

June 20, 2017

COLOR BRIDGE UNDER CONSTRUCTION

DarwinPerennials®

PERENNIALS WITH STAYING POWER™

Tool Chest.....

- Quality materials – a.k.a. Darwin Perennials
- A blueprint for solid construction guidelines
- Strong tools that won't break

WE ARE TRIALING IT FOR YOU SO
YOU KNOW IT WORKS!

IT STARTS WITH GOOD GENETICS

June 8, 2017



April Night
95% Done



May Night
80% Done



Lyrical Blues
Still opening



Salute Blue
95% Done

June 8, 2017



May Night
80% Done



Lyrical Blues
Still opening

June 15, 2017



June 15, 2017



April Night



May Night



Lyrical Blues



Salute Blue

Why not Lyrical Blues?

Proven Success



5/19/17 West Grove PA: Left-Dianthus Mountain Frost. Right-commercial comparisons. Planted: August 2016

Proven Success



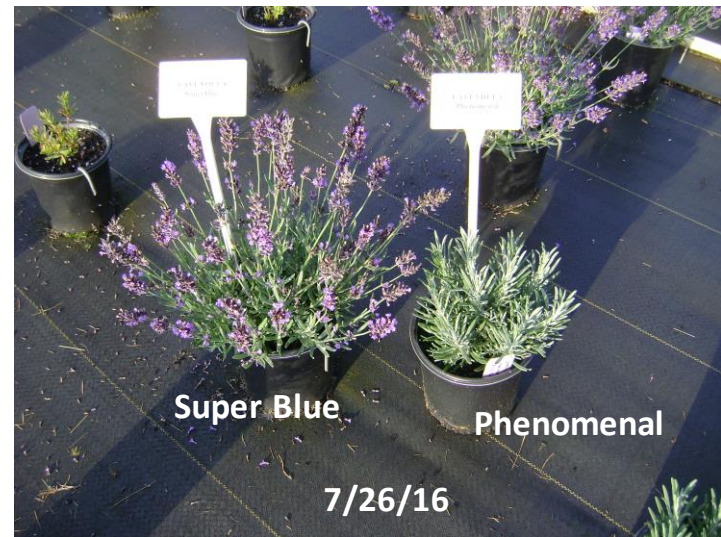
Proven Success

6/15/17

Super Blue

Phenomenal

Big Time Blue



Super Blue

Phenomenal

7/26/16

Proven Success



5/17/17 – Commercial Comparison

Proven Success-Dreameria Armeria



5/19/17 – SRP Trials, West Grove PA



6/18/17: My House

- 30mm elle
- Planted 4/25
- 1 ppp
- 2 open
- 7 new coming

Proven Success-Iberis Snowsation



Your blueprint for success!

Darwin Perennial Culture Trials – West Grove, PA (SRP)

- 2015 – 2 SRP varieties
 - 3 replicates: June – July - August
- 2016 – 39 varieties
 - 3 replicates: June – July - August
- 2017 – 38 new/different varieties
 - 4 replicates: June – July – August – September

Come and see the show!

DarwinPerennials®

Photo: August 4th

We can do July 4th

We can do Labor Day

We can do week #40...

