



2020 POINSETTIA CATALOG

syngenta.flowers



beekenkamp
PLANTS

Lazzeri
GIOVANI PIANTE

Welcome to our 2020 assortment

Last year we announced that Syngenta Flowers, LLC and Beekenkamp Plants combined our poinsettia assortments into a complete offering to bring you the best poinsettia varieties on the market and to supply the needs of all growers. This collaboration has been a huge success and we remain committed to providing you with simplified access to a great assortment.

Syngenta Flowers is excited to announce we have added Lazzeri® poinsettia varieties to our portfolio for the 2020 season. Lazzeri poinsettias enhance our offering with a diverse range of red, novelty and truly groundbreaking white varieties. The combination of Lazzeri genetics, along with our strong track record of poinsettia technical knowledge, grower support and high-quality cuttings, brings a comprehensive poinsettia package to the market.

All varieties in our catalog are available from one farm with a proven track record of trusted, high-quality cuttings. This single source of production also provides more efficient ordering, box filling, shipping and delivery of our full assortment to your greenhouse.

In addition to the 11 new Lazzeri varieties, we are also introducing 5 new varieties from Syngenta Flowers and Beekenkamp Plants. These new varieties display an impressive range of genetics and will serve growers' unique needs across the U.S. and Canada with innovative genetics, best-in-class technical support, and a proven track record of high quality cuttings.

Thank you for your business and continued partnership.

Scott Valentine

President, Syngenta Flowers, LLC

Martijn Kuiper

Sales Manager, Beekenkamp Plants

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 **beekenkamp**
PLANTS

Lazzeri
GIOVANI PIANTE

LEONA FAMILY
BEEKENKAMP PLANTS

MIRAGET™ RED
SYNGENTA FLOWERS



New for 2020



Cool Grow Technique



Award Winner



Allegra® Early Red

LAZZERI | Variety 70094379

- A compact well-branched series.
- Ideal for early and mid to late season sales.
- Ideal for 4 to 6 inch containers.
- Excellent shelf life.

FINISH DATE Nov. 7 – 14

VIGOR Medium

HABIT Normal

POT SIZE Mini, 4 in, 6 in



7
WEEKS



Desiderio Red

LAZZERI | Variety 70085744

- An excellent all around performer for early season sales.
- Medium vigor makes Desiderio ideal for 6 inch containers.
- Mounded habits with large dark red bracts make for a standout display.

FINISH DATE Nov. 7 – 14

VIGOR Medium

HABIT Normal

POT SIZE Mini, 4 in, 6 in, 8 in, 10 in



7
WEEKS



Orion™ Early Red

SYNGENTA FLOWERS | Variety 70003585

- One of the earliest reds to market!
- Ideal for 6.5 inch pots and absolutely stellar for large, high-end containers.
- Excellent choice for cold growing and exhibits minimal heat delay in the deep South.

FINISH DATE Nov. 7 – 14

VIGOR Medium – Vigorous

HABIT Normal

POT SIZE 6 in, 8 in, 10 in



GROWER TIPS

Four to five days earlier than Orion Red.

Growing rings are recommended for 6 inch and larger.

Perfect for large containers, especially 10 inch.

7
WEEKS



Robyn Red™

BEEKENKAMP PLANTS | Variety 70088853

Rising Star

- Compact habit.
- Easy to grow.
- Nice contrast of red flowers and dark leaves.
- Ideal for 4 to 8 inch pots.

FINISH DATE Nov. 7 – 14

VIGOR Compact – Medium

HABIT V-Shaped

POT SIZE Mini, 4 in, 6 in, 8 in



GROWER TIPS

Robyn has excellent heat tolerance and is easy to grow.



7.5
WEEKS

Aria™ Red

SYNGENTA FLOWERS | Variety 70057004

- Upright habit that easily sizes up in 8 inch pots.
- Great for all climates – excellent heat tolerance even in the deep South.
- Sturdy and easy to sleeve for optimum shipping and shelf appeal.

FINISH DATE Nov. 10 – 17

VIGOR Compact – Medium

HABIT Very V-Shaped

POT SIZE Mini, 4 in, 6 in, 8 in



GROWER TIPS

Very well suited for early season 6 inch production without need for growing rings.

Upright variety is more compact than Titan Red.

Astro Red™

BEEKENKAMP PLANTS | Variety 70088852

A True All-Star

- Excellent shelf-life.
- Very good branching.
- Perfect for 4 inch pots due to smaller bract size.
- Suitable for both warmer and cooler climates.

FINISH DATE Nov. 10 – 17

VIGOR Medium – Vigorous

HABIT V-shaped

POT SIZE Mini, 4 in, 6 in



GROWER TIPS

Space out later to stimulate an upright growth habit (V-shape).

Don't leave too many nodes when pinching (this variety branches easily).

Astro can generally be planted 1 week later due to strong early growth.

NEW!



Carina™ Hot Pink

SYNGENTA FLOWERS | Variety 70072518

- Strong stems and V-shaped habit makes Carina ideal for high-density production.
- A perfect variety for high-impact small container programs.

