
SPRING MAGIC CULTURAL INFORMATION SHEET – Four Star Greenhouse

Objective: To produce from established 18 count (3”) liners a quality finished Spring Magic Color Bowl &/or Pot program that will have immediate appeal to the consumer and meet their need for durable color in the early spring weather. Since the components of Spring Magic have been specifically selected and pre-established to respond to that need, it is critical to finish these containers in such a manner so that the potential is reached.

This product can and should be grown and finished in a culture similar to that for Primula, Pansy, Viola and most other cold loving crops.

Finishing your Spring Magic containers

Duration: a minimum of 4 weeks and a maximum of 8 weeks

Upon receiving your material, it’s important to realize that the crop has come out of our cold houses and has begun to acclimatize to warmer temperatures through our shipping process. The liners are beginning to grow, and now is the time to build your Spring Magic containers or plant them into individual pots. They either should be moved immediately back into a cold house or be planted. If you decide to plant them right away, don’t delay planting! Leaving them in a head house for even another day can greatly diminish the quality of the finished containers.

If you are going to plant up combinations Four Star Greenhouse can provide you with container schematics that will guide you through the four major color schemes. These are planting combinations that have been trialed and found to work well to provide the best combination of flowers and leaf color and to create overall product appeal; however creativity should never be confined to a recipe so have at it and have fun. Finishing individual Spring Magic varieties in smaller containers are also an option so that your customers can plant their own containers at home. Our recommendation is to use a 6” to a 1-gallon. Either way the following conditions should be observed:

Temperatures will vary with the day; however the minimum temperatures should be not colder than 28 degrees F and the maximum 40-45 degrees F, if possible. The cooler conditions will allow your sales window to match the spring season.

Moderate temperatures will improve flowering; the temperatures can be increased to boost or speedup flowering if needed for weekend sales. Watch that these plants do not heat up too much because that is when stretch occurs.

The Spring Magic Program is designed around early spring consumer demand. This is the time of the year when one day the temperatures can be in the 20’s and the next day it is sunny and in the upper 50’s to 60’s. The cool crops that are successful in adapting are crops that withstand these fluctuations in temperatures, but in order to do that they must maintain their toughness and endure the rigors of the natural environment. If at all possible finish these Spring Magic containers outside or in a sheltered

greenhouse that is well vented and heated only minimally to keep it frost free. The ideal is a cold frame or hoop house that is bright, open on the endwalls and covered simply to keep the plants from being damaged with snow, rapid freezes or early spring rains.

The balance of temperatures and good light is what will produce a well-developed, high quality spring flowering container plant

Good air circulation is important both for uniformity as well as disease control.

Fertility and Watering

The varieties selected in this program are moderate to heavy feeders and respond well to fertilization especially as the days warm. Use a well-balanced or high potassium bi-weekly liquid feed. Maintain good watering practices, soaking well and then allowing medium to dry before watering again. Do not allow them to become totally dry. The environment and the culture should be similar to the culture used for Primroses and Pansies.

Scout for insects and diseases weekly and spray accordingly

Best Environment Practices for the Sales Area

For Southern Locations

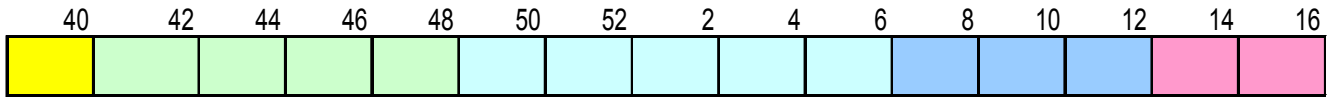
As with any cool crop, the best environment for selling Proven Winners Spring Magic is outside. More often than not, our greenhouse sales area is a tropical oasis filled with foliage, flowers, orchids and other great plants for the home that break the winter doldrums. The Colorful combinations that you have just finished are designed to decorate the outside of your customer's home so displaying them in a warm environment only shortens their shelf life and limits profits






For Northern Locations

Weather conditions in the Northern climate of the country are extremely variable; holding Spring Magic plants in a frost-free, yet cold environment prior to selling is the best growing strategy. Once the sales window for the Spring Magic Program arrives, plants can be placed either in an outside sales location or if this is not feasible due to weather conditions then a frost free, cold place in your sales area would be best. The colorful combinations you have just finished are designed to decorate the outside of your customer's home. With that being so, these containers need to be well hardened off at sales time.

Table 1.0 Action Plan or Timeline for a typical Northern Location.

week



-  Step #1 Planting Liners (84's & 50's)
-  Step #2 Bulking
-  Step #3 Vernalization
-  Step #4 Growing
-  Step #5 Sales

plant up your
 combos now