

NORTH AMERICA



2023 - 2024



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**Henry F. Michell Co Inc.**  
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**ROOT 'N' SELL**

**Green Circle Growers**  
15650 St Rt 511  
Oberlin, OH 44074  
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940 Avalon Road  
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www.lucasgreenhouses.com

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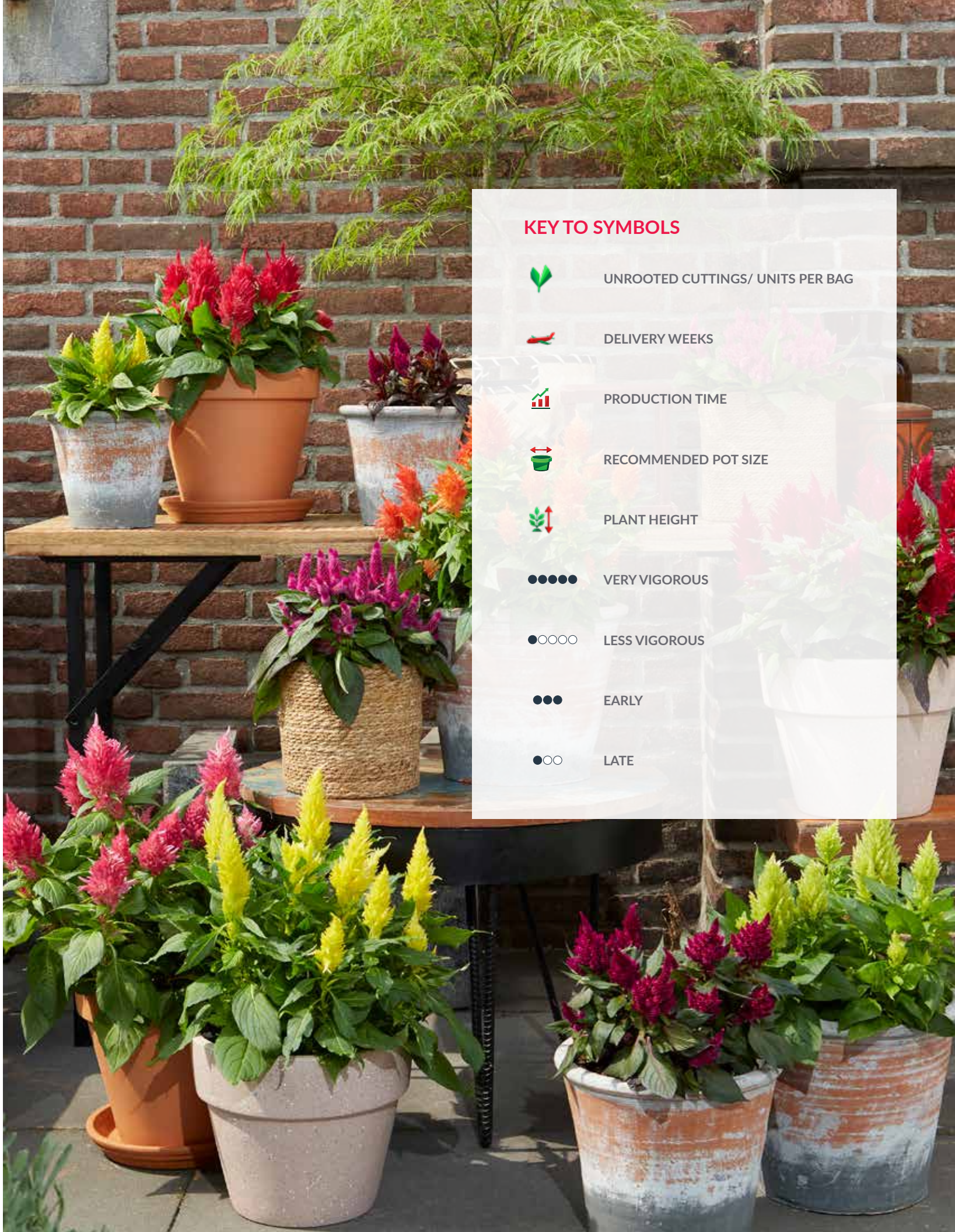
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KEY TO SYMBOLS

-  UNROOTED CUTTINGS/ UNITS PER BAG
-  DELIVERY WEEKS
-  PRODUCTION TIME
-  RECOMMENDED POT SIZE
-  PLANT HEIGHT
-  VERY VIGOROUS
-  LESS VIGOROUS
-  EARLY
-  LATE

**At Beekenkamp we are excited to introduce you to our 2023/2024 offerings.**

We are on a continuous journey to find the crops that have added value for all links in the supply chain. This is, for example, why we have created the cost-effective LaBella® Dahlia range for you, which offers a perfect Dahlia for every pot size - from big to small. Or take a look at our day length neutral Kelos® Celosia; a great crop for production in pots, in addition to also being an ideal complement to the start of the garden mum season. Our latest introduction is the Begonia Spacestar™. This collection can be grown under cooler conditions and is also great as outdoor summer plant. Our new introduction this year is the interspecific Pelargonium Grace series, which offers the best of both zonal and ivy geraniums. It is perfect for landscapes and containers with its excellent branching and mounding habit. It also has a great drought and heat tolerance.

At Beekenkamp, we are committed to the choices we have made in our breeding efforts and partnerships, but it is the trust you have in us that will truly strengthen those choices. The North American Beekenkamp Team is dedicated and committed to our customers and partners.

