.
- **Top and exclusive varieties available only from Selecta.**
MiniFamous™ Double Pink, Begonia Bonfire™, MiniFamous™ Super Purple are some of the top novelties for the coming season, and exclusively available from Selecta First Class.
- **Programs that work.**
Our HD-Concept and our Sun-lover programs are well-tested and work. Check our catalog for varieties that are included in these programs.
- **Value like no other.**
Outstanding and proven genetics that work for growers as well as for consumers, reliable supply, superb quality, great service, and most important a dedicated team to serve you, and that all for a great price = value like no other!



For information, varieties, services, and NEWS, visit our website 'firstclassplants.com' and request our new catalogs.

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Stefan Reiner

First Class: Where innovation, reliability, quality, and customer service meet.