FINISH DATE Nov. 10 – 17
VIGOR Compact
HABIT Very V-shaped
POT SIZE Mini, 4 in, 6 in



7.5
WEEKS

NEW!



Futura Brilliant Red

LAZZERI | Variety 70094380

- Vibrant red bracts and dark foliage provide excellent contrast.
- Controlled vigor and early season timing perfect for small to mid-sized containers.
- Strong stems and a V-shaped habit hold up to the rigors of production.

FINISH DATE Nov. 10 – 17
VIGOR Compact - Medium
HABIT V-shaped
POT SIZE Mini, 4 in, 6 in, 8 in



7.5
WEEKS



Orion™ Red

SYNGENTA FLOWERS | Variety 70003591

- Orion's vibrant, fade-resistant bracts make it one of the most popular poinsettias on the market.
- Large bracts with traditional holiday appeal showcase their glamour in large pots.

FINISH DATE Nov. 10 – 17
VIGOR Medium – Vigorous
HABIT Normal
POT SIZE 6 in, 8 in, 10 in



GROWER TIPS
Growing rings are recommended for 6 inch and larger.
Perfect for large containers, especially 10 inch.

7.5
WEEKS



Red Elf™

SYNGENTA FLOWERS | Variety 70003575

- Attractive bright red color with holly-shaped bracts.
- This early, compact plant is ideal for mini and 4 inch production.

FINISH DATE Nov. 10 – 17
VIGOR Compact
HABIT Normal
POT SIZE Mini, 4 in, 6 in

GROWER TIPS
Ideal for minis and small containers.

7.5
WEEKS

Titan™ FAMILY

A Tricolor Family That Has the Strength for the Early Season!

Regarded for its V-shaped habit and large upright bracts, Titan stands up to the challenges of shipping and retail. All three colors exhibit incredible shelf-life and have upright color that is visible to shoppers whether in or out of the sleeve. Titan can be finished at cool temperatures, saving energy and cash.

Titan Red is a winner of the admired Dutch LTO award for ease in production and post-harvest longevity.



Titan™ Pink

SYNGENTA FLOWERS | Variety 70057014

- Large, pink bracts with superior keeping quality.
- Well-matched for tricolor combinations with Titan Family members.
- Perfectly timed for early-season sales with an upright habit and super strong stems.

FINISH DATE Nov. 10 – 17
VIGOR Medium – Vigorous
HABIT V-shaped
POT SIZE 4 in, 6 in, 8 in, 10 in



GROWER TIPS
Best finished cool, resulting in darker pink color.



Titan™ White

SYNGENTA FLOWERS | Variety 70057015

- Our earliest white variety to start the season, with a robust, strong habit that provides shoppers with excellent keeping quality.
- Combine with Titan Red or Titan Pink for dazzling bicolor and tricolor combinations.

FINISH DATE Nov. 10 – 17
VIGOR Medium – Vigorous
HABIT V-Shaped
POT SIZE 4 in, 6 in, 8 in, 10 in



GROWER TIPS
For best white color, apply Fascination® growth regulator plus Capsil® spray adjuvant 2–3 weeks before shipping. Avoid cool finishing, as it results in more creamy white color.



Titan™ Red

SYNGENTA FLOWERS | Variety 70006759

- Winner of the prestigious LTO award confirms ease in growing and excellent post-harvest performance.
- Strong stems makes sleeving and un-sleeving simpler with less damage at retail.

FINISH DATE Nov. 10 – 17
VIGOR Medium – Vigorous
HABIT V-shaped
POT SIZE 4 in, 6 in, 8 in, 10 in



GROWER TIPS
Ideal for cool finishing, resulting in vibrant dark red color.

NEW!



Alpina

LAZZERI | Variety 70085741

- Alpina is Alaska's little brother with the same vibrant white blooms but on a compact and controlled habit.
- Suitable for all pot sizes.
- Perfect for early to mid-season sales.

FINISH DATE Nov. 13 – 20
VIGOR Medium
HABIT Normal
POT SIZE Mini, 4 in, 6 in, 8 in, 10 in



Blissful Red™

BEEKENKAMP PLANTS | Variety 70088854

- Compact with bright, beautiful, cyathia.
- Dutch LTO award winner for excellent shelf life.

FINISH DATE Nov. 13 – 20
VIGOR Compact – Medium
HABIT Normal
POT SIZE Mini, 4 in, 6 in



GROWER TIPS
Blissful does not require a lot of growth regulators. Growing Blissful at standard production temperatures achieves the optimum spacing per square foot.



Aries Red™

BEEKENKAMP PLANTS | Variety 70088851

Our Warming Star

- Strong branching and good V-shape habit.
- Suitable for both warmer and cooler climates.
- Better suited for large containers due to larger bracts with attractive cyathia.

FINISH DATE Nov. 13 – 20
VIGOR Vigorous
HABIT V-Shaped
POT SIZE 6 in, 8 in, 10 in



GROWER TIPS
Space out later to stimulate an upright growth habit (V-shape).