**Growing for the future with you....**

**En Beekenkamp, nos complace presentarle nuestra oferta para 2023/2024.**

Día a día, buscamos ofrecer cultivos que aporten valor añadido a todos los eslabones de la cadena de suministro. Es por eso que, por ejemplo, hemos creado la gama LaBella® Dahlia, que propone una dalia perfecta para cada tamaño de maceta y a un precio asequible. Pero, si lo desea, también puede echarle un vistazo a nuestra Celosia Kelos® de día neutro, una planta perfecta para la producción en maceta y un complemento ideal para el inicio de la temporada de crisantemos de jardín. También deseamos contarle acerca de nuestra última incorporación: la Begonia Spacestar™. Esta colección es apta para condiciones más frescas, aunque se adapta de maravillas a ambientes exteriores durante el verano. Este año también le damos la bienvenida a la serie interespecífica Pelargonium Grace, que ofrece lo mejor en geranios hiedra y zonales. Esta serie es perfecta para paisajes y macetas gracias a su excelente ramificación y porte redondeado. Asimismo, posee una gran tolerancia a la sequía y al calor.

En Beekenkamp estamos comprometidos con las decisiones que hemos tomado a través del tiempo en materia de

asociaciones y trabajos de hibridación. Sin embargo, lo que realmente fortalece estas decisiones es la confianza que usted deposita en nosotros. El equipo norteamericano de Beekenkamp está completamente dedicado y al servicio de nuestros clientes y socios.

**Deseando cultivar y crecer con usted en el futuro.**

**Beekenkamp a le plaisir de vous proposer ses offres pour 2023/2024.**

Nous recherchons en permanence des cultures qui apportent une valeur ajoutée à tous les maillons de la chaîne commerciale. Ainsi, nous avons notamment créé la gamme rentable de dahlias LaBella®, qui offre un dahlia optimal pour chaque taille de pot - du plus grand au plus petit. Jetez aussi un coup d'œil à notre célosie Kelos® à jour neutre : une fantastique culture pour la production en pots, mais également un complément idéal pour le début de la saison des chrysanthèmes de jardin. Notre dernière nouveauté est le bégonia Spacestar™. Cette collection peut être cultivée dans des conditions plus fraîches et convient aussi parfaitement comme plante estivale d'extérieur. Notre nouveauté cette année est la série interspécifique Pelargonium Grace, qui offre le meilleur des géraniums zonaux et lierre. Elle convient parfaitement aux aménagements paysagers et aux conteneurs, grâce à son excellente ramification et son port en boule. Cette série présente également une grande tolérance à la sécheresse et à la chaleur.

Chez Beekenkamp, nous nous attachons à respecter les choix que nous avons effectués dans notre recherche génétique et nos partenariats, mais c'est la confiance que vous nous accordez qui consolidera absolument ces choix. L'équipe Beekenkamp d'Amérique du Nord est dédiée et engagée auprès de nos clients et partenaires.

**Développons-nous avec vous à l'avenir...**



**Sirekit Mol**  
Head of Commercial  
North America



MEXICO

**Hard minimum order of 1.500 per location, per delivery (combination is possible)**

|                                 |                 |
|---------------------------------|-----------------|
| Celosia Kelos 2.000             | (2.000 per box) |
| Dahlia LaBella 2.400            | (2.400 per box) |
| Petunia Tea 3.000               | (4.800 per box) |
| Fuchsia <i>Bella only</i> 1.500 | (1.500 per box) |
| Lantana 2.000                   | (2.000 per box) |
| Lavandula 2.400                 | (2.400 per box) |
| Pelargonium 2.000               | (2.000 per box) |
| Poinsettia 2.000                | (2.000 per box) |

UGANDA

**Hard minimum of 1.500 per location, per delivery (combination is possible)**

|                            |                 |
|----------------------------|-----------------|
| Begonia Spacestar 1.800    | (1.800 per box) |
| Begonia boliviensis 2.100  | (2.100 per box) |
| Begonia elatior 1.500      | (1.500 per box) |
| Begonia Solenia 1.800      | (1.800 per box) |
| Celosia 3.000 (on request) | (4.200 per box) |
| Kalanchoe 1.500            | (1.500 per box) |
| Kalanchoe Bongo 1.500      | (1.500 per box) |

ETHIOPIA

**Hard minimum order of 1.500 per location, per delivery (combination is possible)**

|                                    |                  |
|------------------------------------|------------------|
| Argyranthemum 3.000                | (8.400 per box)  |
| Bidens 3.000                       | (18.000 per box) |
| Calocephalus 3.000                 | (33.000 per box) |
| Dahlia Piccolo 3.000 (on request)  | (18.000 per box) |
| Impatiens NG 3.000                 | (7.200 per box)  |
| Lobelia 3.000                      | (12.000 per box) |
| Osteospermum 3.000                 | (7.200 per box)  |
| Pericallis 3.000 (on request only) | (9.000 per box)  |
| Portulaca 3.000                    | (9.600 per box)  |



ETHIOPIA

**Hard minimum order of 4.000 per location, per delivery**

|                  |                 |
|------------------|-----------------|
| Princettia 4.000 | (4.000 per box) |
|------------------|-----------------|

KENYA (KALANCHOE)

**Hard minimum order of 2.250 per location, per delivery**

|                 |                 |
|-----------------|-----------------|
| Kalanchoe 2.250 | (2.250 per box) |
|-----------------|-----------------|

KENYA (FUCHSIA)

