

syngenta *flowers*

beekenkamp
PLANTS

Poinsettias

2021





Our Commitment to Quality

Supply & Sustainability

Top-quality poinsettia cuttings are critical to your business' success. We emphasize being the best in product quality; this is especially true for our hard-working teams at our farms throughout the world.

We continuously focus on quality improvements and could not do this without the great feedback we get from you, which helps us focus on what matters most and continue to raise the quality bar.



Teams at our vegetative farms in **Guatemala, Mexico, and Alva, Florida** continually work to improve key crops like poinsettia, Lantana, and Chrysanthemum.



GLOBALG.A.P.

GLOBALG.A.P. is one of the world's leading agricultural standards. Syngenta Flowers has adopted the GLOBALG.A.P. standards at our North American and Central American facilities to encourage sustainability, raise efficiency of farm operations, and protect environmental resources.

RECOGNIZED IN OVER 120 COUNTRIES



ALVA, FLORIDA | USA

CUERNAVACA, MORELOS | MEXICO

VILLA CANALES | GUATEMALA

AMATITLÁN | GUATEMALA



Mirage™ Red at Chilliwack, British Columbia, Canada

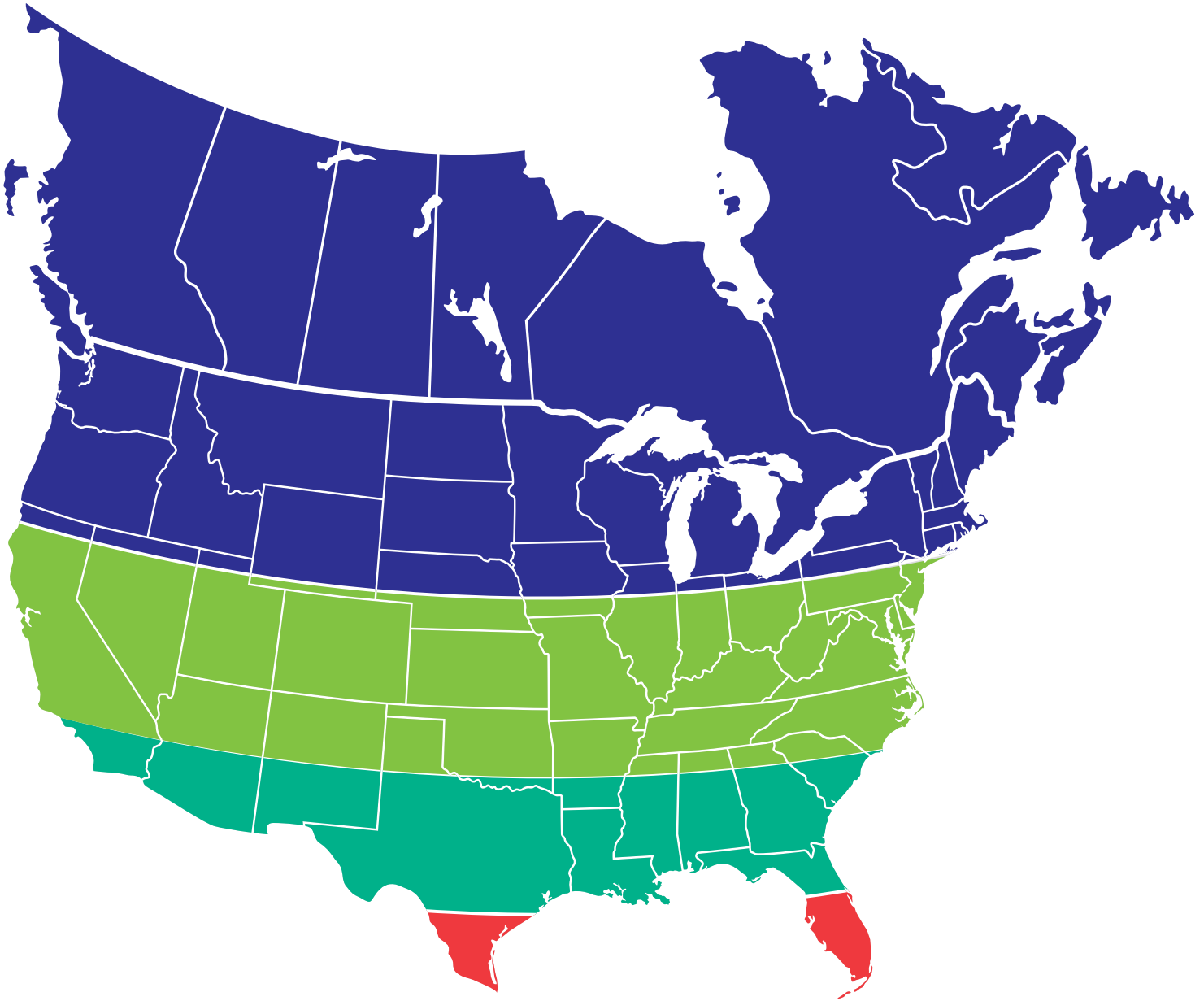
Table of Contents



AWARD WINNER



HEAT TOLERANT



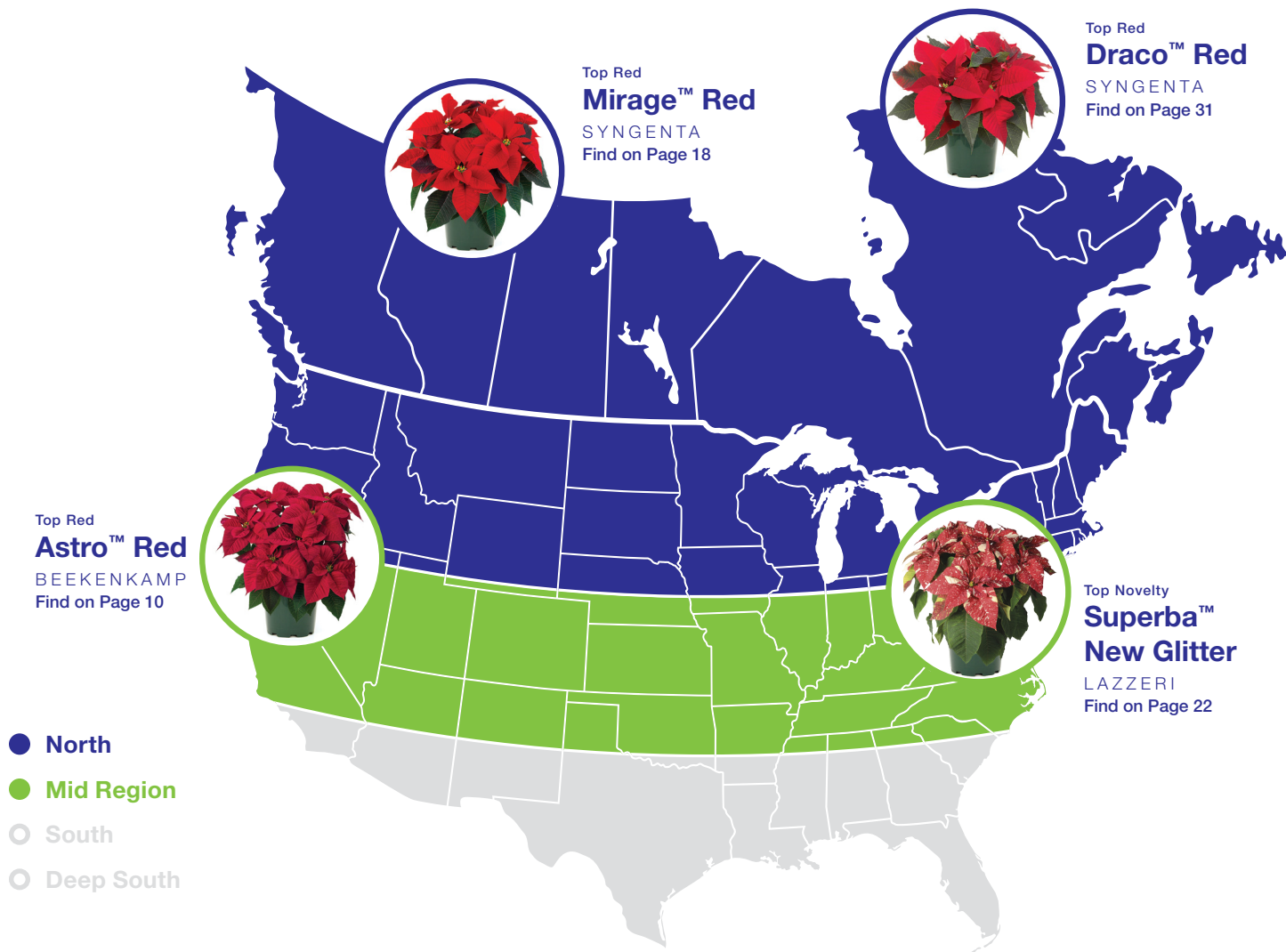
Top Varieties by Region

Region

Page

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TOP VARIETIES BY REGION – NORTH & MID REGION