.....in the south



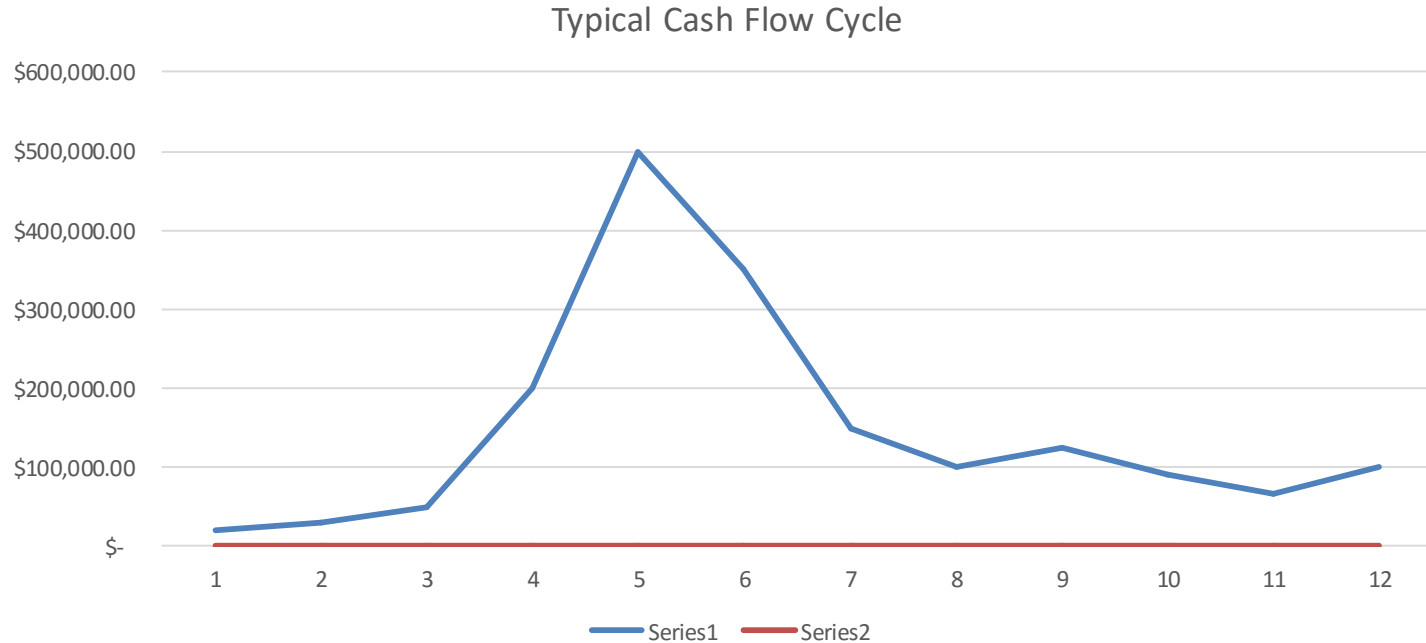
Salvia Blue Marvel

Lavender Super Blue

Heliopsis Sunstruck™

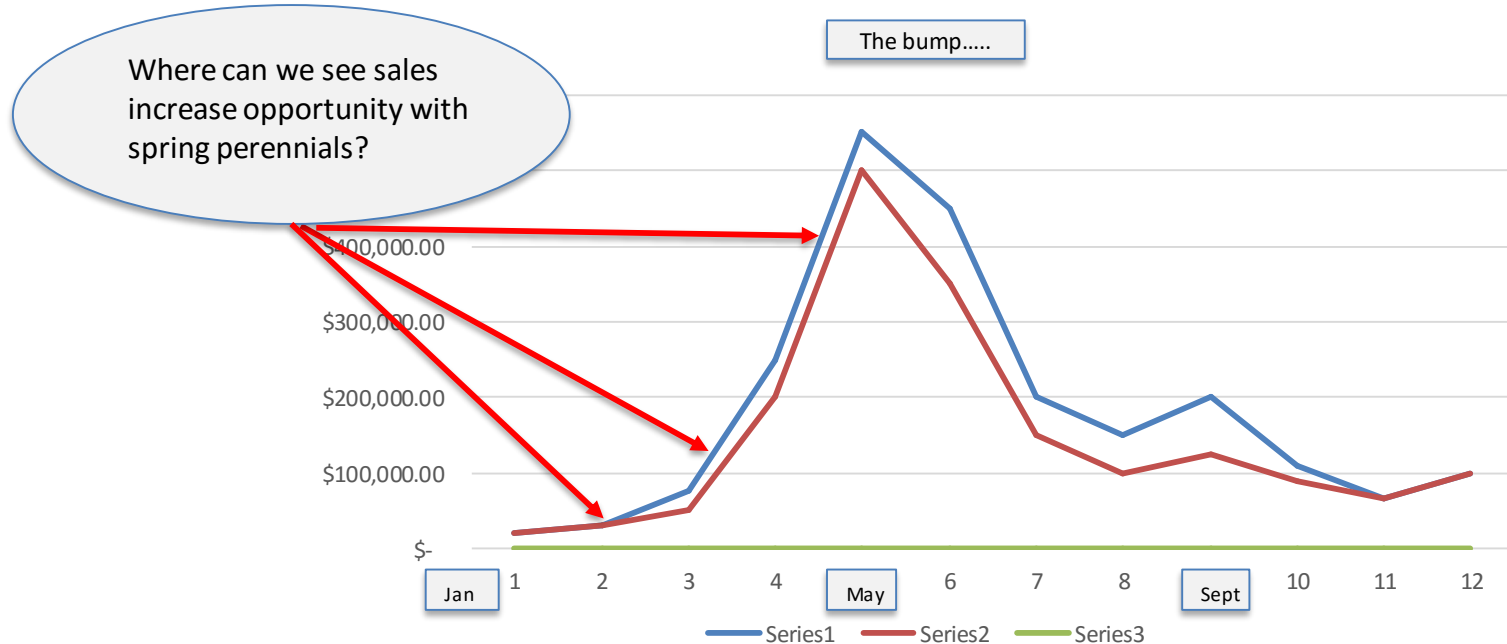
Scabiosa Flutter Blue

A Typical Year:



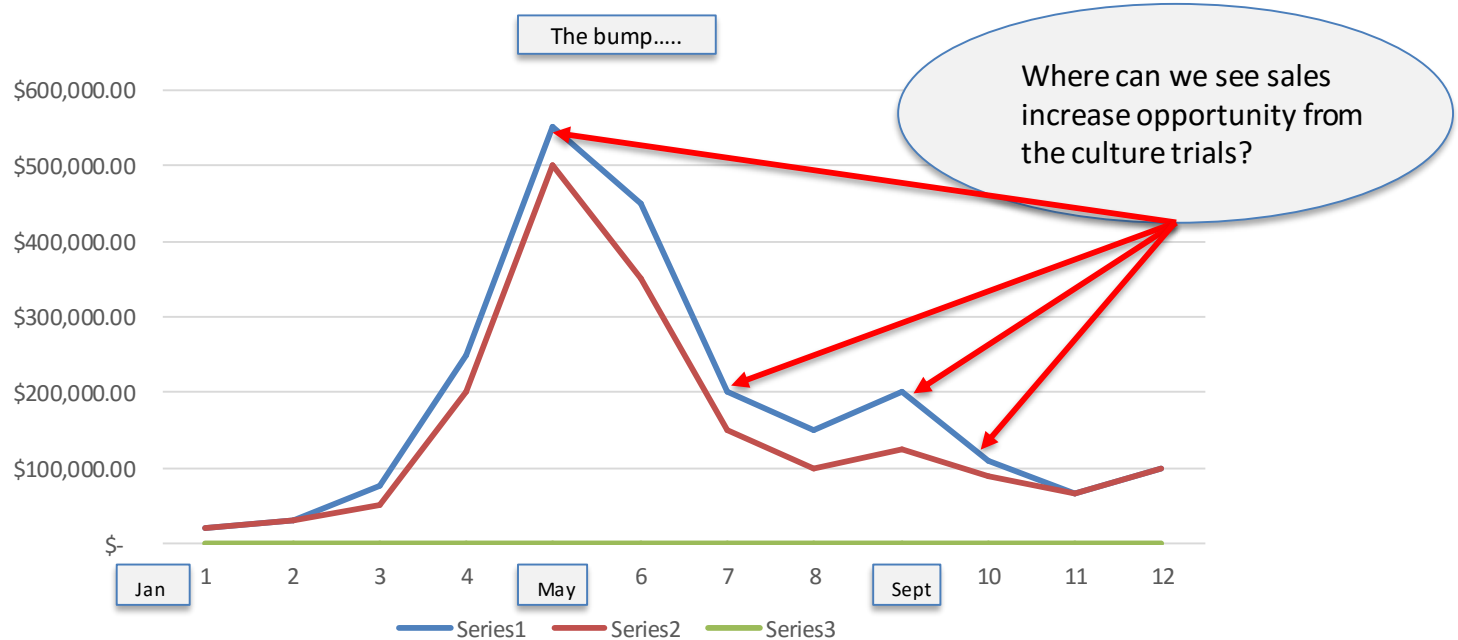
Gross annual sales: \$1.7M

Let's look at a little bump.....



Are we taking advantages of the new breeding and improved production knowledge?

The sales bump again.....



24 Weeks of extended sales opportunity!

Moody Blues™ Veronica: Finishing Trials

DarwinPerennials.

