

gpn

GREENHOUSE PRODUCT NEWS

2012 SPRING TRIALS: New Varieties

Inside:

Tackling Western
Flower Thrips

Crop Culture Report:
Streptocarpus

Grower 101:
Shrink Management

gpn

The business magazine for commercial growers

GREENHOUSE PRODUCT NEWS

FEATURES

2012 CALIFORNIA SPRING TRIALS

16 Showstopping Varieties

They turned heads with their striking color and impressed us with their outstanding performance. Roll out the red carpet and meet the stars of the 2012 California Spring Trials.

By Jasmina Radjevic

RESEARCH

28 Marketing Sustainability

Sustainability became a hot topic a few years ago. How was it perceived then and how does it affect greenhouse production and consumer behavior today?

By Roberto G. Lopez and Jennifer H. Dennis

CROP CULTIVATION

38 How to Force Daylilies for Spring Retail Sales

A blooming daylily has great consumer appeal at retail. The challenge for growers is to figure out how to time blooms when retail traffic is at its highest.

By Paul Pilon

PEST MANAGEMENT

44 Developing an Effective Western Flower Thrips Management Program

Western Flower Thrips can be difficult to manage for a number of reasons. Read on for some practical and effective suggestions to manage these destructive pests.

By Raymond A. Cloyd

GROWER 101

52 Managing Shrinkage

What opportunities can you make the most of to increase profits and eliminate shrink?

By Will Healy

CULTURE CONNECTION

57 Perennial Solutions: Veronica 'Sweet Lullaby'

This compact prodigy boasts many notable characteristics for commercial growers, landscapers and homeowners.

By Paul Pilon

60 Crop Culture Report: Streptocarpus Ladyslippers Series

Positioned as a 'lifestyle' plant, this series will flourish in the home as well as outdoor shady areas.

By Randy Uhl

63 New Varieties

Echinacea, bacopa, ipomoea, Belgian mum.

64 Variety Spotlight

Petunia, pansy.



ON THE COVER

One of the hot new introductions at this year's Spring Trials, 'Chocolate Covered Cherry' boasts a bold color pattern on a dwarf plant. Check out more new varieties on page 16. (Photo: Ball Horticultural Co.)

IN EVERY ISSUE

- 6 EDITOR'S REPORT
- 8 NEWS
- 10 CALENDAR
- 68 AD INDEX
- 69 CLASSIFIEDS/PRODUCT SHOWCASE

COLUMNS

THIS MONTH IN DISEASES

14 Ranunculus

By A.R. Chase and Margery Daughtrey

TECHNICALLY SPEAKING

70 Lighting the Way with LEDs

By Erik Runkle,
Michigan State University



GPN accepts no responsibility or liability for the validity of information supplied by contributors, vendors, advertisers or advertising agencies.

SUBSCRIPTION INFORMATION

GPN (ISSN 1529-5524) is published monthly with an extra issue in December by Scranton Gillette Communications, 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005-5025. Subscription rates in the U.S. are \$30 per year. (Canada is \$50 and all other countries are \$60 payable in U.S. currency). Reproduction of contents forbidden. Copyright 2012. Periodical postage paid at Arlington Heights, IL and additional mailing offices.

Printed in the USA. Postmaster: Send address changes to Greenhouse Product News, 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005-5025

CULTURE CONNECTION

NEW VARIETIES

echinacea

'Secret Affair' is a double-flower echinacea that combines tyrian-rose, mauve and lavender colors. It possesses a low-branching habit with foliage to the base of the plant. This bold variety is perfect for mixed beds and mass landscape and performs well in Zones 4 to 9.

Terra Nova Nurseries
www.terranovanurseries.com
800.215.9450
Write in 1405



bacopa

'White Wedding' is loaded with large white flowers. It has a trailing habit and medium vigor. This variety can be used in 4- to 5-inch pots and hanging baskets.

Westflowers
www.westflowers.de
+49 0 2862 589790
Write in 1406

ipomoea

A compact variety with a unique color, 'Mardi Gras' will provide outstanding trailing foliage in combinations and for use in landscapes. An added bonus is its heat tolerance.

Ecke Ranch
www.eckeranch.com | 760.753.1134
Write in 1407



Belgian mum

Hardy in most climates with decorative violet flowers, 'Magnus Violet' blooms naturally in the early season in the North and midseason in the South. Perfect for early September sales, this variety is very flexible with a round shape.

GroLink
www.grolink.com | 800.451.6319
Write in 1408

LANDMARK
PLASTIC CORPORATION
nurture. grow. thrive.*

www.landmarkplastic.com

1331 Kelly Ave. Akron, OH 44306
P: 800.242.1183 F: 330.785.9200

 Find us on
Facebook



K-TSB14

NEW from Landmark - True 14.00 Treasure Series Bowl and attachable saucer!

The NEW True 14.00 Treasure Series Bowl joins our recently released True 12.00 Treasure Series Bowl. This series features up-scale designs to add wealth to your containers! The True 14.00 Treasure Series Bowl has a unique leaf-like, floral design that just pops. It also features bi-level drainage, with feet to eliminate seal-off and an extra reinforced rim for added strength.

Come out and see us at
Short Course booth 2547

 Need to recycle your plastic?
Call your Landmark Plastic rep for details.

Write in 792