**Hard minimum order of 3.000 per location.**

|                                      |                  |
|--------------------------------------|------------------|
| Fuchsia - <i>all varieties</i> 3.000 | (12.000 per box) |
|--------------------------------------|------------------|

Week 32 - 40 → even weeks only  
Week 41 - 11 → every week



\*Subject to change

Begonia boliviensis | Beauvilia®



- ▶ Long flowering period
- ▶ Suitable for small pots
- ▶ Very floriferous
- ▶ Early flowering
- ▶ Easy branching
- ▶ Periodo de floración largo
- ▶ Adecuada para macetas pequeñas
- ▶ Muy florífera
- ▶ Floración temprana
- ▶ Fácil ramificación

- ▶ Longue période de floraison
- ▶ Adapté pour petits pots
- ▶ Très florifère
- ▶ Précoce
- ▶ Bien ramifian



| Begonia Beauvilia®     |  |  |  |  |  |
|------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                        | O100                                                                                | 40-15                                                                               | 11 - 17 weeks                                                                       | 4 inch - hb                                                                           | 8 - 10 inch                                                                           |
|                        | Vigor                                                                               | Habit                                                                               | Earliness                                                                           | Daylength Neutral                                                                     | Produced in                                                                           |
| Beauvilia Dark Salmon® | ●●●●○                                                                               | Semi Trailing                                                                       | ●●○                                                                                 | n/a                                                                                   | Uganda                                                                                |
| Beauvilia Hot Pink®    | ●●●○○                                                                               | Semi Trailing                                                                       | ●●○                                                                                 | n/a                                                                                   | Uganda                                                                                |
| Beauvilia Red®         | ●●●●○                                                                               | Semi Trailing                                                                       | ●●○                                                                                 | n/a                                                                                   | Uganda                                                                                |
| Beauvilia White®       | ●●○○○                                                                               | Semi Trailing                                                                       | ●○○                                                                                 | n/a                                                                                   | Uganda                                                                                |
| Beauvilia Yellow®      | ●●○○○                                                                               | Semi Trailing                                                                       | ●●○                                                                                 | n/a                                                                                   | Uganda                                                                                |
| Beauvilia Bebe 4689    | ●●●○○                                                                               | Semi Trailing                                                                       | ●●○                                                                                 | n/a                                                                                   | Uganda                                                                                |

