

SELECTA FIRST CLASS NEWS FLASH



November 2006

November is a unique time of the year. I am traveling from coast to coast visiting growers and Poinsettia trials, talking about the current Poinsettia season (shipping just started), the 2007 Poinsettia season, and the upcoming spring annual season. And on top of it all, we are talking about summer programs for 2007. This News Flash issue will talk about late spring/early summer programs, Poinsettias, and the long-promised report about Angela's adventure to Peru.

Late spring / early summer programs

If you are not big in mums, not doing Poinsettia stock or the traditional summer programs (or if you are just tired of them) you may want to try something new. If we realize that we can sell only limited quantities, larger plants, excellent quality, and varieties we didn't offer during the main spring sales period, we will be able to make the late spring/early summer program work. That is why it is so important to plan your follow-up program to the main spring season the same time as you plan your peak spring crop. This way you will be able to identify crops and varieties for the follow-up programs and make them exclusively available during this period.

Larger plants in 8- to 10-inch pots will work really well. Consumers are tired of small pots and have seen baskets enough. However, a small number of baskets will help to increase the offering. Tubs and mixed planters / baskets will work also. Just make sure to use recipes you haven't used during the main season. The offering should change dramatically at one stage so consumers can see the difference.

So what will work and could be included in such a program?



Angelina™ Angelonia will work great. Use them in 8- to 10-inch pots with 3 (4) plants per pot. Angelonia thrive in the sun and heat.

Mohave Grande™ Bracteantha will make great 8- to 10-inch pots by using 2 (3) plants per pot. They are self-cleaning and great summer performers.

Scent will attract consumers, and so **Heliotrope Marino™ 2000** should not be missing. It can be used in 8- and 10-inch pots with 3 (4) plants per pot. I recommend pinching it twice for thicker plants. The huge dark violet flowers will attract consumers and butterflies alike.



A great line for a late spring / early summer program is the all new **Zion™ Osteospermum** series. Unique colors, large flowers, and finally great summer performance will make Zion™ a hot seller. They are perfect for 8- to 10-inch pots with 3 (4) plants per pot. Those are the colors of summer and as hot as it gets.

SELECTA FIRST CLASS NEWS FLASH



And it gets even hotter with the all, new best-selling **Begonia Bonfire™** (center). Bonfire™ is a new Begonia with great consumer appeal and outstanding summer performance. It will work in pots and baskets as well as in mixed planters of any kind. For 8- to 10-inch pots use 3 / 4 plants per pot, and for 12-inch baskets add one more plant.

The all new **Lara™ White Nierembergia** (left) looks like a pillow and flowers all summer long. Mix it in or sell it as mono plant in 8-inch pots (4 plants per pot) or 10-inch baskets (5 plants per pot). It is so white that you may have to sell sun glasses with it.

MiniFamous™ Sun work great because of their compact habit. They will not stretch as much as other Calibrachoa varieties during that period, and they do love the sun and heat. They can be used in all kinds of pots, baskets, and planters. For 8-inch pots, use 3 plants per pot and for 10-inch baskets, use 4 plants (for every 2-inches add another plant). Their carpet of tightly positioned flowers will blow you and your customers away.



If you are looking for a pure, dark-yellow plant, add **Euryops Straelener Sunshine** to your list. It is a great summer performer with large, deep-yellow flowers and dark green foliage. For 8-inch pots use 3 plants per pot. Because of its compact habit, I don't recommend it for larger mono pots, but it will do great in mixed planters and even baskets.



Another great color addition is the **Kenai™ inter-specific Osteospermum** series. Yellow, orange, and cream with an upright habit in large pots will round out the program. Use two plants for 8-inch pots and 3 for 10-inch. It is a vigorous crop so PGR drench applications are highly recommended.

For a different look, add **Gaura Belleza™ Dark Pink**, and **Belleza™ White**. It is an item perfect for large pots and looks great in summer. Use 3 plants for 8-inch and 4 plants for 10-inch pots.

In case you would like to add more scent, then try our new **Serengeti® Upright Nemesias**. Their large scented flowers and upright habit make them perfect for larger pots. They will perform great in summer and are very much carefree. Use three plants for 8-inch pots and 5 for 10-inch.