Varieties:

- Dark Blue Moody Blues™
- Mauve Moody Blues™
- Sky Blue Moody Blues™
- Pink Moody Blues™

Specifics:

- Container: '700' series
- Frey Brothers perennial mix
- 13-5-9 Harrell's slow release feed top-dressed
- Overhead watering

Moody Blues™ Veronica: Finishing Trials 2015

Production Guidelines:	Group 1	Group 2	Group 3
Sick URC to 72-cells	Week 7	Week 11	Week 20
Off mist	Week 9	Week 13	Week 22
Pinch in cell	Week 12	Week 17	Week 26
Transplant to finished container (outside in PA)	Week 15	Week 20	Week 29
Pinch in container	Week 18	Week 24	Week 33
Shipable color 4 varieties	Week 25	Week 30	Week 39



Sky Blue Moody Blues™
Veronica could fit a tray



Dark Blue Moody Blues™
Veronica



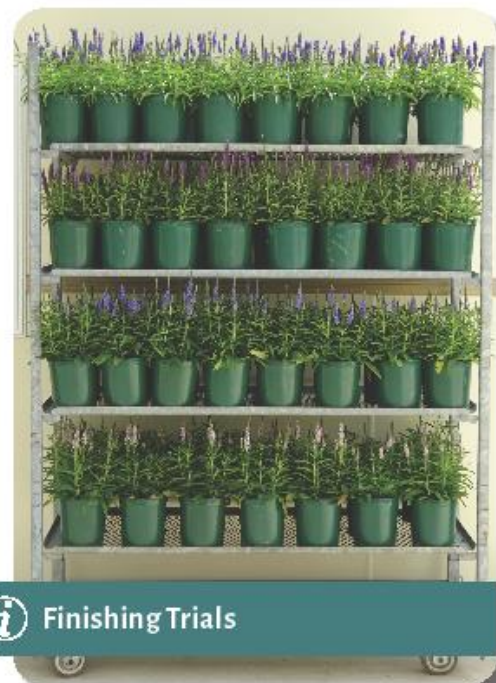
Mauve Moody Blues™
Veronica



Sky Blue Moody Blues™
Veronica



Pink Moody Blues™
Veronica



Finishing Trials

UpTick™ Coreopsis: Finishing Trials

DarwinPerennials.

Varieties:

- Bronze & Gold
- Cream
- Yellow & Red
- Cream & Red

Specifics:

- Container: 2.5 qt
- 13-5-9 Harrel's slow release top dressed
- Overhead watering
- Grown in southeast PA

UpTick Coreopsis: Finishing trials			
Production Guidelines:	Group 1	Group 2	Group 3
Stick URC to 30mm elle	Week 9	Week 13	Week 19
Transplant to 2.5 qt.	Week 15	Week 19	Week 25
Weeks to first color	Week 25	Week 28	Week 30
Peak color	Week 27	Week 32	Week 33
Weeks to first color	10	9	5



Group 3: 7/26/16



Salvia Blue Marvel: Finishing Trials

DarwinPerennials.

Specifics:

- Container: 2.5 qt
- 13-5-9 Harrel's slow release top dressed
- Overhead watering
- Grown in southeast PA

Salvia Blue Marvel: Finishing trials			
Production Guidelines:	Group 1	Group 2	Group 3
Stick URC to 30mm elle	Week 9	Week 13	Week 19
Transplant to 2.5 qt.	Week 17	Week 19	Week 25
Weeks to first color	Week 27	Week 24	Week 29
Peak color	Week 30	Week 26	Week 30
Weeks to first color	10	5	4

Group 3: 7/26/16



Alyssum Golden Spring



- 3/28/17
- Atlanta

Container Miscanthus?



Miscanthus Bandwidth

- Photo April 19th
- 8" Pot
- Very compact
- Decks?
- Mature height 2'-3' tall

Mirage Salvia



- Based on your region
- Early spring color in the south
- Bright June container color in the north

How about these on retail shelves NOW?



Heliopsis Sunstruck
7/15/16
Raker Trials

Crazy Blue Perovskia



10/6/16: SRP



6/6/17: UGA

Veronica Moody Blues Love New Vintage Achillea



6/6/17: UGA



FRESH
STUFF!!!

Not hacked back stuff!

7/26/16

Imagine these on retail shelves in
September!



Fall is for planting??



- Garden mums enjoy 95% of retail shelf space in the fall
- Tradition!
- Color window? 25 Days?
- Hardiness? C'mon.....
- Coreopsis UpTick
 - 4 Great fall colors
 - Long color window – weeks!
 - Hardy to Z5
- Offer the consumer some choice!

Solid Tools!