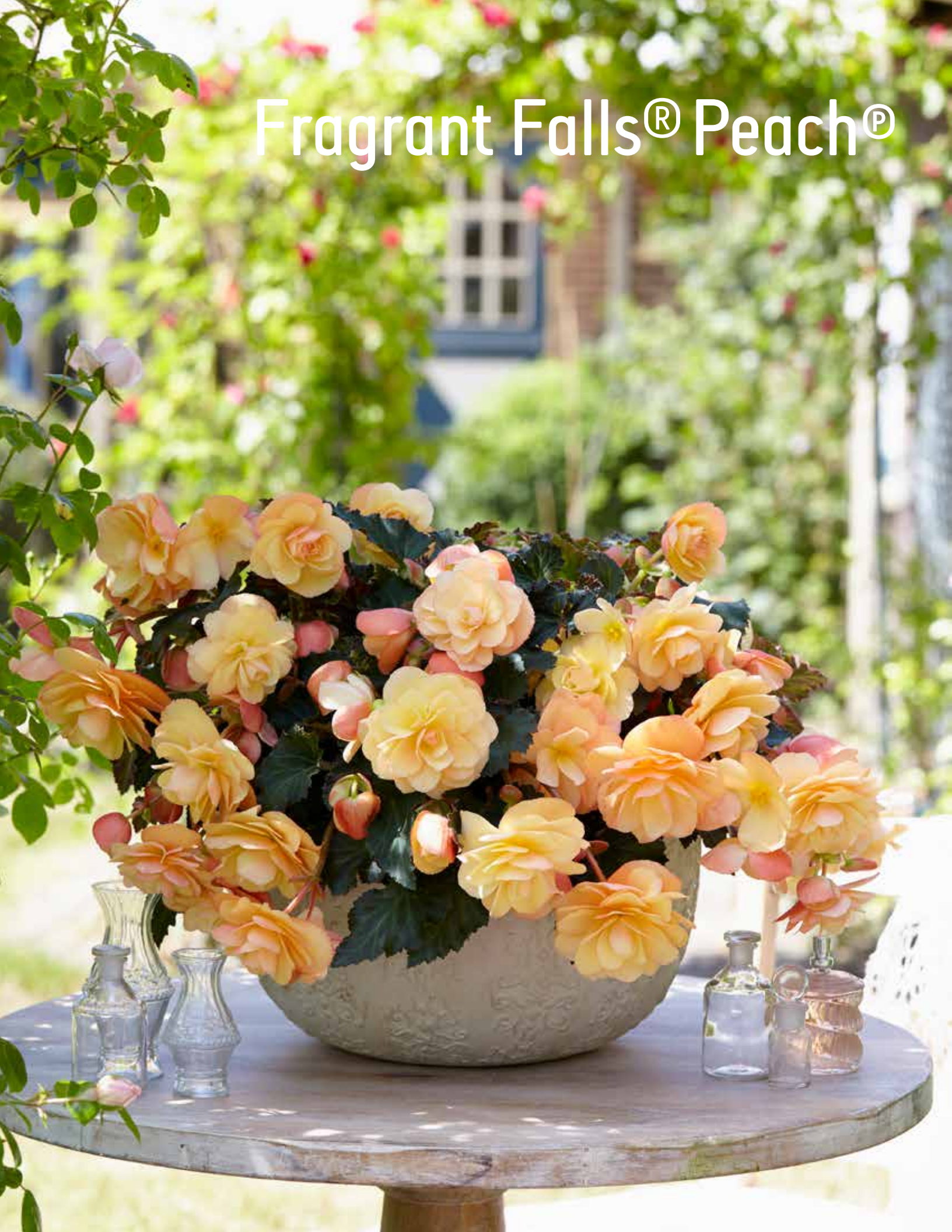
Begonia boliviensis | Waterfall®



| Begonia Waterfall®             |  |  |  |  |  |
|--------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                                | O100                                                                                  | 40-15                                                                                 | 12 - 18 weeks                                                                         | 5 inch - hb                                                                           | 8 - 10 inch                                                                           |
|                                | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Waterfall Bicolor®             | ●●●○○                                                                                 | Semi Trailing                                                                         | ●○○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Waterfall Been 4690            | ●●●○○                                                                                 | Semi Trailing                                                                         | ●○○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Waterfall Angel Orange®        | ●●●○○                                                                                 | Semi Trailing                                                                         | ●○○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Waterfall Angel Soft Pink®     | ●●●○○                                                                                 | Semi Trailing                                                                         | ●○○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Waterfall Encanto Orange®      | ●●●●○                                                                                 | Semi Trailing                                                                         | ●○○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Waterfall Encanto Pink®        | ●●●○○                                                                                 | Semi Trailing                                                                         | ●○○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Waterfall Encanto Red®         | ●●●○○                                                                                 | Semi Trailing                                                                         | ●○○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Waterfall Encanto White Blush® | ●●●○○                                                                                 | Semi Trailing                                                                         | ●●○                                                                                   | n/a                                                                                   | Uganda                                                                                |

Beautiful two toned flowers

- ▶ Easy branching
- ▶ Long flowering period
- ▶ Suitable for hanging baskets
- ▶ Large flowers
- ▶ Fácil ramificación
- ▶ Periodo de floración largo en jardín
- ▶ Indicada para cestas colgantes
- ▶ Flores grandes
- ▶ Bien ramifian
- ▶ Periode de floraison longue en jardin
- ▶ Adapté pour suspensions À grosses fleurs

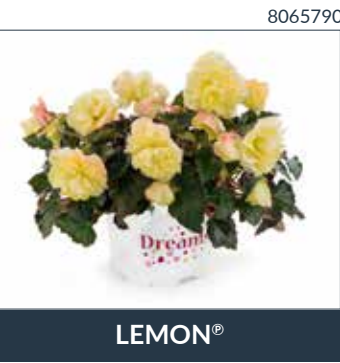


# Fragrant Falls® Peach®

Dreams

CUTTING RAISED

## Begonia x tuberhybrida | Fragrant Falls®



- ▶ Perfumed flowers
- ▶ Large flowers
- ▶ Long flowering period
- ▶ Suitable for small pots up to hanging baskets
- ▶ Tiene flores perfumadas
- ▶ Flores grandes
- ▶ Periodo de floración largo en jardín
- ▶ Apto para ollas pequeñas hasta cestas colgantes
- ▶ À fleurs parfumées
- ▶ À grosses fleurs
- ▶ Periode de floraison longue en jardin
- ▶ Convient pour les petits pots jusqu'aux paniers suspendus



|                         |  |  |  |  |  |
|-------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Begonia Fragrant Falls® | O100                                                                                | 46-15                                                                               | 13 - 19 weeks                                                                       | 5 inch - hb                                                                         | 6 - 8 inch                                                                          |
|                         | Vigor                                                                               | Habit                                                                               | Earliness                                                                           | Daylength Neutral                                                                   | Produced in                                                                         |
| Fragrant Falls® Lemon®  | ●●●○○                                                                               | Semi Trailing                                                                       | ●○○                                                                                 | n/a                                                                                 | Uganda                                                                              |
| Fragrant Falls® Peach®  | ●●●○○                                                                               | Semi Trailing                                                                       | ●○○                                                                                 | n/a                                                                                 | Uganda                                                                              |

## Begonia pendula | Sweetspice



- ▶ Perfumed flowers
- ▶ Long flowering period
- ▶ Suitable for hanging baskets
- ▶ Easy branching
- ▶ Very floriferous
- ▶ Tiene flores perfumadas
- ▶ Periodo de floración largo en jardín
- ▶ Indicada para cestas colgantes
- ▶ Fácil ramificación
- ▶ Muy florífera
- ▶ À fleurs parfumées
- ▶ Periode de floraison longue en jardin
- ▶ Adapté pour suspensions
- ▶ Bien ramifiant
- ▶ Très florifère

|                          |  |  |  |  |  |
|--------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Begonia Sweetspice       | O100                                                                                  | 46-15                                                                                 | 13 - 19 weeks                                                                         | 5 inch - hb                                                                           | 6 - 8 inch                                                                            |
|                          | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Sweetspice Appleblossom® | ●●○○○                                                                                 | Semi Trailing                                                                         | ●○○                                                                                   | n/a                                                                                   | Uganda                                                                                |