Candy™ FAMILY

The Candy™ family is ideal for early to mid-season sales and can be grown in all container sizes across a wide range of climates.



Candy™ Cinnamon

SYNGENTA FLOWERS | Variety 70067495

- A classic novelty color with a more grower-friendly V-shaped habit.

FINISH DATE Nov. 15 – 22

VIGOR Medium – Vigorous

HABIT V-shaped

POT SIZE 4 in, 6 in, 8 in, 10 in



GROWER TIPS

More vigor and more upright than Cinnamon Star. Great for cool finishing.



8
WEEKS



Candy™ Wintergreen

SYNGENTA FLOWERS | Variety 70072529

- Fresh lime green bracts bring something truly different into the mix.

FINISH DATE Nov. 15 – 22

VIGOR Medium

HABIT V-shaped

POT SIZE 4 in, 6 in, 8 in, 10 in



GROWER TIPS

Adequately growth regulate before and after pinching. To achieve a true lime color, finish under lower light conditions. High light during finishing will turn bracts more yellow.



8
WEEKS

Candy™ Bubblegum

SYNGENTA FLOWERS | Variety 70077347

- Bright, hot pink bracts liven up the novelty category, perfect for those who want something different.
- Easy to grow for the early-season and fits perfectly in small to medium pots.
- Enhance this variety with painting and glitter for premium sales.

FINISH DATE Nov. 15 – 22

VIGOR Medium – Vigorous

HABIT V-shaped

POT SIZE 4 in, 6 in, 8 in, 10 in



GROWER TIPS

Cooler finishing enhances bract color.



8
WEEKS



NEW!



Charon Red™

BEEKENKAMP PLANTS | Variety 70088855

- Nice flat flower heads and large bracts.
- Good branching.
- Nice V-shape.
- Ideally suited for large containers 8 inch and up.

FINISH DATE Nov. 15 – 22

VIGOR Vigorous

HABIT V-shaped

POT SIZE 8 in, 10 in



GROWER TIPS

Charon is a vigorous variety. Increase growth regulation efforts over a longer time to prevent a late stretch.

Can be potted up to one week later than conventional varieties to maintain a more compact plant habit (reduce long-day conditions by one week).



8
WEEKS



Futura Red

LAZZERI | Variety 70092233

- Vibrant red bracts with dark leaves makes Futura a standout series.
- Controlled habits and mid-season timing perfect for small to mid-sized containers.
- Strong stems and a V-shaped habit hold up to the rigors of production.

FINISH DATE Nov. 15 – 22

VIGOR Compact – Medium

HABIT V-shaped

POT SIZE Mini, 4 in, 6 in, 8 in



8
WEEKS

Mirage™ Red

SYNGENTA FLOWERS | Variety 70067488

Sets the new standard for small to medium-sized pots across all markets

- Ideal compact to medium habit for small pots is space efficient and grower friendly.
- Vibrant red bracts with long-lasting cyathia are a sure bet for Black Friday!
- Strong V-shaped habit holds up during the rigors of shipping.

FINISH DATE Nov. 15 – 22

VIGOR Compact – Medium

HABIT Very V-shaped

POT SIZE Mini, 4 in, 6 in, 8 in



GROWER TIPS

Great choice for no-pinch Mini pots.



8
WEEKS



Serena Red

LAZZERI | Variety 70085743

- A robust variety with strong stems and vibrant, bright red bracts.
- Serena's vigorous habit and mid-season timing make it ideal for large premium containers that target the core of the selling season.

8
WEEKS

FINISH DATE Nov. 15 – 22
VIGOR Vigorous
HABIT Very V-shaped
POT SIZE 6 in, 8 in, 10 in



Alaska

LAZZERI | Variety 70085739

- Setting the new standard for white poinsettias, Alaska's vibrant paper white bracts are in a class of their own.
- Strong upright V-shaped habits, hold up to the rigors of production and shipping.
- A vigorous variety ideal for medium to large containers and mid- to late-season sales.

8-8.5
WEEKS

FINISH DATE Nov. 18 – 25
VIGOR Vigorous
HABIT Very V-shaped
POT SIZE 6 in, 8 in, 10 in



Superba New Glitter

LAZZERI | Variety 70085746

- Attractive jingle-colored bracts.
- Strong stems and V-shaped habits.
- Suitable in all pot sizes with excellent shelf life.

8
WEEKS

FINISH DATE Nov. 15 – 22
VIGOR Medium
HABIT V-shaped
POT SIZE Mini, 4 in, 6 in, 8 in, 10 in



Superba Red

LAZZERI | Variety 70085745

- Easy to produce.
- Robust growth with medium to large bracts.
- Dutch LTO award winner for excellent shelf life.

8
WEEKS

FINISH DATE Nov. 15 – 22
VIGOR Medium – Vigorous
HABIT Normal
POT SIZE 4 in, 6 in, 8 in, 10 in



Harlequin Red™

BEEKENKAMP PLANTS | Variety 70088857

- Good branching.
- A great plant for specialist stores, also perfect for arrangements.
- Vigorous variety.
- Can either be grown as a single-stemmed or multi-stemmed plant.
- Suitable for pot sizes 2.5–10 inch and grown as novelty trees.
- Also suitable for cut flower production.