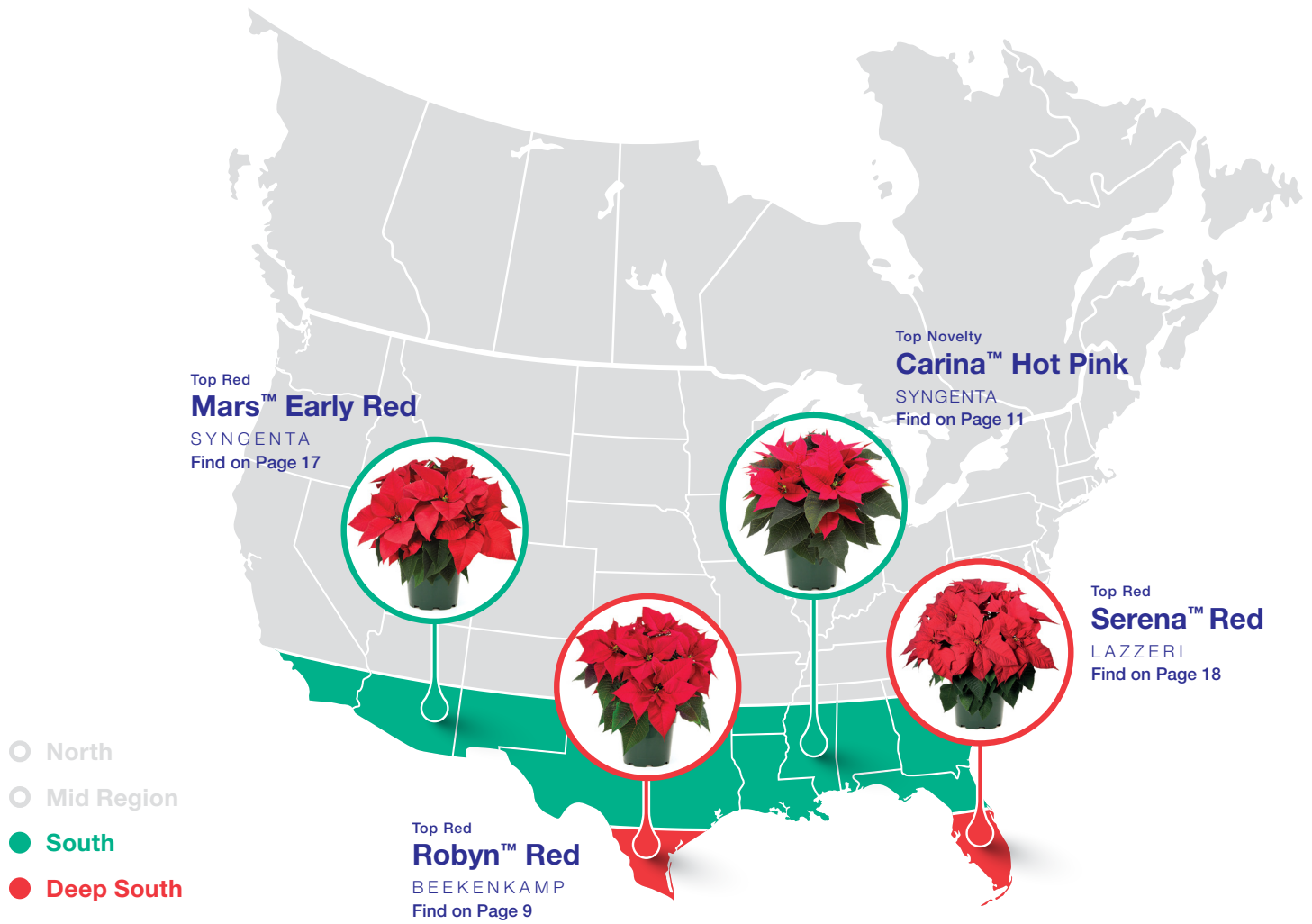


Astro™ Red

North & Mid Region

	Variety	Page	Variety Number	Breeder	Season Timing	Blackcloth Response (weeks)	Vigor	High Density Spacing	Pot Size (inches)
TOP RED	Orion™ Early Red	9	70003585	Syngenta Flowers	Very Early	7	Medium–Vigorous		6, 8, 10
	Robyn™ Red	9	70088853	Beekenkamp	Very Early	7	Compact–Medium	•	Mini, 4, 6, 8
	Aries™ Red	10	70088851	Beekenkamp	Early	7.5	Medium–Vigorous		6, 8, 10
	Astro™ Red	10	70088852	Beekenkamp	Early	7.5	Medium	•	Mini, 4, 6
	Mirage™ Red	18	70067488	Syngenta Flowers	Early–Mid	8	Compact–Medium	•	Mini, 4, 6, 8, 10
	Leona™ Red	24	70088856	Beekenkamp	Mid	8–8.5	Medium–Vigorous		6, 8, 10
	Gemma™ Red	28	70072527	Syngenta Flowers	Mid–Late	8.5	Medium	•	Mini, 4, 6, 8, 10
	Draco™ Red	31	70067501	Syngenta Flowers	Late	9	Medium		6, 8, 10
TOP NOVELTY	Robyn™ Pink NEW	9	70089181	Beekenkamp	Very Early	7	Compact–Medium	•	Mini, 4, 6, 8
	Carina™ Hot Pink	11	70072518	Syngenta Flowers	Early	7.5	Compact	•	Mini, 4, 6
	Alpina™ White	16	70085741	Lazzeri	Early–Mid	7.5–8	Medium	•	Mini, 4, 6, 8, 10
	Candy™ Bubblegum	21	70077347	Syngenta Flowers	Early–Mid	8	Medium–Vigorous		4, 6, 8, 10
	Candy™ Cinnamon	21	70067495	Syngenta Flowers	Early–Mid	8	Medium–Vigorous		4, 6, 8, 10
	Superba™ New Glitter	22	70085746	Lazzeri	Early–Mid	8	Medium	•	Mini, 4, 6, 8, 10
	Alaska™ White	24	70085739	Lazzeri	Mid	8–8.5	Medium–Vigorous		6, 8, 10
	Leona™ White	25	70089179	Beekenkamp	Mid	8–8.5	Medium–Vigorous		6, 8, 10
	Marblestar™	25	70003573	Syngenta Flowers	Mid	8–8.5	Medium	•	Mini, 4, 6, 8, 10
	Maren™	25	70008646	Syngenta Flowers	Mid	8–8.5	Medium	•	Mini, 4, 6, 8, 10
	Whitestar™	26	70003576	Syngenta Flowers	Mid	8–8.5	Medium–Vigorous	•	Mini, 4, 6, 8, 10

TOP VARIETIES BY REGION—SOUTH & DEEP SOUTH



South

	Variety	Page	Variety Number	Breeder	Season Timing	Blackcloth Response (weeks)	Vigor	High Density Spacing	Pot Size (inches)
TOP RED	Orion™ Early Red	9	70003585	Syngenta Flowers	Very Early	7	Medium–Vigorous		6, 8, 10