Begonia elatior | BK Collection®

Year Round Availability

8067980

BONNY®

8067983

CARMEN RED®

8067984

CHLOE CORAL PINK®

8067981

ESMAY PEACH®

8067990

EVI BRIGHT PINK®

8067968

FRIVOLA MAGIC®

8067989

FRIVOLA PINK®

- Long flowering period

► Very floriferous

► Has a nice round plant shape

► Excellent shelf life

► Excellent outdoor performance
- Periodo de floración largo en jardín

► Muy florífera

► Tiene una forma de planta redonda y bonita

► Sostenibilidad excepcional

► Prestaciones de jardín excelentes
- Periode de floraison longue en jardin

► Très florifère

► À une forme de plante belle ronde

► Durée de conservation parfaite

► Prestation dans le jardin excellente

| Begonia BK Collection           |       |         |           |                   |             |
|---------------------------------|-------|---------|-----------|-------------------|-------------|
|                                 | Vigor | Habit   | Earliness | Daylength Neutral | Produced in |
| BK Collection® Bonny®           | ●●●○○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Carmen Red®      | ●●●○○ | Upright | ●○○       | n/a               | Uganda      |
| BK Collection® Chloe Coral Pink | ●●●○○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Esmay Peach      | ●●●○○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Evi Bright Pink® | ●●●●○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Frivola Magic®   | ●●●○○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Frivola Pink®    | ●●●●○ | Upright | ●●○       | n/a               | Uganda      |

Year Round Availability

8067955

GLORY BICOLOR®

8067863

GLORY PINK®

8067960

GLORY WHITE®

8067976

RHODEE PINK®

8067974

VERMILLION HOT PINK®

8067956

VERMILLION RED®

Suitable for indoor pot programs as well as outdoor garden performance.

| Begonia BK Collection               |       |         |           |                   |             |
|-------------------------------------|-------|---------|-----------|-------------------|-------------|
|                                     | Vigor | Habit   | Earliness | Daylength Neutral | Produced in |
| BK Collection® Glory Bicolor®       | ●○○○○ | Upright | ●○○       | n/a               | Uganda      |
| BK Collection® Glory Pink®          | ●●●○○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Glory White®         | ●●●○○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Rhodee Pink®         | ●●●○○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Vermillion Hot Pink® | ●●●●○ | Upright | ●●○       | n/a               | Uganda      |
| BK Collection® Vermillion Red®      | ●●●●○ | Upright | ●●○       | n/a               | Uganda      |



BK Collection® Esmay Peach®

# Dreams® Garden MacaRose®



## Dreams

CUTTING RAISED

Begonia elatior | Dreams® Garden

PRE-COMMERCIAL

Year Round Availability

8067977

8067986

8067937



MACAROSE®



MACAROUGE®



BEEL 4676

- ▶ Excellent heat tolerance
- ▶ Long flowering period
- ▶ Especially suited for bigger potsizes
- ▶ Strong single flowers
- ▶ Has a nice round plant shape

- ▶ Excelente tolerancia al calor
- ▶ Periodo de floración largo en jardín
- ▶ Especialmente adecuada para macetas de gran tamaño
- ▶ Flores resistentes
- ▶ Tiene una forma de planta redonda y bonita

- ▶ Excellente tolérance à la chaleur
- ▶ Periode de floraison longue en jardin
- ▶ Spécifiquement adaptés pour gros pots.
- ▶ Fleurs costeaux
- ▶ À une forme de plante belle ronde



|                           |  |  |  |  |  |
|---------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Begonia Dreams® Garden    | O100                                                                                  | Year round                                                                            | 14 - 17 weeks                                                                         | 5 - gallon                                                                            | 8 - 10 inch                                                                           |
|                           | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Dreams® Garden Macarose®  | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Dreams® Garden Macarouge® | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | n/a                                                                                   | Uganda                                                                                |
| Dreams® Garden Beel 4676  | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | n/a                                                                                   | Uganda                                                                                |



Dreams Garden® MacaRouge®

Begonia elatior | Solenia®

8072990

APRICOT®

8072987

CHOCOLATE ORANGE®

8072710

DARK PINK®

8072718

LIGHT PINK®

8072745

RED®

8072747

RED ORANGE®

8072988

SCARLET®

8072989

YELLOW®

- ▶ Long flowering period
  - ▶ Suitable for hanging baskets
  - ▶ Very floriferous
  - ▶ Strong garden performance
  - ▶ Excellent heat tolerance in most regions
- ▶ Periodo de floración largo en jardín
  - ▶ Indicada para cestas colgantes
  - ▶ Muy florífera
  - ▶ Fuerte rendimiento en el jardín
  - ▶ Excelente tolerancia al calor en la mayoría de las regiones
- ▶ Periode de floraison longue en jardin
  - ▶ Adapté pour suspensions
  - ▶ Très florifère
  - ▶ Excellentes performances de jardin
  - ▶ Excellente tolérance à la chaleur dans la plupart des régions



| Begonia Solenia            | O100  | 36-16   | 14 - 16 weeks | 5 - gallon        | 8 - 10 inch |
|----------------------------|-------|---------|---------------|-------------------|-------------|
|                            | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in |
| Solenia® Apricot®          | ●●●○○ | Upright | ●●○           | n/a               | Uganda      |
| Solenia® Chocolate Orange® | ●●●○○ | Upright | ●●○           | n/a               | Uganda      |
| Solenia® Dark Pink®        | ●●●○○ | Upright | ●●○           | n/a               | Uganda      |
| Solenia® Light Pink®       | ●●●○○ | Upright | ●●○           | n/a               | Uganda      |
| Solenia® Red®              | ●●●○○ | Upright | ●●○           | n/a               | Uganda      |
| Solenia® Red Orange®       | ●●○○○ | Upright | ●●○           | n/a               | Uganda      |
| Solenia® Scarlet®          | ●●●○○ | Upright | ●●○           | n/a               | Uganda      |
| Solenia® Yellow®           | ●●●○○ | Upright | ●●○           | n/a               | Uganda      |