8-8.5
WEEKS

FINISH DATE Nov. 18 – 25
VIGOR Vigorous
HABIT Normal
POT SIZE Mini, 4 in, 6 in, 8 in, 10 in



GROWER TIPS

When growing as a single-stemmed plant, we advise shortening the long-day period. Cuttings for 4 inch pots should be planted two weeks later than conventional varieties and one week later for cuttings being planted in 6 inch pots.

When growing Harlequin Red, apply overhead irrigation as long as possible during the first cultivation phase to stimulate root development.





Majoris™ Red

SYNGENTA FLOWERS | Variety 70062629

- Vigorous, premium variety for large containers.
- Upright, sturdy V-shaped habit ships well and looks bright at retail.
- Suitable for all regions with excellent heat tolerance.

FINISH DATE Nov. 18 – 25

VIGOR Medium – Vigorous

HABIT V-shaped

POT SIZE 6 in, 8 in, 10 in



GROWER TIPS

Adequately growth regulate before and after pinching. Best for larger container sizes.

8-8.5
WEEKS



Marblestar™

SYNGENTA FLOWERS | Variety 70003573

- Proven to be one of the best marble types for its reliable habit and color pattern.
- Medium vigor fits well in all pot sizes for the important mid-season when customers are looking for something different.
- Always a solid choice in this novelty color category and provides superb shelf-life.

FINISH DATE Nov. 18 – 25

VIGOR Medium

HABIT Normal

POT SIZE Mini, 4 in, 6 in, 8 in, 10 in



GROWER TIPS

Can exhibit discoloration of leaf margins which does not distract once plants are in full bloom.

8-8.5
WEEKS



Maren™

SYNGENTA FLOWERS | Variety 70008646

- Consistently one of the best pinks available!
- Reliably performs under all conditions that growers find easy to grow.
- A popular and proven variety for mid-season finish.

FINISH DATE Nov. 18 – 25

VIGOR Medium

HABIT Normal

POT SIZE Mini, 4 in, 6 in, 8 in, 10 in



GROWER TIPS

When finished warm, bract color will be more pink.

8-8.5
WEEKS

Whitestar™

Growers and retailers continue to love this variety for its outstanding performance as an early- to mid-season variety suitable for all climates. Whitestar's beautiful upright and large, showy bracts make it a favorite for painting and glittering.



SYNGENTA FLOWERS | Variety 70003576

North America's Favorite White

- Outstanding white variety in all climates.
- Great branching and upright habit.
- Very large, showy bracts.
- Growers rave – this is the number-one variety for painting!

FINISH DATE Nov. 18 – 25

VIGOR Medium – Vigorous

HABIT Normal

POT SIZE Mini, 4 in, 6 in, 8 in, 10 in



GROWER TIPS

For best white color, apply Fascination® growth regulator plus Capsil® spray adjuvant 2–3 weeks before shipping. Avoid cool finishing, as it results in more creamy white color.

8-8.5
WEEKS





Opera Red

LAZZERI | Variety 70094381

- A mid-season variety ideal for large containers.
- Medium to large bracts paired with strong stems and a V-shaped habit make Opera a workhorse.
- Excellent shelf life ensures Opera holds up throughout the holiday season.

FINISH DATE Nov. 18 – 25
VIGOR Vigorous
HABIT V-shaped
POT SIZE 6 in, 8 in, 10 in



8-8.5
WEEKS



Gemma™ Red

SYNGENTA FLOWERS | Variety 70072527

- A modern hybrid ideal for mid- to late-season finishing.
- Strong v-shaped habits hold up to the rigors of high-volume production in 4 to 6 inch pots.
- Beautiful deep red bracts are held above the foliage for an impressive display.

FINISH DATE Nov. 21 – 28
VIGOR Medium
HABIT Very V-shaped
POT SIZE Mini, 4 in, 6 in



8.5
WEEKS



Allegra™ Red

LAZZERI | Variety 70085742

- Medium to vigorous variety with good branching and excellent shelf life.
- Finishes for mid- to late-season sales.
- Ideal for all pot sizes up to 6 inches.

FINISH DATE Nov. 21 – 28
VIGOR Medium – Vigorous
HABIT Normal
POT SIZE 4 in, 6 in



8.5
WEEKS



Lyra™ Red

SYNGENTA FLOWERS | Variety 70067496

A new bright spot from North to South

- Beautiful bract shape with a classic look and well-holding cyathia.
- Upright, V-shaped habit with exceptional stem strength.
- Medium vigor to fill 6 inch and large containers that times perfectly for the Thanksgiving delivery window.

FINISH DATE Nov. 21 – 28
VIGOR Medium
HABIT V-shaped
POT SIZE Mini, 4 in, 6 in, 8 in, 10 in

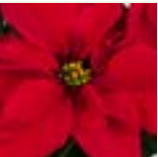


8.5
WEEKS



GROWER TIPS

Adequately growth regulate before and after pinching. Can be planted one week later than medium vigorous varieties.



