

Ashley™ Red

Keeping Your Red Natural Season Garden Mums Fresh-All-Fall

Natural season garden mums are one of a few crops where the same variety cannot be used to have fresh material for sales throughout the entire selling season. Although blackcloth can be used to “force” garden mums to flower when you want, not all growers have access to easy blackcloth systems, so they rely on natural flowering response.

Based on the range of colors needed—four to seven—and the fall sales window (late August through mid-October), a basic natural season garden mum program needs about 40 varieties. Normally, varieties are selected based on plant performance and natural flowering response. It is also equally important to consider plants with good flower and color longevity, especially for the end consumer to find value with their purchase and want to continue to buy in future years.

While red garden mums are widely desired, it is certainly a demanding color because red mum flowers tend to turn into an unappealing tan color as they age. Although they may look great in bud at retail or when they are first installed in the landscape, consumers want them to continue to look good weeks after the flowers have opened. At Syngenta Flowers, we continue to evaluate all varieties after the wholesale or retail stage to see what will hold up for the consumer. We have a very good range of red varieties that have both plant performance for the grower and flower longevity for the consumer.

Start the season in late August with Samantha™ Red, followed by the new Josephine™ Red in early September. Josephine™ is special because the variety flowers with the Jacqueline™ family in the east and mid-west of North America from the north to the deep south. For the middle of September, Mila™ Red and Selena™ Red can be used. Depending on your growing location, Mila™ will flower before or after Selena™ as Selena™ Red is more tolerant of the heat when under the naturally shorter day lengths in the south. The end of September finishes with Wanda™ Red and then Ashley™ Red. Although Wanda™ Red has more purple in the background of the color than some other reds, it is an incredibly long-lasting color for the landscape. Consider finishing off the season with Cynthia™ Scarlet and Kathleen™ Dark Red flowering in early to mid-October.

The joy of natural season mum production is the simplicity of planting all the varieties in late June and early July and then shipping as they come into color in late August through mid-October. As you choose varieties for your program, be sure to consider which varieties will not only be the best in your mum field, but also the ones that will provide consumer satisfaction for continued garden mums sales in future years.

Refer to our **Fresh-All-Fall Tables** to Schedule
All of Your Natural Season Garden Mums

syngentaflowers-us.com/mums