Begonia elatior

8072075

CATRIN®

- ▶ Very floriferous
- ▶ Excellent outdoor performance

- ▶ Muy florífera
- ▶ Prestaciones de jardín excelentes

- ▶ Très florifère
- ▶ Prestation dans le jardin excellente

| Begonia Catrin | O100  | 36-16   | 14 - 16 weeks | 5 - gallon        | 8 - 10 inch |
|----------------|-------|---------|---------------|-------------------|-------------|
|                | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in |
| Catrin®        | ●●●○○ | Upright | ●●○           | n/a               | Uganda      |

Begonia elatior | Barkos-Collection®

Year Round Availability

8068040

BALADIN®

8068052

BARKOS®

8068054

BERSEBA PINK®

8068064

BORIAS®

★ Suitable for indoor pot programs as well as outdoor garden performance

- ▶ Double flowering
  - ▶ Very floriferous
  - ▶ Excellent shelf life
  - ▶ Ideal for yearround production
- ▶ Con flores dobles
  - ▶ Muy florífera
  - ▶ Sostenibilidad excepcional
  - ▶ Ideal para producir durante todo el año
- ▶ À fleurs doubles
  - ▶ Très florifère
  - ▶ Durée de conservation parfaite
  - ▶ Idéale pour production toute l'année

| Begonia Barkos-Collection        | O100  | Year round | 16 - 19 weeks | 5 inch            | 8 - 10 inch |
|----------------------------------|-------|------------|---------------|-------------------|-------------|
|                                  | Vigor | Habit      | Earliness     | Daylength Neutral | Produced in |
| Barkos-Collection® Baladin®      | ●●●○○ | Upright    | ●●○           | n/a               | Uganda      |
| Barkos-Collection® Barkos®       | ●●●○○ | Upright    | ●●○           | n/a               | Uganda      |
| Barkos-Collection® Berseba Pink® | ●●●○○ | Upright    | ●●○           | n/a               | Uganda      |
| Barkos-Collection® Borias®       | ●●●○○ | Upright    | ●●○           | n/a               | Uganda      |

Begonia elatior | Ilona Collection®

Year Round Availability

8068401

BATIK®

8068402

BLITZ®

8068403

BRITT DARK®

8068406

CAMILLA®

8068408

CARNEVAL®

8068414

CLARA

8068440

NADINE®

8068445

NETJA DARK®

Begonia elatior | Ilona Collection®

Year Round Availability

8067973

NICOLE STONE®

8067940

ORANGE STONE(SARA)®

8068450

PEGGY®

8068455

SANDRINE®

8068460

VERONICA®



Ilona Collection® Blitz®

★ Suitable for indoor pot programs as well as outdoor garden performance

| Begonia Ilona Collection              | O100  | Year round | 15 - 17 weeks | Quart -5 inch     | 8 - 10 inch |
|---------------------------------------|-------|------------|---------------|-------------------|-------------|
|                                       | Vigor | Habit      | Earliness     | Daylength Neutral | Produced in |
| Ilona Collection® Batik®              | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Blitz®              | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Britt Dark®         | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Camilla®            | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Carneval®           | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Clara®              | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Nadine®             | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Netja Dark®         | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Nicole Stone®       | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Orange Stone(Sara)® | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Peggy®              | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Sandrine®           | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |
| Ilona Collection® Veronica®           | ●●●●○ | Upright    | ●●○           | n/a               | Uganda      |



# Spacestars® Avior & Maia Impr®

CUTTING RAISED

Begonia Rex | Spacestars®

Year Round Availability

8070948

AVIOR®

8070955

MAIA IMPR.®

PRE-COMMERCIAL

8070954

HAEDI® (REX 4699)

8070956

IZAR® (REX 4663)

8070953

SYRMA® (REX 4698)

8070952

RANA® (REX 4696)

- Quick crop time

► Vigour matches pot size

► Indoor and outdoor use

► Very versatile plant

► Good for sun or shade

► Crop time is shorter when longer day light

► Possible to grow in cooler temperatures
- Tiempo de cultivo rápido

► El vigor coincide con el tamaño de la olla

► Uso interior y exterior

► Planta muy polivalente

► Bueno para el sol o la sombra.

► El tiempo de cultivo es más corto cuando la luz del día es más larga

► Posible crecer en temperaturas más frías
- Temps de culture rapide

► La vigueur correspond à la taille du pot

► Utilisation intérieure et extérieure

► Plante très polyvalente

► Bon pour le soleil ou l'ombre

► Le temps de culture est plus court lorsque la lumière du jour est plus longue

► Possible de pousser à des températures plus fraîches

| Begonia Spacestars             | 100 urc | Year round | 14 - 16 weeks | 5-gallon          | 8 - 10 inch |
|--------------------------------|---------|------------|---------------|-------------------|-------------|
|                                | Vigor   | Habit      | Earliness     | Daylength Neutral | Produced in |
| Spacestars® Avior®             | ●●●●○   | Upright    | n/a           | n/a               | Uganda      |
| Spacestars® Maia Impr.®        | ●●●●○   | Upright    | n/a           | n/a               | Uganda      |
| Spacestars® Izar® (Rex 4663)   | ●●●●○   | Upright    | n/a           | n/a               | Uganda      |
| Spacestars® Haedi® (Rex 4699)  | ●●●●○   | Upright    | n/a           | n/a               | Uganda      |
| Spacestars® Subra® (Rex 4698)  | ●●●●○   | Upright    | n/a           | n/a               | Uganda      |
| Spacestars® Zeniah® (Rex 4696) | ●●●●○   | Upright    | n/a           | n/a               | Uganda      |