Leona™ FAMILY

Our Newest Family

NEW!



Leona™ White

BEEKENKAMP PLANTS | Variety 70089179

- Very strong V-shape habit and great shelf life.
- Larger bracts than Leona Red.
- Excellent choice for northern climates.

FINISH DATE Nov. 23 – 30
VIGOR Medium – Vigorous
HABIT Very V-shaped
POT SIZE 6 in, 8 in, 10 in



8.5-9
WEEKS



Leona™ Red

BEEKENKAMP PLANTS | Variety 70088856

Our Strongest Superstar

- Excellent shelf-life.
- Very uniform.
- Very strong V-shape habit.
- Suitable for 6–10 inch pots.
- Sturdy flower stems and smooth bracts.

FINISH DATE Nov. 23 – 30
VIGOR Medium – Vigorous
HABIT Very V-shaped
POT SIZE 6 in, 8 in, 10 in



8.5-9
WEEKS



GROWER TIPS

Adapts easier to differences in temperature and light levels. Growing the Leona in standard production temperatures, you achieve the best number per square meter.



Sonora™ White Glitter

SYNGENTA FLOWERS | Variety 70072535

- A novelty variety with very distinct red and white bracts for mid- to late-season sales.
- Compact vigor best for minis and 4 to 6 inch pots.

FINISH DATE Nov. 23 – 30
VIGOR Compact
HABIT Normal
POT SIZE Mini, 4 in, 6 in

8.5-9
WEEKS



Hera Red™

BEEKENKAMP PLANTS | Variety 70088858

The Star of the Show

- Late-flowering variety and perfect for end-of-season sales.
- Strong V-shaped habit and bright red bracts.
- Large and prestigious cyathia.
- Suitable for pot sizes 6 to 10 inch and larger.

FINISH DATE Nov. 25 – Dec. 2
VIGOR Vigorous
HABIT Very V-shaped
POT SIZE 6 in, 8 in, 10 in

9
WEEKS



GROWER TIPS

Nice variety for the later weeks in the supply period: has a longer response time. Its sturdy flower stems and definite V-shape reduce the susceptibility of Hera to stem breakages.



Mars™ FAMILY

The Mars family is ideal for growers who need a medium vigor option with an upright habit, bright colors, and excellent shelf life.

A fresh look with long-lasting cyathia, Mars makes well-matched color combinations and has you covered from early to late-season.



FINISH DATE Nov. 13 – 20
VIGOR Medium
VIGOR V-shaped
POT SIZE Mini, 6 in, 8 in, 10 in

GROWER TIPS
 Mix with Mars Family colors for well-matched combination containers.

Mars™ Early Red

7.5-8 WEEKS

SYNGENTA FLOWERS
 Variety 70019397

- An outstanding choice for early red sales in the deep South with no heat delay.
- Upright habit that is very easy to grow in large containers.
- Exceptional shelf life



FINISH DATE Nov. 21 – 28
VIGOR Medium
VIGOR V-shaped
POT SIZE Mini, 6 in, 8 in, 10 in

GROWER TIPS
 For best white color, largest bracts, and up to 4 days earlier finish, apply Fascination® growth regulator plus Capsil® spray adjuvant 2–3 weeks before shipping.

Mars™ White

8.5 WEEKS

SYNGENTA FLOWERS
 Variety 70003590

- An excellent choice for mass-market suppliers.
- Creamy white bracts that hold well to the stresses of retail.



FINISH DATE Nov. 21 – 28
VIGOR Medium
VIGOR V-shaped
POT SIZE Mini, 4 in, 6 in, 8 in, 10 in

GROWER TIPS
 Cooler temperatures at the end of production improves the marble color.

Mars™ Marble

8.5 WEEKS

SYNGENTA FLOWERS
 Variety 70003588

- A pretty novelty option with light pink and cream bracts.
- A great choice for Southern markets where plants are used outdoors.



FINISH DATE Nov. 21 – 28
VIGOR Medium – Vigorous
VIGOR V-shaped
POT SIZE Mini, 4 in, 6 in, 8 in, 10 in

GROWER TIPS
 Finishing at cooler temperatures will induce dark pink centers.

Mars™ Pink

8.5 WEEKS

SYNGENTA FLOWERS
 Variety 70003589

- Appealing true pink color with the vigor to fill all container sizes.
- Upright habit that matches well with Mars Family colors for excellent combinations.



FINISH DATE Nov. 25 – Dec. 2
VIGOR Medium
VIGOR V-shaped
POT SIZE 6 in, 8 in, 10 in

GROWER TIPS
 Heat delay possible in warm conditions and not recommended for Mars family combos.

Mars™ Late Red

9 WEEKS

SYNGENTA FLOWERS
 Variety 70003587

- A strong red for efficient late-season production in northern climates.
- Robust, upright habit with excellent shelf life.
- Ideal for 6 inch pots and larger.



