



DIAMOND FROST® '1NNEUPHIDIA' USPPAF CanPBRAF

A just-about-perfect variety that has everyone talking – from growers to retailers to consumers. In every way, Diamond Frost is a winner – from its exceptional heat and drought tolerance to its nonstop clouds of airy white blooms.

Grower Tips for DIAMOND FROST®

High light is required in production.

Needs 200 ppm fertilizer for optimal growth.

Preventive fungicides are recommended at transplant. Do not use Florel. Use Bonzi drench at 1 ppm 4 weeks prior to shipping.

Warm and slightly dry conditions after transplanting speeds root in and growth.

Sensitive to ethylene, so limit its time in a box. Diamond Frost will rebound in a short time when removed from box. Severe dry down can cause foliage to drop; however, the plant will recover.

Additional Culture Information for DIAMOND FROST®

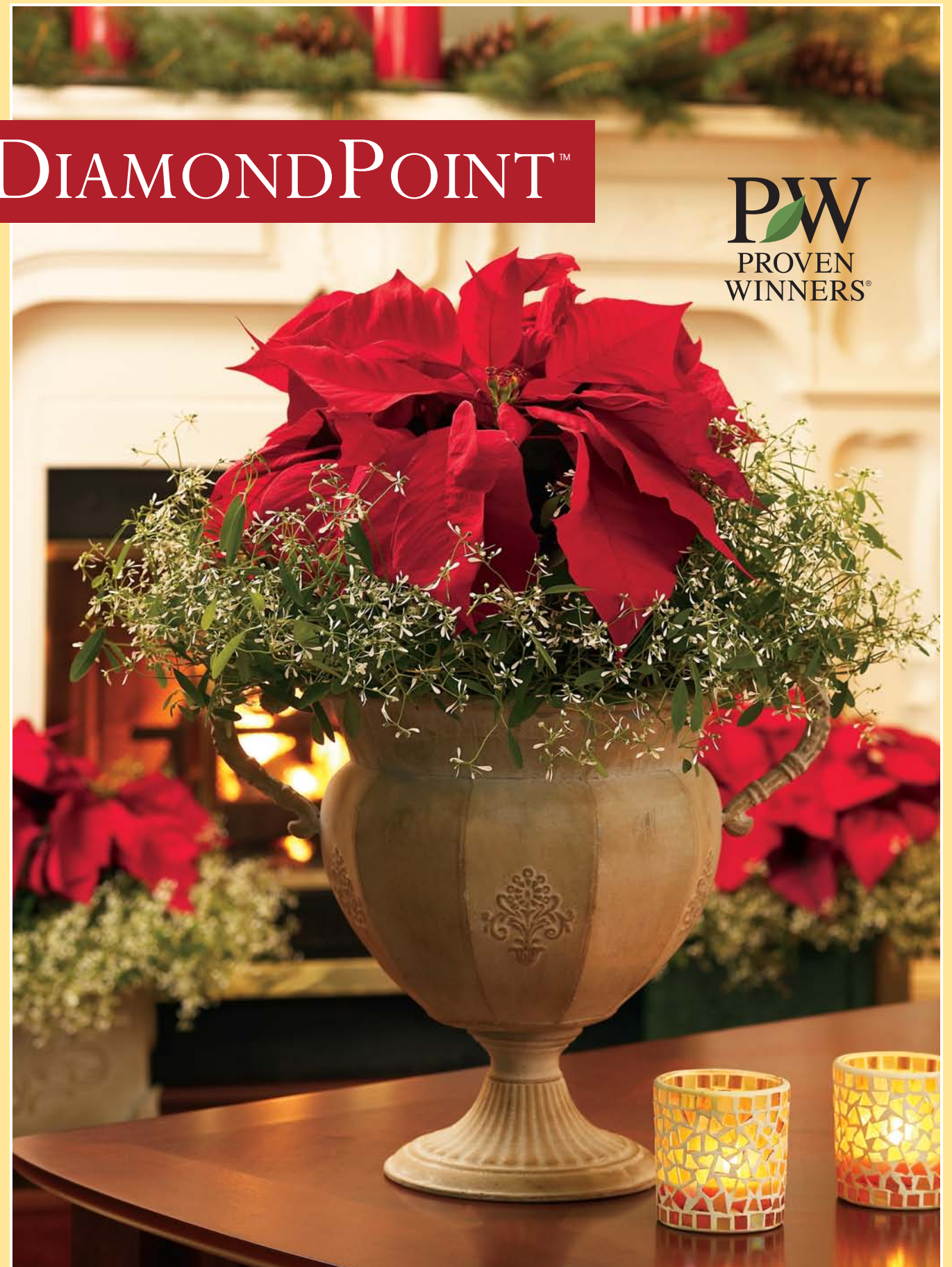
pH/EC:	5.8 - 6.2 / .6 - .9
Growing Temperature:	65-72/65-72
Holding Temperature:	50-60 outdoors
Water Requirements:	Moderate to Moist
Finish Times:	For 4-5", 4-6; for 6"/gallon, 5-7; for 8", 7-9; for 10-12", 10-12