	Robyn™ Red	9	70088853	Beekenkamp	Very Early	7	Compact–Medium	•	Mini, 4, 6, 8
	Astro™ Red	10	70088852	Beekenkamp	Early	7.5	Medium	•	Mini, 4, 6
	Mars™ Early Red	17	70019397	Syngenta Flowers	Early–Mid	7.5–8	Medium		Mini, 4, 6, 8, 10
	Serena™ Red	18	70085743	Lazzeri	Early–Mid	8	Medium–Vigorous		6, 8, 10
TOP NOVELTY	Robyn™ Pink NEW	9	70089181	Beekenkamp	Very Early	7	Compact–Medium	•	Mini, 4, 6, 8
	Carina™ Hot Pink	11	70072518	Syngenta Flowers	Early	7.5	Compact	•	Mini, 4, 6
	Candy™ Cinnamon	21	70067495	Syngenta Flowers	Early–Mid	8	Medium–Vigorous		4, 6, 8, 10
	Marblestar™	25	70003573	Syngenta Flowers	Mid	8–8.5	Medium	•	Mini, 4, 6, 8, 10
	Maren™	25	70008646	Syngenta Flowers	Mid	8–8.5	Medium	•	Mini, 4, 6, 8, 10
	Whitestar™	26	70003576	Syngenta Flowers	Mid	8–8.5	Medium–Vigorous	•	Mini, 4, 6, 8, 10

Deep South

	Variety	Page	Variety Number	Breeder	Season Timing	Blackcloth Response (weeks)	Vigor	High Density Spacing	Pot Size (inches)
TOP RED	Orion™ Early Red	9	70003585	Syngenta Flowers	Very Early	7	Medium–Vigorous		6, 8, 10
	Robyn™ Red	9	70088853	Beekenkamp	Very Early	7	Compact–Medium	•	Mini, 4, 6, 8
	Mars™ Early Red	17	70019397	Syngenta Flowers	Early–Mid	7.5–8	Medium		Mini, 4, 6, 8, 10
	Serena™ Red	18	70085743	Lazzeri	Early–Mid	8	Medium–Vigorous		6, 8, 10
TOP NOVELTY	Robyn™ Pink NEW	9	70089181	Beekenkamp	Very Early	7	Compact–Medium	•	Mini, 4, 6, 8
	Carina™ Hot Pink	11	70072518	Syngenta Flowers	Early	7.5	Compact	•	Mini, 4, 6
	Marblestar™	25	70003573	Syngenta Flowers	Mid	8–8.5	Medium	•	Mini, 4, 6, 8, 10
	Maren™	25	70008646	Syngenta Flowers	Mid	8–8.5	Medium	•	Mini, 4, 6, 8, 10
	Whitestar™	26	70003576	Syngenta Flowers	Mid	8–8.5	Medium–Vigorous	•	Mini, 4, 6, 8, 10

Very Early Season

7 WEEKS



Robyn™ Red

7
WEEKS



LAZZERI | 70094379

Allegra™ Early Red

Among the First to Ship for the Retail Season

Great red for early-season sales. Recommended for small container sizes up to 6 inches. Excellent shelf life.