# Dorado

CUTTING RAISED

## Bidens ferulifolia | Dorado

8076988



BIG YELLOW®

8076989



LEMONCELLO®

8076991



RED YELLOW®

8076909



VOLCANO®

- Ideal filler for gardens and containers
- Suitable for hanging baskets and pots
- Very floriferous

- Remplisseur idéal pour les jardins et les conteneurs
- Adapté pour suspensions et pots
- Très florifère

- Llenadora ideal para jardines y contenedores
- Indicada para cestas colgantes y macetas
- Muy florífera



| Bidens Dorado      | O100  | 41-16   | 10 - 14 weeks | 4 - gallon        | 8 - 10 inch |
|--------------------|-------|---------|---------------|-------------------|-------------|
|                    | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in |
| Dorado Big Yellow® | ●●○○○ | Upright | ●○○           | n/a               | Ethiopia    |
| Dorado Lemoncello® | ●●○○○ | Upright | ●○○           | n/a               | Ethiopia    |
| Dorado Red Yellow® | ●●○○○ | Upright | ●○○           | n/a               | Ethiopia    |
| Dorado Volcano®    | ●●○○○ | Upright | ●○○           | n/a               | Ethiopia    |

## Calocephalus brownii

8097755



SILVER STAR

- Product suitable for indoor and outdoor
- Heat tolerant
- Ideal for combi planter
- Uniform plant shape

- Produit adapté pour intérieur + extérieur
- Résistant au chaleur
- Bella para plantación combinadas en macetas
- Porte uniforme

- Producto adecuado para interior y jardín
- Resistente al calor
- Bien pour pots mélangés
- Uniformité en forme de plante



| Calocephalus Silver star | O100  | 2-25     | 20 - 24 weeks | 4 - 6 inch        | 8 - 10 inch |
|--------------------------|-------|----------|---------------|-------------------|-------------|
|                          | Vigor | Habit    | Earliness     | Daylength Neutral | Produced in |
| Silver Star              | ●●○○○ | Mounding | n/a           | n/a               | Ethiopia    |

# Atomic® Violet®



CUTTING RAISED

## Celosia spicata | Kelos® Atomic

PRE-COMMERCIAL

|            |         |           |           |
|------------|---------|-----------|-----------|
| 8107960    | 8107958 | 8107929   | 8107925   |
|            |         |           |           |
| NEON PINK® | VIOLET® | CESP 1970 | CESP 2039 |

PRE-COMMERCIAL

|           |           |           |           |
|-----------|-----------|-----------|-----------|
| 8107929   | 8107932   | 8107930   | 8107933   |
|           |           |           |           |
| CESP 2075 | CESP 2081 | CESP 2084 | CESP 2090 |