Those are my top picks for a late spring / early summer program. Of course, you can add to that list, but remember, don't include plants you offered during the main spring selling season.

SELECTA FIRST CLASS NEWS FLASH



Poinsettias - client visits



Red, red, and more red as over 80% of Poinsettias sold are red. The main concerns of growers I have heard are: 1) shrink in production and during shipping as well as a uniform crop, 2) upright V-shaped habit with sturdy stems, 3) a great root system, 4) a controllable variety that's not too vigorous but also not too compact, and 5) an energy-efficient variety. The order is not by importance -- all 5 are top on most growers' lists.

Selecta has at least four solutions to those concerns. The left image shows a crop of **Christmas Feelings** (7-10 days before finishing), our #1 seller finishing for the mid-season. The Christmas Feelings series is the solution for all concerns mentioned above. An alternative to Christmas

Feelings is the Christmas Star series. **Christmas Star** (right, all the way down) has the same advantages as Christmas Feelings with a different look. It has a dark red almost merlot color with thick, long-lasting centers and a more star-shaped look (Christmas Feelings has a larger, more flat bract). Both varieties have a compact to medium vigor and are perfect for pot sizes up to 8-inch.



If you are looking for slightly more vigor, then the new **Christmas Angel** (left) will be a perfect fit. It has a medium vigor and finishes mid-season. Its larger bracts will ensure good bract size even if PGR applications should become necessary. This way it can also be finished in 6-inch pots without any problems.

Solution #4 is for the early season. The **Christmas Carol** series is available in Red, Pink, and White, and as a specialty color you can add **Crazy Christmas** (center below). All have medium-high vigor but are easy to control. They have large bracts and great color. The

pink (left below) is especially nice, and the white is close to the white of green foliage type varieties.



Clients I visited mentioned a couple of points for why they will put Selecta Poinsettias on their list, like the outstanding root system outperforming the competition even (and especially) on flood floors, the long-lasting thick centers, and the great non fading colors. They love how Selecta varieties reduce their shrinkage in all areas, including production, shipping, and post-harvest performance. It all makes sense/cents, or as we say: **Selecta genetics - the way to better profits.**

SELECTA FIRST CLASS NEWS FLASH



Poinsettias - Westcan Trial

The Westcan team did a wonderful job once again, and the trial looked really great. It was an interesting trial this year with a large number of red cultivars and even more color choices. As 80% of Poinsettia varieties grown are red, I will focus on red cultivars.

As mention before, it was a very interesting trial. Many trends and results I saw during my week of client visits were confirmed in the trial that speak for the quality of this Poinsettia trial. What was confirmed again is the fact that you can choose from several outstanding Selecta varieties in red as opposed to most competitors who have only one or two. The trial showed the high quality level of Selecta varieties and what the breeding was able to achieve over the last years.



Christmas Carol, our early season red (also available in Pink and White) to the left and **Christmas Star** (midseason red also available in Pink, Bright Red, and Burgundy Red) to the right.



Christmas Angel looked great again. It is like a hybrid between Christmas Feelings and Christmas Star with medium to large sized bracts, thick centers, and a good red color. Christmas Angel has more vigor

SELECTA FIRST CLASS NEWS FLASH



and is therefore perfect for all different pot sizes. Its V-shaped upright habit and the sturdy stems (Selecta's sturdiest yet) reduces shrink and increases profits.



And not to forget our #1 selling variety (and series), **Christmas Feelings** (left) also available in Pink, White, Marble, Jingle, Crazy Marble (new for 2007) and soon the new Christmas Feelings December Red (finishing a week later than the main red). Cinnamon Candy and Apricot Candy can be cultivated together with the Feelings line and increase your color choices. For 2007 we improved Christmas Feelings White, matching finishing time and vigor to red. We also improved Pink in color making the Christmas Feelings series the #1 choice for midseason.

White Christmas® was improved, and the new variety was introduced last season. For 2007 we will continue with the new variety and took the old one off our list. The new White Christmas® (right) finishes about one week later than White Star and a week to 10 days earlier than Artic White. It has a medium to high vigor and an upright habit. The color is as always pure white and the best one out there.