FINISH DATE: Nov. 7–14 | **POT SIZE:** Mini, 4-in, 6-in

REGION: North, Mid Region | **VIGOR:** Medium

7
WEEKS



LAZZERI | 70085744

Desiderio™ Red

A Southern Performer for Early Season

An excellent all-around performer for early season sales and good heat tolerance. Medium vigor makes Desiderio ideal for all container sizes. V-shaped habits with large dark red bracts stand out at retail.

FINISH DATE: Nov. 7–14 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region, South | **VIGOR:** Medium

7
WEEKS



SYNGENTA FLOWERS | 70003585

Orion™ Early Red

One of the Earliest Reds to Market

A perfect early season variety that works for all regions and climates. Ideal for 6 inch pots and absolutely stellar for large, high-end containers. One of the most heat tolerant varieties and an excellent choice in the Deep South.

FINISH DATE: Nov. 7–14 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region, South, Deep South

VIGOR: Medium–Vigorous

7
WEEKS



BEEKENKAMP PLANTS | 70089181

NEW

Robyn™ Pink

An Early Pink Star

Smooth, medium-sized pink bracts on top of well-branched plants. Nice sport of Robyn™ Red—both varieties match well for early-season finishing. Excellent heat tolerance with strong performance in all climates including the Deep South.

FINISH DATE: Nov. 7–14 | **POT SIZE:** Mini, 4-in, 6-in, 8-in

REGION: North, Mid Region, South, Deep South

VIGOR: Compact–Medium

7
WEEKS



BEEKENKAMP PLANTS | 70088853

Robyn™ Red

A Rising Star

A compact habit combined with excellent heat tolerance makes Robyn Red a great variety for early season sales in all climates. Dark leaves provide a very nice contrast for the red bracts. V-shaped habit and low vigor is ideal for 4 to 8 inch pots.

FINISH DATE: Nov. 7–14 | **POT SIZE:** Mini, 4-in, 6-in, 8-in

REGION: North, Mid Region, South, Deep South

VIGOR: Compact–Medium

Early Season

7.5 WEEKS



7.5
WEEKS



BEEKENKAMP PLANTS | 70088851

Aries™ Red

The Warming Star

Strong branching and nice V-shaped habits. Great for both warmer and cooler climates. Better suited for large containers due to larger bracts with attractive cyathia.

FINISH DATE: Nov. 10–17 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region, South | **VIGOR:** Medium–Vigorous

7.5
WEEKS



BEEKENKAMP PLANTS | 70088852

Astro™ Red

A True All Star

One of the best varieties for branching with uniform stems and bracts on top of the canopy. Perfect for 4 to 6 inch pots due to V-shaped habits and smaller bracts. Dutch LTO award winner for excellent shelf life.

FINISH DATE: Nov. 10–17 | **POT SIZE:** Mini, 4-in, 6-in

REGION: North, Mid Region, South | **VIGOR:** Medium



Aries™ Red

7.5
WEEKS



BEEKENKAMP PLANTS | 70088854

Blissful™ Red

A Bright Joy for Christmas

Bright red, medium-sized bracts are held flat on top of the plant canopy. Compact to medium plants with beautiful cyathia. Dutch LTO award winner for excellent shelf life.

FINISH DATE: Nov. 10–17 | **POT SIZE:** Mini, 4-in, 6-in

REGION: North, Mid Region | **VIGOR:** Compact–Medium

7.5
WEEKS



SYNGENTA FLOWERS | 70072518

Carina™ Hot Pink

The Perfect Pink for Small Pots in All Regions

A compact, early-season variety with vibrant, hot pink bracts. Perfect for high-impact small container programs. Strong stems and V-shaped habits makes Carina ideal for high density production.

FINISH DATE: Nov. 10–17 | **POT SIZE:** Mini, 4-in, 6-in

REGION: North, Mid Region, South, Deep South | **VIGOR:** Compact

7.5
WEEKS



LAZZERI | 70094380

Futura™ Brilliant Red

Striking Scarlet

Eye-catching scarlet-red bracts against dark foliage. Very sturdy plants with compact-medium vigor. Best grown in minis and 4 to 6 inch pots for the main selling season.

FINISH DATE: Nov. 10–17 | **POT SIZE:** Mini, 4-in, 6-in, 8-in

REGION: North, Mid Region | **VIGOR:** Compact–Medium

7.5
WEEKS



SYNGENTA FLOWERS | 70003575

Red Elf™

Perfect for Minis

An early-season variety with attractive bright red bracts on compact plants. Ideal for high-density bench run production in mini and 4-inch pots. Excellent heat tolerance even in the Deep South.

FINISH DATE: Nov. 10–17 | **POT SIZE:** Mini, 4-in, 6-in

REGION: North, Mid Region, South, Deep South | **VIGOR:** Compact



Blissful™ Red

Titan[®] Family

A Tricolor Family that has the Strength for the Early Season!

Our earliest family to start the season! Regarded for its V-shaped habit and large upright bracts, Titan stands up to the challenges of shipping and retail. All three colors have incredible shelf-life and plants stay attractive to shoppers whether in or out of the sleeve.



Titan[®] Family

7.5
WEEKS

SYNGENTA FLOWERS | 70057014

Titan® Pink

Large, pink bracts with superior keeping quality. Well-matched for tricolor combinations with Titan Family members.

FINISH DATE: Nov. 10–17 | **POT SIZE:** 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

7.5
WEEKS

SYNGENTA FLOWERS | 70006759

Titan® Red

Winner of the prestigious LTO award for excellent post-harvest performance. Strong stems makes sleeving and unsleeving simpler with less damage at retail.

