



**florist**

# Garvinea® series

## *Three seasons of flowers with Garvinea® in your garden*

### **More than a Gerbera**

Garvinea® is a lush series of plants with flower shapes and colours, which will immediately makes you think of Gerberas. But...Garvinea® is actually totally different from any Gerbera on the market. Gerbera, the well-know and top-5-appreciated cut flower and indoor pot plant brings vibrant colours indoors and will put a sunny smile on everyone's face. However, the generally-used Gerbera *jamesonii* has its limits: the species has soft characteristics and it is therefore not suited for long term and carefree use outdoors. How wonderful would it be to extensively enjoy Gerberas in gardens, borders and on terraces?

### **Back To Basic**

With this challenge in mind, the Gerbera breeding company Florist Holland from the Netherlands started a new breeding program over a decade ago. With a very innovative program the company aimed to bring Gerbera back to its outdoor roots by developing a hardy and garden-worthy Gerbera solution. Since the species Gerbera *jamesonii* did not qualify for this purpose, Florist used numerous botanical Gerbera species. The team of breeders combined all strong characteristics of these outdoor species, resulting in a completely new robust genetic basis. After years and years of breeding, Garvinea® was successfully introduced in 2009. Its innovative nature has been awarded with the Hortifair Innovation Award 2009, for being the first gerbera to revive after an average winter without problems and decorate the garden for months on end with a high aesthetic value.

### **Garvinea® Features and Colours**

Garvinea® is a colourful range of garden plants. Its most exciting feature is the exceptionally generous flowering period of three long seasons. From early spring until the first frost many new buds will be formed, producing around promising 100 flowers per plant per year, which makes it a valuable addition to the existing garden segment. Garvinea® is ideal for both the gardener as the true outdoor hedonist with no time, nor a green thumb. The consumer care of Garvinea® is simple: the plants have a high resistance to diseases and pests. The plants require a moderate sunny to half shady place, with well-draining soil, some regular fertilizer and extra water by prolonged drought. Removing finished flowers and old foliage will simulate the plant to produce even more new flower buds.

At the moment the series contains over 20 different varieties, including the brightly-coloured Lisa®, Jilly®, Rachel® and many others and soft-toned varieties as Pirooska®, Santana® and Valerie®. Several significant varieties as Crista® and Summer® have flower heads, which will change colours during the flowering period of each individual flower. The development keeps continuing with new colours, flower types and flower sizes.

## Benefits and Basic Growing Tips

Since its introduction, Garvinea® is extensively cultivated and tested around the world. Due to its vigorous, all-weather and disease-resistant basis, the series offers advantages for growers. Garvinea® can be produced at relatively low temperatures, with little to no intervention of pesticides and no grow regulators, matching today's criteria in which environment and energy saving are key factors. The uniform plant material is multiplied through tissue culture and offered through rooting stations as hardened young plant material in trays.

- Substrate

It is recommended to obtain a coarse substrate and pots with proper draining edges and at least 8 holes at the bottom, to provide adequate drainage. pH should be between 5,5 and 6,0 and an EC of 1,0 mS/cm – 1,5 mS/cm. These are ideal values to facilitate the absorption of micro-elements. If the pH would be too high, the crop will start growing chlorotic (mainly yellow leaves). It is advised to take a soil sample before using the substrate.

- Climate Facilities

For Garvinea® cultivation you can use a greenhouse (or shade house in case of a milder climate), where you can monitor the climate through ventilation, screening and when necessary, heating. You can water the plants with a drip irrigation system or irrigation from above.

After potting the light intensity should read approx. 300 - 500 Watt. Above these values, for the first 3 weeks after potting screening must be applied, to prevent higher light intensity/sun radiation. After 3 weeks a higher light intensity is desirable.

The ideal situation for the first 3 weeks of growing Garvinea® is reached when the greenhouse temperature is between 59°F (15°C) and 68°F (20°C). After 3 weeks you should lower these temperatures and along the whole growing process, the night temperature should not be too high, as cool as possible (around 50°F / 10°C or as it goes) to stimulate bud development. During the flowering phase Garvinea can handle a maximum of 95°F (35°C).

- Cultivation plan

Directly at arrival the young plants will be ready to be potted in 5 to 7 inch pots. With an average pot size, approximately 50 plants can be potted per square meter. Make sure the plugs are planted in the middle of the pot at the same level as the soil surface. Subsequent to spacing to 10 plants per square meter after 5 to 7 weeks, the plants can be moved to a colder greenhouse for hardening. After another 2-3 weeks the first plants will start develop flower buds and flowers. After a total approximately 10-12 weeks at the greenhouse, the plants are ready to be distributed. Consumers will be able to welcome a rich flowering Garvinea® into their gardens.

These culture advises are given as information and Florist Holland B.V. is not responsible for any harmful consequence of a wrong application of these advises - Florist Holland B.V. 2012. [www.gerbera.com](http://www.gerbera.com)