If you haven't made profits with Poinsettias lately, you may want to take a look at Selecta genetics and ask our team how to make them work for you again.

Angela's adventure report about her recent trip to Peru - by Angela Storm



The last week of September, my husband Oliver and I went on our vacation to Peru. We like to spend our time off outdoors doing things, and I do not even remember how we ended up deciding for Peru, but we topped that by hiking the Inca trail to Machu Picchu, which takes four days. We started in Cusco and explored this old Inca city for two days. Cusco is situated at 12,000 feet above sea level, and what we read about altitude sickness was true. We did get the headaches and the funny feeling in the tummy. On day three we were fit again, and went on a half-day ATV tour. It was my first time ever on an ATV, and I drove into bushes twice, but it was great fun, and we had spectacular views from the hills down to Cusco.

SELECTA FIRST CLASS NEWS FLASH



Our trip began with an early departure from the hotel; we drove through the Sacred Valley of the Incas where we started our trek. The company's porters carried all of our camping equipment, and we only had to carry our so-called daypack, which included drinking water and clothes to change into. The first day was easy, just a 10-mile hike to get warmed up. We camped out that night on a terrace near a small village. On day two, we climbed through native polylepis forest to the highest campsite on the trail. It was amazing! We had to ascend to the first pass of the route to Warmiwanuska at 13,750 feet, which took us 3.5 hours to reach, hiking on only 60% the normal oxygen level. What a great experience. But what goes up has to go down again.

We had to descend for 1.5 hours to reach our campsite. Day three is known for the longest day of the trip. We crossed our second pass at 13,100 feet and followed a well-preserved Inca "highway" to a couple of Inca temples, where we spent some time learning about the Inca culture. We descended from the cloud forest to the jungle and farther to our campsite. Day four was the big day. We started very early at 5 a.m. to hike the first hour to the Sun Gate from where we waited for the day to start and to see Machu Picchu for the first time stretched out below us in the valley. From the Sun Gate we hiked down to the temple and spent all day exploring the village and soaking up the information we learned about this lost culture. We ended our journey with a train ride back to Cusco and to the hotel. The next day we said good-bye to the fascinating people and culture of that area of Peru and headed back to the States.



It was a fascinating journey, and Machu Picchu as the final destination was just part of it, and yes, there is an easier way to get to it, but the nature we saw was astonishing. We were up in the clouds surrounded by mountains. We were very lucky with the weather because it rained only at night. One evening the sky was clear, and I have never seen so many stars. Even the Milky Way was very clear to see. It was hard on the body going up and down the hills, but everyone in our group of six made it all the way despite the blisters and sore legs.

SELECTA FIRST CLASS NEWS FLASH



Selecta First Class - Redefining Pack Trials

Selecta First Class is proud to announce their new Pack Trial presentation called: **The Profit Center™**

“**The Profit Center™**” will focus on growers and their distributors and help sales reps to serve their customers even better. Selecta will present the 2007/08 spring annual program plus the 2008 novelties, different plant programs, and cultural trials, proving that Selecta Genetics are the way to better profits. The different theme areas will include:

- A section presenting the introductions for 2008.
- A display of selected varieties in larger pots, gallons, and baskets.
- Mixed planters in different sizes and shapes.
- A workshop area where Selecta will present real cultural trials set up as workshops and featuring Selecta’s different plant programs like the HD® Concept, Sun-lovers, and much more.

In addition to a snack area, Selecta will offer an internet café (featuring a hot spot). Visitors can do business with their customers and suppliers right at the spot. They even can check Emails, send images, update their clients, and much more while enjoying Selecta’s hospitality.

The Profit Center will open its doors April 14-22, 2007, from 8:00 a.m. to 5 p.m. in Encinitas, CA. Please contact us for further information and reservations by visiting our website <http://firstclassplants.com>, sending an Email to info@firstclassplants.com, or calling toll free 800-955 5644. To better serve our visitors, reservations will be required!

The Profit Center™ is the 2007 Pack Trial location you don’t want to miss!



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

Sincerely yours,
Stefan Reiner

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