FINISH DATE: Nov. 10–17 | **POT SIZE:** 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

7.5
WEEKS

SYNGENTA FLOWERS | 70057015

Titan® White

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 | **POT SIZE:** 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

Early to Mid Season

7.5–8 WEEKS



7.5–8
WEEKS



LAZZERI | 70085741

Alpina™ White

Pure White

Alpina has the same pure white bract color as Alaska™, but with less vigor, larger bracts, and earlier finishing. Medium vigor and suitable for all container sizes. A perfect choice for early to mid-season sales.

FINISH DATE: Nov. 13–20 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium

7.5–8
WEEKS



LAZZERI | 70092234

NEW

Biancaneve™ White

Large Clean White Bracts

Very large and showy snow white bracts cover the foliage—larger bracts than Alaska™ and Alpina™. V-shaped habit with strong, thick stems. A medium-vigorous variety that is best grown in 6 inch and larger pots.

FINISH DATE: Nov. 13–20 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

7.5–8
WEEKS

SYNGENTA FLOWERS | 70019397

Mars™ Early Red

A Winner in the South

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. 13–20 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region, South, Deep South | **VIGOR:** Medium

8
WEEKS

LAZZERI | 70092233

Futura™ Red

Intense Red Color

A standout variety for early to mid-season sales with large, smooth red bracts. Compact to medium habit is 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 | **POT SIZE:** Mini, 4-in, 6-in, 8-in

REGION: North, Mid Region | **VIGOR:** Compact–Medium

8
WEEKS

BEEKENKAMP PLANTS | 70088857

Harlequin™ Red

Unique Novelty

A great variety for specialist stores and cut flower arrangements. Can either be grown as a single-stemmed or multi-stemmed plant. Suitable for pot sizes 2.5 to 10 inch and grown as novelty trees.

FINISH DATE: Nov. 15–22 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Vigorous

8
WEEKS

SYNGENTA FLOWERS | 70067488

Mirage™ Red

Sets the New Standard for Efficiency and Performance in Small to Medium-Sized Pots

Vibrant red bracts with long-lasting cyathia make this award-winning variety a sure bet for Black Friday! A compact to medium habit is ideal for 4 to 6 inch pots and space-efficient production. One of the best varieties for holding and postharvest shelf life.

FINISH DATE: Nov. 15–22 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Compact–Medium

8
WEEKS

LAZZERI | 70085743

Serena™ Red

A Southern All Star

A robust variety with strong stems and smooth bright red bracts along with excellent heat tolerance. Serena's medium to vigorous habit and mid-season timing make it ideal for medium and large premium containers in the main selling season. Excellent postharvest quality for long-lasting consumer enjoyment.

FINISH DATE: Nov. 15–22 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region, South, Deep South

VIGOR: Medium–Vigorous

8
WEEKS

SYNGENTA FLOWERS | 70086888

NEW

Toro™ Red

An All-Around Winner

Beautiful large, vibrant-red bracts with huge cyathias against dark green foliage. Medium to vigorous with upright V-shaped habits and strong roots. Best grown in 6 to 10 inch pots.

FINISH DATE: Nov. 15–22 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region, South | **VIGOR:** Medium–Vigorous

EARLY TO MID SEASON

Mirage™ Red

EARLY TO MID SEASON

Candy™ Family

Sweet Novelties for the Core of the Selling Season.

The Candy family includes unique novelty varieties for the early to mid-season and can be grown in all container sizes.



Candy™ Wintergreen

8
WEEKS

SYNGENTA FLOWERS | 70077347

Candy™ Bubblegum

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

FINISH DATE: Nov. 15–22 | **POT SIZE:** 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8
WEEKS

SYNGENTA FLOWERS | 70067495

Candy™ Cinnamon

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

FINISH DATE: Nov. 15–22 | **POT SIZE:** 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region, South | **VIGOR:** Medium–Vigorous

8
WEEKS

SYNGENTA FLOWERS | 70072529

Candy™ Wintergreen



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

FINISH DATE: Nov. 15–22 | **POT SIZE:** 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

Superba™ Family

A Beautiful Family.

A complete family with all colors and the award-winning Superba New Glitter. Create well-matched Superba combos for early to mid-season sales. Medium to large bracts hold up during shipping and retail.

8
WEEKS



LAZZERI | 70100979

NEW

Superba™ Marble

Very nice marble-colored bracts with great pink and white contrast. Replaces Mars™ Marble.

FINISH DATE: Nov. 15–22 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8
WEEKS



LAZZERI | 70085746

Superba™ New Glitter

A unique novelty variety with attractive jingle-colored bracts and early to mid-season timing. Strong stems and a V-shaped habit.

FINISH DATE: Nov. 15–22 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium

8
WEEKS

LAZZERI | 70101291

NEW

Superba™ Pink

Attractive pink bracts on uniform, well-branched plants. Combine with Superba™ Red or Superba™ White for bicolor and tricolor combinations.

FINISH DATE: Nov. 15–22 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8
WEEKS

LAZZERI | 70085745

Superba™ Red

Especially easy to produce in all pot sizes. Dutch LTO award winner for excellent shelf life. Mix with other Superba Family colors for well-matched combinations.

FINISH DATE: Nov. 15–22 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8
WEEKS

LAZZERI | 70101092

NEW

Superba™ White

Medium to large white bracts that hold up well on a robust V-shaped habit. Replaces Mars™ White.

FINISH DATE: Nov. 15–22 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

Mid Season

8–8.5 WEEKS



8–8.5
WEEKS



LAZZERI | 70085739

Alaska™ White

The Toughest True White

Setting the new standard for white poinsettias, Alaska's vibrant pure 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-season sales.

FINISH DATE: Nov. 18–25 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8–8.5
WEEKS



BEEKENKAMP PLANTS | 70088856

Leona™ Red

A Northern Performer

Strong stems with a very tight V-shaped habit for high density production. Medium to vigorous growth and suitable for 6 to 10 inch pots. Dutch LTO award winner for excellent shelf life.

FINISH DATE: Nov. 18–25 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8–8.5
WEEKS

BEEKENKAMP PLANTS | 70089179

Leona™ White

Strong Stems and Smooth Bracts

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

FINISH DATE: Nov. 18–25 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8–8.5
WEEKS

SYNGENTA FLOWERS | 7003573

Marblestar™



A Colorful Present

A proven reliable marble variety for both color and habit. Medium vigor fits well in all pot sizes for the important mid-season when customers are looking for something different. Excellent heat tolerance even in the Deep South.