Cortez™ Burgundy

9 WEEKS

SYNGENTA FLOWERS | Variety 70003560

- Truly a legend with beautiful dark burgundy bracts, Cortez still leads this color category.
- Ideal for all pot sizes in the mid- to late-season, especially in Northern climates.

FINISH DATE Nov. 25 – Dec. 2
VIGOR Compact – Medium
VIGOR Normal
POT SIZE Mini, 4 in, 6 in, 8 in



GROWER TIPS
 Finish warm (above 66° F night temperatures) to avoid shine on the bracts and delay in finishing.
 Heat delay possible in warm conditions.
 Provide high light to improve post-harvest quality.



Neva™

9 WEEKS

SYNGENTA FLOWERS | Variety 70019399

- A shining choice for mid- to late-season, Neva features a strong, V-shaped habit, sturdy stems and a robust root system.
- Neva is extremely versatile, well-suited for 4 to 10 inch pots and everything in between.

FINISH DATE Nov. 25 – Dec. 2
VIGOR Medium
VIGOR Very V-shaped
POT SIZE Mini, 4 in, 6 in, 8 in, 10 in



GROWER TIPS
 Ideal for medium-late 6 inch production without need for growing rings.



Draco™ Red

9 WEEKS

SYNGENTA FLOWERS | Variety 70067501

- Draco's V-shaped habit and strong stems make this variety a preferred for its strength and durability.
- Huge, vibrant red bracts create wow factor from afar.
- One of our latest timed varieties lets growers finish out the season with an impact.

FINISH DATE Nov. 25 – Dec. 2
VIGOR Medium
VIGOR V-shaped
POT SIZE 6 in, 8 in, 10 in



Beekenkamp Plants Superstars

Here is a selection of our assortment. These award-winning poinsettias have been tested throughout the supply chain by several different independent companies.

Although much loved, the poinsettia can definitely present a challenge at various points in the supply chain. Since we are well aware of this, Beekenkamp Plants invests in the poinsettia in order to simplify the task for all concerned.

When breeding new varieties, Beekenkamp Plants selects those that will provide reliable results under all conditions. From the production of cuttings, packaging and transport, right up to the retail shelf.



Our Warming Star!



A True All-Star!



Our Strongest Super Star!



The Star of the Show!

Aries Red™

Early finish and large showy cyathia

FINISH DATE	Nov. 13 – 20
RESPONSE TIME	7.5-8 weeks
VIGOR	Medium – Vigorous
HABIT	V-shaped
POT SIZE	6 – 10 in

Astro Red™

Excellent branching and versatile

FINISH DATE	Nov. 10 – 17
RESPONSE TIME	7.5 weeks
VIGOR	Medium – Vigorous
HABIT	V-shaped
POT SIZE	4 – 6 in

Leona™ Red

Sturdy stems and smooth bracts

FINISH DATE	Nov. 23 – 30
RESPONSE TIME	8.5 – 9 weeks
VIGOR	Medium – Vigorous
HABIT	Very V-shaped
POT SIZE	6 – 10 in

Hera Red™

Bright red and strong V-shape

FINISH DATE	Nov. 25 – Dec. 2
RESPONSE TIME	9 weeks
VIGOR	Vigorous
HABIT	Very V-shaped
POT SIZE	6 – 10 in

Lyra™ Red

A bright spot from North to South

FINISH DATE	Nov. 21 – 28
RESPONSE TIME	8.5 weeks
VIGOR	Medium
HABIT	V-shape
POT SIZE	4 – 10 in

Mirage™ Red

Sets the new standard for small to medium-sized pots across all markets

FINISH DATE	Nov. 15 – 22
RESPONSE TIME	8 weeks
VIGOR	Compact – Medium
HABIT	V-shaped
POT SIZE	4 – 8 in

Whitestar™

North America's favorite white

FINISH DATE	Nov. 18 – 25
RESPONSE TIME	8 – 8.5 weeks
VIGOR	Medium – Vigorous
HABIT	Normal
POT SIZE	4 – 10 in

Orion™ Early Red

One of the earliest reds to market

FINISH DATE	Nov. 7 – 14
RESPONSE TIME	7 weeks
VIGOR	Medium – Vigorous
HABIT	Normal
POT SIZE	6 – 10 in



Our Mega Star!



A Star for Small Pots!



The Brightest Star!



An Early Star!

Syngenta Flowers' poinsettia portfolio represents a range of genetics that are bred for versatility, answering the diverse needs of growers across North America.

Lyra Red and Mirage Red represent the best of Syngenta Flowers' breeding and our commitment to improving the overall growing experience. The goal of our world-class, modern breeding is to perform across a range of climates, target critical selling windows, and focus on attributes such as shelf-life, heat tolerance and strong V-shaped habits.

When big, show-stopping color is a must, growers repeatedly turn to Orion Early Red. This classic variety continues to wow year after year with its premium large, bright red bracts and classic florist-quality presentation at retail.

Whitestar has large, showy white bracts and is North America's favorite variety for painting and glittering.

Reach for these stars when designing your perfect poinsettia program.