- Darwin Perennials Regional Flowering Options
- Good – Better - Best

Darwin Perennial Regional Flowering Options					
	Pac NW-California	Southeast	Southwest	Canada	Midwest
Late Winter	Dianthus Mountain Frost	Dianthus Mountain Frost	Dianthus Mountain Frost		
	Helleborus	Helleborus	Helleborus		
		Viola Halo	Viola Halo		
Early Spring	Iberis Snowsation	Iberis Snowsation	Iberis Snowsation	Iberis Snowsation	Iberis Snowsation
	Alyssum Golden Spring	Alyssum Golden Spring	Alyssum Golden Spring	Alyssum Golden Spring	Alyssum Golden Spring
	Helleborus	Mirage Salvia	Arctic Blaze Salvia	Helleborus	Phlox subulata
	Viola Halo	Dianthus Mountain Frost	Mirage Salvia		Helleborus
	Mirage Salvia	Veronica Moody Blues	Dianthus Mountain Frost		
	Dianthus Mountain Frost	Dreameria Armeria	Veronica Moody Blues		
	Veronica Moody Blues	Lyrical Salvia	Dreameria Armeria		
	Dreameria Armeria	Marvel Salvia	Lyrical Salvia		
	Lyrical Salvia		Marvel Salvia		
	Marvel Salvia				
Spring	Lyrical Salvia	Lyrical Salvia	Lyrical Salvia	Lyrical Salvia	Lyrical Salvia
	Marvel Salvia	Marvel Salvia	Marvel Salvia	Marvel Salvia	Marvel Salvia
	Achillea New Vintage	Achillea New Vintage	Achillea New Vintage	Achillea New Vintage	Achillea New Vintage
	Echinacea Sombrero	Echinacea Sombrero	Echinacea Sombrero	Echinacea Sombrero	Echinacea Sombrero

Darwin Regional Flowering Options

Variety Desc	Best	Better	Good	Worth Mentioning	Worth Mentioning
ACHILLEA	New Vintage series	Desert Eve series	Seduction series	Little Moonshine	Song Siren
AGASTACHE	Kudos series	Blue Boa	Little Adder	Peachie, Mango Tango, Rosie Posie	Acapulco
ALLIUM	Millenium	Summer Beauty	Medusa		
ALLIUM short	Blue Eddy				
ALSTROEMERIA	Inca series	Princess Lily	Colorita		
AQUILEGIA	Songbird series	Winky series	Origami series		
ARMERIA	Ballerina series	Joystick series	Nifty Thrifty		
tender	Dreameria Series				
ARTEMISIA	Silver Mound	Powis Castle	Silver Brocade		
ASTER	Purple Dome	Kickin series			
ASTILBE	Younique series	Music series	Expression series	Amber Moon	Short & Sweet
BAPTISIA	Decadence series	Solar Flare	Blue Towers	Grape Taffy	
BERGENIA	Sakura	Pink Dragonfly	Magic Giant		
BRUNNERA	Jack Frost	Looking Glass	Silver Wings		
BUDDLEIA	Buzz series	CranRazz	Blaze Pink	True Blue	Wisteria Lane
CAMPANULA	Genti series	Blue Waterfall	Bernice	Iridescent Bells	
CAMPANULA carp	Rapido				
CANNA	Tropicana	Cannova			
CLEMATIS	Saphire Indigo	Ernest Markham	Henryi	Niobe	

Good – Better - Best

<u>Lavandula Super Blue</u>						
Spring, summer and fall programs						
No vernalization required to flower						
North: grown outdoor flowering window weeks 24-37						
South: grown outdoor flowering window weeks 19-40						
<u>Spring, summer and fall programs</u>			<u>Late summer - fall programs</u>			
Week color desired	24			Week color desired	35	
Transplant Week	14			Transplant Week	28	
			*Plantings after week 25 finish faster			
<u>Finishing protocols:</u>						
Qty.	1 ppp					
Container	2.5 qt					
Soil	Well drained that will dry between waterings					
	pH 5.9 to 6.2					
Feed	Well balanced 125-150 ppm					
	Periodic calcium based helps maximize nutrients					
Water	Dry between waterings - NO wilt					
	Leach regularly					
Pinching	For smaller containers pinch once in the plug tray					
	For larger containers pinch a second time in the finished container					
	when roots are well established					
PGR	Under most conditions none needed					
		Plants will respond to B-nine at 1500 to 4000 ppm if needed				

Scheduling Tool

Thank you!

Questions?