FINISH DATE: Nov. 18–25 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region, South, Deep South | **VIGOR:** Medium

8–8.5
WEEKS

SYNGENTA FLOWERS | 70008646

Maren™



A Reliable Pink in All Climates

Consistently one of the best true pinks available and easy to grow! Reliably performs under all climates with minimal heat delay in the Deep South. A popular and proven variety for mid-season finish.

FINISH DATE: Nov. 18–25 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region, South, Deep South | **VIGOR:** Medium

8–8.5
WEEKS



LAZZERI | 70094381

Opera™ Red

Set the Stage for High Vigor

A mid-season variety with robust vigor and ideal for large containers. 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 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Vigorous

8–8.5
WEEKS



BEEKENKAMP PLANTS | 70089183

NEW

Virgo™ White

A New Star is Born!

Very nice white bracts contrast with dark green foliage. V-shaped habits with strong root systems. Vigorous growing and best for 6 to 10 inch pots.

FINISH DATE: Nov. 18–25 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8–8.5
WEEKS



SYNGENTA FLOWERS | 70003576

Whitestar™

North America's Favorite White for Painting

Very large, showy white bracts cover the foliage. Growers rave—this is the No. 1 variety for painting! Versatile and can be grown at high density in all container sizes.

FINISH DATE: Nov. 18–25 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region, South, Deep South

VIGOR: Medium–Vigorous



Whitestar™ at Lucas Greenhouses,
Monroeville, NJ

Mid to Late Season

8.5 WEEKS



8.5
WEEKS



LAZZERI | 70085742

Allegra™ Red

Strong Branching and Excellent Shelf-Life

Medium vigor with round habits and excellent branching. Finishes 2 weeks later than Allegra™ Early Red and is ideal for mid-season sales. Large cyathia with excellent shelf-life means great quality at retail.

FINISH DATE: Nov. 21–28 | **POT SIZE:** 4-in, 6-in

REGION: North, Mid Region | **VIGOR:** Medium

8.5
WEEKS



SYNGENTA FLOWERS | 70072527

Gemma™ Red

A Modern Favorite

A modern hybrid ideal for mid to late-season finishing. Strong V-shaped habits and upright bracts hold up to the rigors of high-density production. Beautiful deep red bracts are held above the foliage for an impressive display.

FINISH DATE: Nov. 21–28 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium



Lyra™ Red

8.5
WEEKS



SYNGENTA FLOWERS | 70067496

Lyra™ Red

A 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 larger containers that times perfectly for the Thanksgiving delivery window.

FINISH DATE: Nov. 21–28 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

8.5
WEEKS



SYNGENTA FLOWERS | 70003589

Mars™ Pink

A True Pink to Finish the Season

Appealing true pink color with medium vigor to fill all container sizes. Mid to late-season timing to finish the core selling season. Upright V-shaped habit and excellent shelf life.

FINISH DATE: Nov. 21–28 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region, South | **VIGOR:** Medium

Late Season

8.5–9 WEEKS

8.5–9
WEEKS



BEEKENKAMP PLANTS | 70088858

Hera™ Red

The Star of the Show

A late-flowering variety and perfect for end-of-season sales. Strong V-shaped habit with large and prestigious cyathia. Suitable for pot sizes 6 to 10 inch and larger.

FINISH DATE: Nov. 23–30 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Vigorous

9
WEEKS



SYNGENTA FLOWERS | 70003560

Cortez™ Burgundy

A Legendary Novelty Color

Truly a legend, with beautiful dark burgundy bracts that 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 | **POT SIZE:** Mini, 4-in, 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Compact–Medium



Draco™ Red

9
WEEKS



SYNGENTA FLOWERS | 70067501

Draco™ Red

A Premium Finish for the Season

A premium late-season variety with large, vibrant red bracts against dark green foliage. V-shaped habits and strong stems make Draco preferred for strength and durability. One of our latest timed varieties lets growers finish out the season with a big retail impact.

FINISH DATE: Nov. 25–Dec. 2 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium

9
WEEKS



SYNGENTA FLOWERS | 70003587

Mars™ Late Red

A Northern Performer

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.