Lazzeri Superstars

Lazzeri is the leading breeder and young plant supplier of ornamental annual flowers in Italy. We have been operating in horticulture since 1927. Our objective is to provide premium quality products by breeding new flower varieties loved by growers and consumers.

Lazzeri poinsettia breeding is strongly focused on achieving outstanding genetics for the grower and end consumer. Proof of these excellent varieties are the numerous awards won in the Dutch Federation of Agriculture and Horticulture LTO trials. LTO award-winning varieties include: Allegra Red, Opera Red, and Superba Red.

The Lazzeri poinsettia assortment is now available for the first time in North America with 11 excellent varieties offered by Syngenta Flowers.



The Brightest Star!

Alaska

Unique pure white

FINISH DATE Nov. 18 – 25
VIGOR Vigorous
HABIT Very V-shaped
POT SIZE 4 – 10 in



Unique Contrast Star!

Futura Red

Optimal contrast between dark foliage and intensive red bracts

FINISH DATE Nov. 15 – 22
VIGOR Vigorous
HABIT V-shaped
POT SIZE 4 – 10 in



The Twinkling Star!

Superba New Glitter

The newest glittering star

FINISH DATE Nov. 15 – 22
VIGOR Medium
HABIT V-shaped
POT SIZE 4 – 10 in



An Early Star!

