

Welcome to the new News Flash

The first Selecta News Flash was distributed in November 2003, and since then an issue followed month after month. Its layout hasn't changed much over the past 3.5 years (or 42 issues) but now it's time to give it a new face. The author hasn't changed, I just got a new software with almost unlimited possibilities. You will notice further changes in the upcoming issues as I am still learning all its tricks.

The May 2007 News Flash will feature the promised part #2 of

The Profit Center report focusing on programs like the HD® Concept, No-pinch, Sun-lover, and on the technical trials. Two new features are the Variety of the Month, Office News, and we will take a look at the up-coming Poinsettia season.

Enjoy the images and information provided. Your feedback is very welcome.

Sincerely yours,
Stefan Reiner



Variety of the Month

Namid™ is an all new Bidens from Selecta. It has large golden yellow flowers, a medium vigor, a well-branched habit great for baskets, and outstanding outdoor performance.

The Profit Center 2007 - Programs

Besides showing the new varieties, The Profit Center 2007 focused on our programs.



The **HD® Concept** focuses on growers' needs. It includes varieties that have an easy-to-control vigor, display upright to mounding habits (compact habit), have a short crop time, and flower early with lots of color. They are easy to grow and ship well in high density, yet still look great once on the shelves (merchandise friendly). Abundant color is important; color sells! In addition, it focuses on consumer performance to assure repeat sales.

HD® Concept Facts

- Easy-to-control vigor
- Upright to mounded habits
- Early flowering
- High density growing and shipping
- Short crop time = more turns
- Abundant color = color sells
- Great consumer performance = repeat sales
- No obligatory label program and no marketing fees

It includes best selling lines like MiniFamous™ Compact Calibrachoa; Fame™, Charming™, and SweetSunshine™ Compact Petunia; Mohave™ Bracteantha; FlowerPower™ Compact Osteospermum; Piccadilly™ Diascia; and more.





The **Sun-lover** program features varieties that thrive in the heat. Varieties selected for the Sun-lover program perform great in hot climates whether it is humid or not. Program highlights include MiniFamous™ Sun Calibrachoa, Angelina™ Angelonia, Bonfire™ Begonia, Lara™ Nierembergia, Fuego™ and Lascar™ Verbena, Glacier White Ivy Geranium, selected Magadi™ Lobelia, Mohave™

Grande Bracteantha, Marino™ 2000 Heliotrope, Fairy™ Scaevola, Nelia™ Yellow Argyranthemum, and more.

Sun-lover Facts

- Thrive in hot and humid climates
- Work great for late spring and summer programs
- Can be grown in warmer temperature as during summer months



Magadi™ Blue at the 2006 UOF trial. A real Heat-lover!



The **No-pinch** program highlights varieties and series that can be grown without a pinch. Pinching adds cost, delays flowering, and increases sanitary risks. By avoiding a pinch, crop times can be shortened, costs and disease risks reduced. Quicker turns and earlier color become possible, resulting in better sell through. The No-pinch program works best for smaller pot sizes. Plants may look different

compared to a pinched crop, and certain treatments may become necessary to achieve the desired result. Please contact our experts for more detailed information.

No-pinch Facts

- No pinch = fewer labor costs
- No pinch = less sanitary risk
- Earlier flowering
- Shorter crop time for more turns



MiniFamous™ Compact Safran No-pinch (left) versus pinch (right).



The Profit Center 2007 - Technical Trials / No-pinch

The No-pinch program was part of our three technical trials. The two others were a soil trial and a PGR trial.

The No-Pinch program includes series like the Royal™ ivy geraniums, ColoPower™ NGL, Mohave™ Bracteantha, LaRita™ Compact White, Compact and Basket Marino™, and more.

For the **No-pinch trial** we tested MiniFamous™ Calibrachoa, Fame™ and Charming™ Petunia, Serengeti® Nemesia, and FlowerPower™ and Kenai™ Osteospermum.

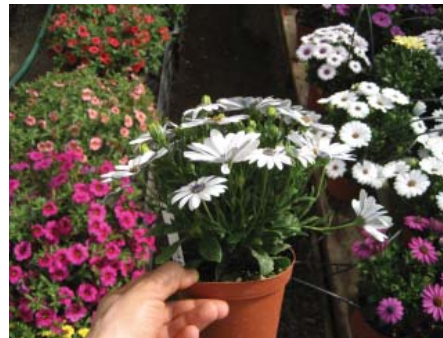
The results surprised in some points but also made it very clear that the correct variety selection is key for a successful No-pinch crop.

While all varieties in the Fame™, Charming™, and Serengeti® series

(excluding the Serengeti® Upright varieties) did well, it became clear, that for MiniFamous™, Kenai™, and FlowerPower™ a variety selection was necessary.

Most of the MiniFamous™ Compact varieties did well but especially MiniFamous™ Compact Dark Red, Compact Plum, Compact Dark Blue, Compact Blue, Compact Watermelon, Compact Safran, and Compact White did great. MiniFamous™ Super Purple and Orange evol. did well too.

The best FlowerPower™ varieties included all four Compact varieties and FlowerPower™ Silver Purple, Pink, Lavender, White, and Spider Pink. Kenai™ Orange Dream and Honeydew did great too.