FINISH DATE: Nov. 25–Dec. 2 | **POT SIZE:** 6-in, 8-in, 10-in

REGION: North, Mid Region | **VIGOR:** Medium–Vigorous

POINSETTIA AT-A-GLANCE

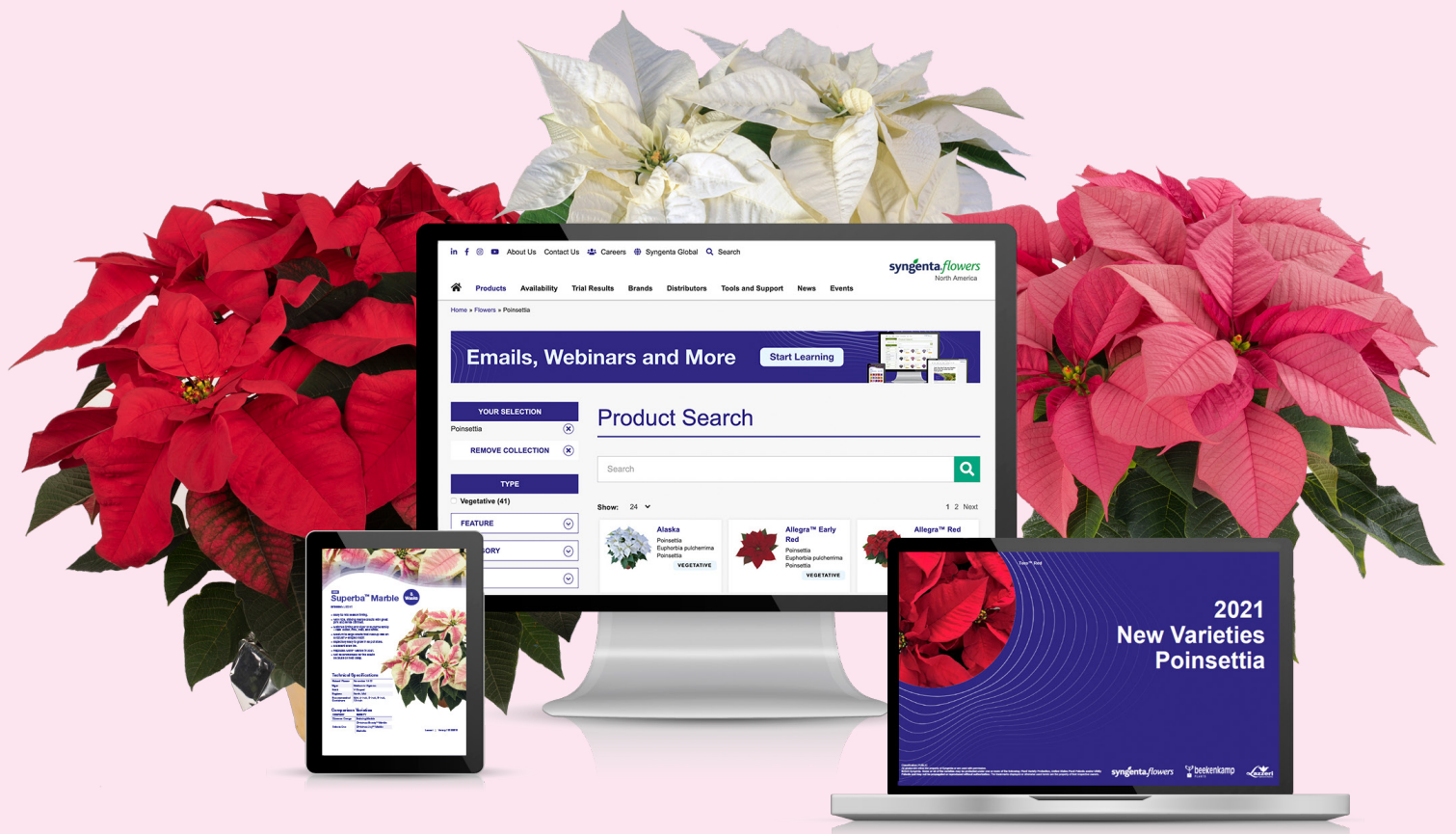
	Variety	Page	Variety Number	Breeder	Natural Flower Finish Date	Blackcloth Response (weeks)	Heat Tolerance
VERY EARLY	Allegra™ Early Red	8	70094379	Lazzeri	Nov. 7–14	7	Average
	Desiderio™ Red	8	70085744	Lazzeri	Nov. 7–14	7	Good
	Orion™ Early Red TOP RED	9	70003585	Syngenta Flowers	Nov. 7–14	7	Excellent
	Robyn™ Pink NEW	9	70089181	Beekenkamp	Nov. 7–14	7	Excellent
	Robyn™ Red TOP RED	9	70088853	Beekenkamp	Nov. 7–14	7	Excellent
EARLY	Aries™ Red TOP RED	10	70088851	Beekenkamp	Nov. 10–17	7.5	Good
	Astro™ Red TOP RED	10	70088852	Beekenkamp	Nov. 10–17	7.5	Good
	Blissful™ Red	11	70088854	Beekenkamp	Nov. 10–17	7.5	Average
	Carina™ Hot Pink TOP NOVELTY	11	70072518	Syngenta Flowers	Nov. 10–17	7.5	Excellent
	Futura™ Brilliant Red	12	70094380	Lazzeri	Nov. 10–17	7.5	Average
	Red Elf™	12	70003575	Syngenta Flowers	Nov. 10–17	7.5	Excellent
	Titan® Pink	15	70057014	Syngenta Flowers	Nov. 10–17	7.5	Average
	Titan® Red	15	70006759	Syngenta Flowers	Nov. 10–17	7.5	Average
	Titan® White	15	70057015	Syngenta Flowers	Nov. 10–17	7.5	Average
EARLY–MID	Alpina™ White TOP NOVELTY	16	70085741	Lazzeri	Nov. 13–20	7.5–8	Average
	Biancaneve™ White NEW	16	70092234	Lazzeri	Nov. 13–20	7.5–8	Average
	Mars™ Early Red TOP RED	17	70019397	Syngenta Flowers	Nov. 13–20	7.5–8	Excellent
	Candy™ Bubblegum TOP NOVELTY	21	70077347	Syngenta Flowers	Nov. 15–22	8	Average
	Candy™ Cinnamon TOP NOVELTY	21	70067495	Syngenta Flowers	Nov. 15–22	8	Good
	Candy™ Wintergreen	21	70072529	Syngenta Flowers	Nov. 15–22	8	Average
	Futura™ Red	17	70092233	Lazzeri	Nov. 15–22	8	Average
	Harlequin™ Red	17	70088857	Beekenkamp	Nov. 15–22	8	Average
	Mirage™ Red TOP RED	18	70067488	Syngenta Flowers	Nov. 15–22	8	Average
	Serena™ Red TOP RED	18	70085743	Lazzeri	Nov. 15–22	8	Excellent
	Superba™ Marble NEW	22	70100979	Lazzeri	Nov. 15–22	8	Average
	Superba™ New Glitter TOP NOVELTY	22	70085746	Lazzeri	Nov. 15–22	8	Average
	Superba™ Pink NEW	23	70101291	Lazzeri	Nov. 15–22	8	Average
	Superba™ Red	23	70085745	Lazzeri	Nov. 15–22	8	Average
	Superba™ White NEW	23	70101092	Lazzeri	Nov. 15–22	8	Average
	Toro™ Red NEW	18	70086888	Syngenta Flowers	Nov. 15–22	8	Good
MID	Alaska™ White TOP NOVELTY	24	70085739	Lazzeri	Nov. 18–25	8–8.5	Average
	Leona™ Red TOP RED	24	70088856	Beekenkamp	Nov. 18–25	8–8.5	Minimal
	Leona™ White TOP NOVELTY	25	70089179	Beekenkamp	Nov. 18–25	8–8.5	Minimal
	Marblestar™ TOP NOVELTY	25	70003573	Syngenta Flowers	Nov. 18–25	8–8.5	Excellent
	Maren™ TOP NOVELTY	25	70008646	Syngenta Flowers	Nov. 18–25	8–8.5	Excellent
	Opera™ Red	26	70094381	Lazzeri	Nov. 18–25	8–8.5	Average
	Virgo™ White NEW	26	70089183	Beekenkamp	Nov. 18–25	8–8.5	Minimal
	Whitestar™ TOP NOVELTY	26	70003576	Syngenta Flowers	Nov. 18–25	8–8.5	Excellent
MID–LATE	Allegra™ Red	28	70085742	Lazzeri	Nov. 21–28	8.5	Average
	Gemma™ Red TOP RED	28	70072527	Syngenta Flowers	Nov. 21–28	8.5	Average
	Lyra™ Red	29	70067496	Syngenta Flowers	Nov. 21–28	8.5	Average
	Mars™ Pink	29	70003589	Syngenta Flowers	Nov. 21–28	8.5	Good
LATE	Hera™ Red	30	70088858	Beekenkamp	Nov. 23–30	8.5–9	Average
	Cortez™ Burgundy	30	70003560	Syngenta Flowers	Nov. 25–Dec. 2	9	Minimal
	Draco™ Red TOP RED	31	70067501	Syngenta Flowers	Nov. 25–Dec. 2	9	Average
	Mars™ Late Red	31	70003587	Syngenta Flowers	Nov. 25–Dec. 2	9	Minimal