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DIAMOND POINT™





TRANSFORM A HOLIDAY TRADITION WITH DIAMONDPPOINT™

The vigor, hardiness, and nonstop blooms of Diamond Frost® have quickly made this lacy beauty a gardener's favorite. And because it works well indoors as well, blooming naturally through January, Diamond Frost from Proven Winner® is a perfect companion for poinsettias.

The complementary growth habits as well as the striking color and texture contrasts of the two plants make DiamondPoint an eye-catching combination that's sure to create a new holiday decorating tradition.

Planting Recommendations

Growing Options		Week Number and Dates														Sale	Sale
		34 (8/19)	35 (8/26)	36 (9/2)	37 (9/9)	38 (9/16)	39 (9/23)	40 (9/30)	41 (10/7)	42 (10/14)	43 (10/21)	44 (10/28)	45 (11/4)	46 (11/11)	47 (11/18)		
Growing Option 1	Diamond Frost 4.5" (1 liner/pot)						ship	ship									
Growing Option 1	Diamond Frost 4.5" (2 liners/pot)							ship	ship								
Growing Option 1	Diamond Frost 6.0" (2-3 liners/pot)					ship	ship	ship									
Growing Option 2 or 3	Diamond Frost 8.5" pan/basket (3-4 liners/pot)			ship	ship	ship			pinch			pinch					
Growing Option 2 or 3	Diamond Frost 10.0" pan/basket (4 liners/pot)			ship	ship	ship			pinch			pinch					
Growing Option 2 or 3	Diamond Frost 12.0" pan/basket (5 liners/pot)			ship	ship	ship			pinch			pinch					
Growing Option 2 or 3	Diamond Frost 14.0" pan/basket (5 liners/pot)			ship	ship	ship			pinch			pinch					
Growing Option 2 or 3	Diamond Frost 16.0" pan/basket (5-6 liners/pot)			ship	ship	ship			pinch			pinch					

TREND SETTING AND PROFIT MAKING

DiamondPoint combinations give growers and retailers the opportunity to set a new trend and increase profits. Consumers will appreciate this duo's fresh, upscale look. And because they'll hear about DiamondPoint plenty in P. Allen Smith's holiday promotions on PBS, via email, and on his website, they'll be looking for it in garden centers across the country.

THREE GROWING OPTIONS

Be ready to meet the demand – and set the trend – by ordering Diamond Frost. There are three options for growing DiamondPoint combinations:

1. Grow Diamond Frost in 4.5 or 6.0 pots, with 1 to 3 plants per pot, and grow poinsettias in their own 4.0 or 6.0 pots. Diamond Frost should be pinched 2 to 3 times based on the finished container size. Once grown, combine both Diamond Frost and poinsettia in baskets, containers, or pottery.
2. Choose a container, insert an empty 6" pot in the center, and grow Diamond Frost around the outside of the empty pot. Prior to sale, replace the empty pot with a finished poinsettia.
3. Choose a 10-16" container and grow 3 Diamond Frost rooted cuttings and 3 poinsettia rooted cuttings together. Grow on a standard hanging basket schedule, pinching Diamond Frost first on the poinsettia pinch date and again at hanging.

Diamond Frost liners are available from EuroAmerican Propagators, Pleasant View Gardens, and Four Star Greenhouse year-round, depending on shipping restrictions.