FlowerPower™ White looked good in our No-pinch trial.

The Profit Center 2007 - Technical Trials / Soil

In the **soil trial** we compared two commercial mixes versus one grower mix. Some crops like Petunia and Calibrachoa displayed a significant difference as shown in the images (the two commercial mixes are left and in the center; the grower mix is to the right). Plants in the grower mix were smaller, lighter in color, and had a very weak root system. There was almost no difference between the two commercial mixes. Other crops like Nemesia and Geraniums showed not much of a difference when looking at the plants, but



the root systems revealed it all. The plants in the grower mix had a weak root system. The trial showed clearly how important a good soil mix is.



MiniFamous™ Perfect White (left) and **Fame™ Salmon Pink** (right) in our soil trial. The grower mix is to the right (small plants).

The Profit Center 2007 - Technical Trials / PGR

The **PGR trial** was comparing our basic recommendation with two alternative methods. In the case of Calibrachoa, we sprayed them all in propagation with B-Nine 2,500 PPM. Version #1 (left) received two more B-Nine sprays with 2,500 PPM,

version #2 (center) received one Sumagic spray with 10 PPM and a late Bonzi drench with 0.3 PPM, and version #3 (right) received an early Sumagic drench with 0.25 PPM. The B-Nine version was the most vigorous one and also flowered the latest,

proving the flower delaying effect of B-Nine. Version #2 is our basic basket recommendation, resulting in a larger plant but nicer flower display. In this case the drench is applied just before the plant reaches its desired size. Plants slow down their growth,

and flowers are pushed on top of the plant, resulting in a colorful display. The best version for small pots was #3 with the early Sumagic drench. In this case the drench is applied about 2 weeks after pinching or when the new branches are about 1-inch long. The trial included also Petunia, Verbena, and Osteospermum. Our PGR recommendations and more technical details can be found in the back of our catalog.



MiniFamous™ Super Purple is a vigorous variety.



MiniFamous™ Compact Watermelon has a medium vigor.

Poinsettia 2007 season preview

The 2007 Poinsettia season is about to begin, and the first cutting shipments are on their way. The 2007 Poinsettia season marks a new area for Selecta.

The production is still in Costa Rica but at Fides which is located at a more Poinsettia-friendly site close to the airport. Poinsettia do exceptional well there because of more light, higher temperatures, and a more uniform weather pattern. In addition, we changed from a hydroponic system into a soil-based system, increasing cutting caliber but reducing foliage size and stem length, resulting in an overall better looking and performing cutting. IPM is used to control White Fly, avoiding the overuse of pesticides and a possible resistance to certain chemicals. This way we ensure pest-free cuttings and make it easier for growers to fight pests later in the crop.

Last week I visited the farm and inspected our stock. To the right you will find a couple images taken during my visit. The variety is Christmas Angel.

We are shooting for a 4/4/4 cutting = 4 cm stem length / 4 leaves / 4 mm diameter, with some variation, and an overall compact habit (short leaf stems, medium sized foliage, and short internodes). These cuttings will do fine in tray propagation as well as in direct stick. Their medium size and compact habit allow a universal use.

Cuttings ship FedEx® International Door-to-Door in 48 hours to the U.S. and in 24-36 hours to Canada. Cuttings are harvested fresh the day of departure, packed in the cooler, and kept in there until picked-up from FedEx®. They are in a controlled environment until heading out in the delivery truck.

The packaging was also improved. We pack 1,050 cuttings per box (in one layer) with ice in the center. Cuttings are packed with 53 per bag and covered with moist paper. This way cuttings won't heat themselves up during transport. The Selecta logo on the outside as well as correct labeling outside and inside the box make it easy to handle our Poinsettia shipments. Packing lists can be found outside of box #1.



In order to fine-tune for the upcoming season, we shipped a couple trial shipments last week to clients in Canada and the U.S. (East and West). We even shipped cuttings to our office.

The shipment for our office was picked up at the farm in Costa Rica Monday May 21 @ 6:42 p.m. local time and arrived Wednesday May 23 @ 9:23 a.m. local time = roughly 40 hours in route. The shipment arrived in excellent condition.

The images to the left were taken right after arrival of the shipment. The top two pictures show the new box and the packaging with the ice in the center. The bags contain 53 cuttings plus a moist paper (center images). The size of the cuttings was great and so was the uniformity. In this case you are looking at Silent Night.

All trial shipments arrived in a similar condition, the Canadian shipments even arrived in under 24 hours.



Selecta Trial Field 2007

A couple of our customers asked me about the flower size of our different Petunia and Calibrachoa lines. So I went to our trial field and took a couple images, which I will share with you. The top left image shows our MiniFamous™ Double Calibrachoa series versus our SweetSunshine™ Double Petunias (largest to smallest flower). The image top right shows a selection of Fame™ Petunias including the smallest and the largest as well. The image below compares



our all new Charming™ Petunia series to MiniFamous™ Super Purple (top right flower) and the average MiniFamous™ flower size (in this case MiniFamous™ Perfect Red).



Office News

The Selecta team is growing and we are proud to introduce you to **Crystal Hamrick**. She joined our customer service team a couple weeks ago and is ready to take orders and answer questions.

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