	Vigor	Habit	Shelf Life (1-4)	Cold Grow	Cool Finish	North	Mid Region	South	Deep South	Pot Size (inches)
	Medium	Normal	4		•	•	•			Mini, 4, 6
	Medium	V-shaped	3		•	•	•	•		Mini, 4, 6, 8, 10
	Medium-Vigorous	Normal	4	•	•	•	•	•	•	6, 8, 10
	Compact-Medium	V-shaped	4	•	•	•	•	•	•	Mini, 4, 6, 8
	Compact-Medium	V-shaped	4	•	•	•	•	•	•	Mini, 4, 6, 8
	Medium-Vigorous	Normal	3	•	•	•	•	•		6, 8, 10
	Medium	Normal	4		•	•	•	•		Mini, 4, 6
	Compact-Medium	V-shaped	4		•	•	•			Mini, 4, 6
	Compact	Very V-shaped	3		•	•	•	•	•	Mini, 4, 6
	Compact-Medium	V-shaped	4	•	•	•	•			Mini, 4, 6, 8
	Compact	Normal	3		•	•	•	•	•	Mini, 4, 6
	Medium-Vigorous	V-shaped	4	•	•	•	•			4, 6, 8, 10
	Medium-Vigorous	V-shaped	4	•	•	•	•			4, 6, 8, 10
	Medium-Vigorous	V-shaped	4			•	•			4, 6, 8, 10
	Medium	Normal	3			•	•			Mini, 4, 6, 8, 10
	Medium-Vigorous	V-shaped	3		•	•	•			6, 8, 10
	Medium	V-shaped	4		•	•	•	•	•	Mini, 4, 6, 8, 10
	Medium-Vigorous	V-shaped	3	•	•	•	•			4, 6, 8, 10
	Medium-Vigorous	V-shaped	4	•	•	•	•	•		4, 6, 8, 10
	Medium-Vigorous	V-shaped	4	•	•	•	•			4, 6, 8, 10
	Compact-Medium	V-shaped	4		•	•	•			Mini, 4, 6, 8
	Vigorous	Normal	2	•	•	•	•			Mini, 4, 6, 8, 10
	Compact-Medium	Very V-shaped	4		•	•	•			Mini, 4, 6, 8, 10
	Medium-Vigorous	Very V-shaped	4		•	•	•	•	•	6, 8, 10
	Medium-Vigorous	V-shaped	4		•	•	•			Mini, 4, 6, 8, 10
	Medium	V-shaped	4		•	•	•			Mini, 4, 6, 8, 10
	Medium-Vigorous	V-shaped	4		•	•	•			Mini, 4, 6, 8, 10
	Medium-Vigorous	V-shaped	4		•	•	•			Mini, 4, 6, 8, 10
	Medium-Vigorous	V-shaped	4			•	•			Mini, 4, 6, 8, 10
	Medium-Vigorous	Very V-shaped	4		•	•	•	•		6, 8, 10
	Medium-Vigorous	Very V-shaped	4			•	•			6, 8, 10
	Medium-Vigorous	Very V-shaped	4		•	•	•			6, 8, 10
	Medium-Vigorous	Very V-shaped	3			•	•			6, 8, 10
	Medium	Normal	2		•	•	•	•	•	Mini, 4, 6, 8, 10
	Medium	Normal	3		•	•	•	•	•	Mini, 4, 6, 8, 10
	Vigorous	V-shaped	4	•	•	•	•			6, 8, 10
	Medium-Vigorous	V-shaped	3		•	•	•			6, 8, 10
	Medium-Vigorous	Normal	3			•	•	•	•	Mini, 4, 6, 8, 10
	Medium	Normal	4		•	•	•			4, 6
	Medium	Very V-shaped	4		•	•	•			Mini, 4, 6, 8, 10
	Medium-Vigorous	V-shaped	4		•	•	•			Mini, 4, 6, 8, 10
	Medium	V-shaped	4		•	•	•	•		Mini, 4, 6, 8, 10
	Vigorous	Very V-shaped	3		•	•	•			6, 8, 10
	Compact-Medium	Normal	3		•	•	•			Mini, 4, 6, 8, 10
	Medium	V-shaped	4		•	•	•			6, 8, 10
	Medium-Vigorous	V-shaped	4		•	•	•			6, 8, 10

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Drops & Subs

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Aria™ 70057004	Mars™ Early Red	70019397	•	
	Robyn™ Red	70088853	•	
	Allegra™ Early Red	70094379		
Charon™ Red 70088855	Toro™ Red	70086888		
	Serena™ Red	70085743	•	
Mars™ White 70003590	Alaska™	70085739		
	Virgo™ White	70089183		
	Superba™ White	70101092		•
	Superba™ Red	70085745		•
Mars™ Marble 70006588	Marblestar™	70003573	•	
	Superba™ Marble	70100979		•
Majoris™ Red 70062629	Opera™ Red	70094381		
	Lyra™ Red	70067496		
	Serena™ Red	70085743	•	
Neva™ Red 70019399	Draco™ Red	70067501		
	Gemma™ Red	70072517		
Sonora™ White Glitter 70019396	Superba™ New Glitter	70085746		•

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SFL 2208B 11/2020