Superba Red

Easy to grow mid-season variety

FINISH DATE Nov. 18 – 25
VIGOR Medium – Vigorous
HABIT Normal
POT SIZE 4 – 10 in



ASTRO RED™
BEEKENKAMP PLANTS

Poinsettias At-A-Glance

Variety	Variety Number	Company	Natural Flower Finish Date	Blackcloth Response (weeks)	Vigor	Heat Tolerance	Habit	Shelf Life		Cold Grow	Cool Finishing	Northern Selection	Midwest / South Selection	Southwest Selection	Deep South Selection	Mini	4" Pots	6" Pots	8" Pots	10" Pots
Alaska	70085739	Lazzeri	Nov. 18 – 25	8 – 8.5	V	Good	Very V-shaped	Good				•	•	•				•	•	•
Allegra™ Early Red	70094379	Lazzeri	Nov. 7 – 14	7	M	Good	Normal	Excellent			•	•	•	•		•	•	•		
Allegra™ Red	70085742	Lazzeri	Nov. 21 – 28	8.5	M – V	Good	Normal	Excellent			•	•	•	•			•	•		
Alpina	70085741	Lazzeri	Nov. 13 – 20	7.5 – 8	M	Good	Normal	Good			•	•	•	•		•	•	•	•	•
Aria™ Red	70057004	Syngenta Flowers	Nov. 10 – 17	7.5	C – M	Good	Very V-shaped	Excellent			•	•	•	•	•	•	•	•	•	
Aries Red	70088851	Beekenkamp	Nov. 13 – 20	7.5 – 8	M – V	Good	V-shaped	Good		•	•	•	•	•				•	•	•
Astro Red™	70088852	Beekenkamp	Nov. 10 – 17	7.5	M – V	Average	V-shaped	Excellent			•	•	•	•		•	•	•		
Blissful Red®	70088854	Beekenkamp	Nov. 13 – 20	7.5 – 8	C – M	Average	Normal	Excellent			•	•	•	•		•	•	•		
Candy™ Bubblegum	70077347	Syngenta Flowers	Nov. 15 – 22	8	M – V	Average	V-shaped	Good			•	•	•	•			•	•	•	•
Candy™ Cinnamon	70067495	Syngenta Flowers	Nov. 15 – 22	8	M – V	Average	V-shaped	Excellent		•	•	•	•	•			•	•	•	•
Candy™ Wintergreen	70072529	Syngenta Flowers	Nov. 15 – 22	8	M	Poor	V-shaped	Excellent			•	•					•	•	•	•
Carina™ Hot Pink	70072518	Syngenta Flowers	Nov. 10 – 17	7.5	C	Good	Very V-shaped	Good			•	•	•	•		•	•	•		
Charon Red®	70088855	Beekenkamp	Nov. 15 – 22	8	V	Average	V-shaped	Average			•	•	•	•					•	•
Cortez™ Burgundy	70003560	Syngenta Flowers	Nov. 25 – Dec. 2	9	C – M	Poor	Normal	Good				•				•	•	•	•	
Desiderio Red	70085744	Lazzeri	Nov. 7 – 14	7	M	Good	Normal	Good			•	•	•	•		•	•	•	•	•
Draco™ Red	70067501	Syngenta Flowers	Nov. 25 – Dec. 2	9	M	Average	V-shaped	Good			•	•	•	•				•	•	•
Futura Brilliant Red	70094380	Lazzeri	Nov. 10 – 17	7.5	C – M	Good	V-shaped	Excellent			•	•	•	•		•	•	•	•	
Futura Red	70092233	Lazzeri	Nov. 15 – 22	8	C – M	Good	V-shaped	Excellent			•	•	•	•		•	•	•	•	
Gemma™ Red	70072527	Syngenta Flowers	Nov. 21 – 28	8.5	M	Average	Very V-shaped	Good			•	•	•	•		•	•	•		
Harlequin Red®	70088857	Beekenkamp	Nov. 18 – 25	8 – 8.5	V	Average	Normal	Average		•	•	•	•	•		•	•	•	•	•
Hera Red®	70088858	Beekenkamp	Nov. 25 – Dec. 2	9	V	Poor	Very V-shaped	Good			•	•						•	•	•
Leona™ Red	70088856	Beekenkamp	Nov. 23 – 30	8.5 – 9	M – V	Poor	Very V-shaped	Excellent			•	•						•	•	•
Leona™ White	70089179	Beekenkamp	Nov. 23 – 30	8.5 – 9	M – V	Poor	Very V-shaped	Good				•						•	•	•
Lyra™ Red	70067496	Syngenta Flowers	Nov. 21 – 28	8.5	M	Average	V-shaped	Good			•	•	•	•		•	•	•	•	•
Majoris™ Red	70062629	Syngenta Flowers	Nov. 18 – 25	8 – 8.5	M – V	Good	V-shaped	Excellent		•	•	•	•	•	•			•	•	•
Marblestar™	70003573	Syngenta Flowers	Nov. 18 – 25	8 – 8.5	M	Good	Normal	Good			•	•	•	•	•	•	•	•	•	•
Maren™	70008646	Syngenta Flowers	Nov. 18 – 25	8 – 8.5	M	Good	Normal	Good			•	•	•	•	•	•	•	•	•	•
Mars™ Early Red	70019397	Syngenta Flowers	Nov. 13 – 20	7.5 – 8	M	Excellent	V-shaped	Excellent			•	•	•	•	•	•	•	•	•	•
Mars™ Late Red	70003587	Syngenta Flowers	Nov. 25 – Dec. 2	9	M	Poor	V-shaped	Excellent			•	•						•	•	•
Mars™ Marble	70003588	Syngenta Flowers	Nov. 21 – 28	8.5	M	Good	V-shaped	Excellent			•	•	•	•		•	•	•	•	•
Mars™ Pink	70003589	Syngenta Flowers	Nov. 21 – 28	8.5	M – V	Good	V-shaped	Excellent			•	•	•	•		•	•	•	•	•
Mars™ White	70003590	Syngenta Flowers	Nov. 21 – 28	8.5	M	Good	V-shaped	Good				•	•	•		•	•	•	•	•
Mirage™ Red	70067488	Syngenta Flowers	Nov. 15 – 22	8	C – M	Average	Very V-shaped	Good			•	•	•	•		•	•	•	•	
Neva™ Red	70019399	Syngenta Flowers	Nov. 25 – Dec. 2	9	M	Average	Very V-shaped	Excellent			•	•	•	•		•	•	•	•	•
Opera Red	70094381	Lazzeri	Nov. 18 – 25	8 – 8.5	V	Good	V-shaped	Excellent			•	•	•	•				•	•	•
Orion™ Early Red	70003585	Syngenta Flowers	Nov. 7 – 14	7	M – V	Excellent	Normal	Excellent		•	•	•	•	•	•			•	•	•
Orion™ Red	70003591	Syngenta Flowers	Nov. 10 – 17	7.5	M – V	Excellent	Normal	Excellent		•	•	•	•	•	•			•	•	•
Red Elf™	70003575	Syngenta Flowers	Nov. 10 – 17	7.5	C	Good	Normal	Good			•	•	•	•	•	•	•	•		
Robyn Red®	70088853	Beekenkamp	Nov. 7 – 14	7	C – M	Excellent	V-shaped	Excellent		•	•	•	•	•	•	•	•	•	•	
Serena Red	70085743	Lazzeri	Nov. 15 – 22	8	V	Good	Very V-shaped	Good			•	•	•	•				•	•	•
Sonora™ White Glitter	70019396	Syngenta Flowers	Nov. 23 – 30	8.5 – 9	C	Average	Normal	Average			•	•	•	•		•	•	•		
Superba New Glitter	70085746	Lazzeri	Nov. 15 – 22	8	M	Good	V-shaped	Excellent			•	•	•	•		•	•	•	•	•
Superba Red	70085745	Lazzeri	Nov. 15 – 22	8	M – V	Good	Normal	Excellent			•	•	•	•			•	•	•	•
Titan™ Pink	70057014	Syngenta Flowers	Nov. 10 – 17	7.5	M – V	Good	V-shaped	Excellent		•	•	•	•	•			•	•	•	•
Titan™ Red	70006759	Syngenta Flowers	Nov. 10 – 17	7.5	M – V	Good	V-shaped	Excellent		•	•	•	•	•			•	•	•	•
Titan™ White	70057015	Syngenta Flowers	Nov. 10 – 17	7.5	M – V	Good	V-shaped	Excellent				•	•	•			•	•	•	•
Whitestar™	70003576	Syngenta Flowers	Nov. 18 – 25	8 – 8.5	M – V	Good	Normal	Good				•	•	•	•	•	•	•	•	•



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