- Day length neutral

► Early spring to late summer crop

► Compact growth

► Suitable for indoor and outdoor
- Crece en el día natural

► Para ventas desde el principio de la primavera hasta finales del verano

► Crecimiento compacto

► Producto adecuado para interior y jardín
- Cultivé dans la journée naturelle

► Pour les ventes de début du printemps jusqu'à la fin de l'été

► Croissance compacte

► Produit adapté pour intérieur + extérieur

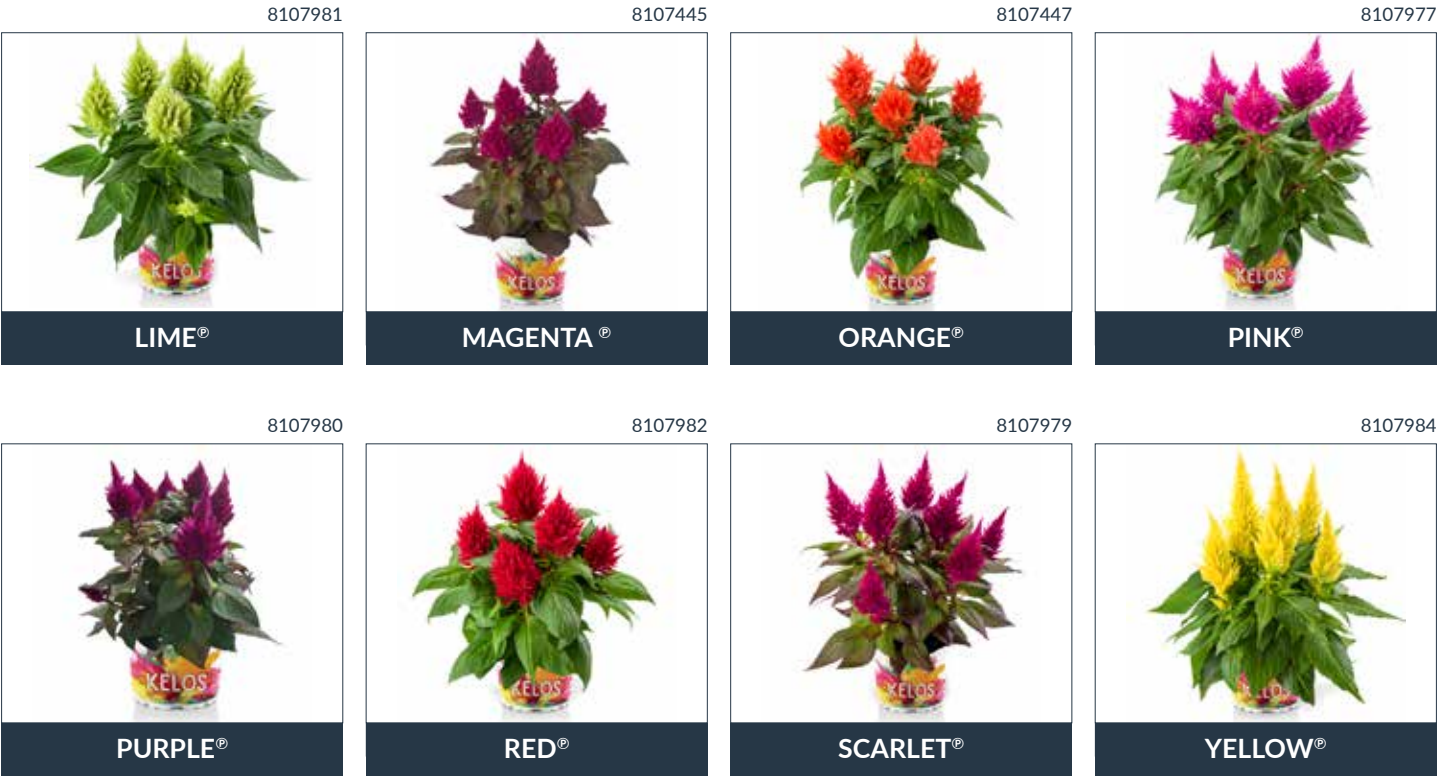
| Celosia Kelos® Atomic   | O100  | 1-30    | 9 - 10 weeks | 4 - 6 inch        | 6 - 8 inch  |
|-------------------------|-------|---------|--------------|-------------------|-------------|
|                         | Vigor | Habit   | Earliness    | Daylength Neutral | Produced in |
| Kelos Atomic Neon Pink® | ●●●●● | Upright | ●●●          | Y                 | Mexico      |
| Kelos Atomic Violet®    | ●●●●● | Upright | ●●●          | Y                 | Mexico      |
| Kelos Atomic Cesp 1970  | ●●●●● | Upright | ●●●          | Y                 | Mexico      |
| Kelos Atomic Cesp 2039  | ●●●●● | Upright | ●●●          | Y                 | Mexico      |
| Kelos Atomic Cesp 2075  | ●●●●● | Upright | ●●●          | Y                 | Mexico      |
| Kelos Atomic Cesp 2081  | ●●●●● | Upright | ●●●          | Y                 | Mexico      |
| Kelos Atomic Cesp 2084  | ●●●●● | Upright | ●●●          | Y                 | Mexico      |
| Kelos Atomic Cesp 2090  | ●●●●● | Upright | ●●●          | Y                 | Mexico      |

# Fire® Lime®



CUTTING RAISED

## Celosia plumosa | Kelos® Fire



- Early spring to late summer crop
  - Suitable for indoor and outdoor
  - Excellent shelf life during transportation
  - Perfect for combo planter
  - Striking colors
- Para ventas desde el principio de la primavera hasta finales del verano
  - Adecuado para interior y jardín
  - Sostenibilidad excepcional during transportation
  - Muy adecuado como parte de un combo y ollas mixtas
  - Colores llamativos
- Pour les ventes de début du printemps jusqu'à la fin de l'été
  - Adapté pour intérieur + extérieur
  - Durée de conservation parfaite during transportation
  - Très approprié dans le cadre d'un combo et de pots mixtes
  - Couleurs attractive



| Celosia Kelos® Fire  |       |         |              |                   |             |
|----------------------|-------|---------|--------------|-------------------|-------------|
|                      | O100  | 1-30    | 9 - 10 weeks | 5 - 6 inch        | 8 - 10 inch |
|                      | Vigor | Habit   | Earliness    | Daylength Neutral | Produced in |
| Kelos® Fire Lime®    | ●●●○○ | Upright | ●●○          | Y                 | Mexico      |
| Kelos® Fire Magenta® | ●●●○○ | Upright | ●○○          | Y                 | Mexico      |
| Kelos® Fire Orange®  | ●●●○○ | Upright | ●●○          | Y                 | Mexico      |
| Kelos® Fire Pink®    | ●●●○○ | Upright | ●●○          | Y                 | Mexico      |
| Kelos® Fire Purple®  | ●●○○○ | Upright | ●○○          | Y                 | Mexico      |
| Kelos® Fire Red®     | ●●●○○ | Upright | ●●○          | Y                 | Mexico      |
| Kelos® Fire Scarlet® | ●●●○○ | Upright | ●●○          | Y                 | Mexico      |
| Kelos® Fire Yellow®  | ●●●○○ | Upright | ●●○          | Y                 | Mexico      |

# Lunar® Magenta®



CUTTING RAISED

## Celosia cristata | Kelos® Lunar



- ▶ Early spring to late summer crop
- ▶ Long shelf life with continuous flowering
- ▶ Day length neutral
- ▶ Suitable for all regions
- ▶ Pour les ventes de début du printemps jusqu'à la fin de l'été
- ▶ Bonne tenue en magasin et floraison continue
- ▶ Cultivé dans la journée naturelle
- ▶ Convient pour toutes les régions et tous les climats
- ▶ Para ventas desde el principio de la primavera hasta finales del verano
- ▶ Larga duración comercial y floración continua
- ▶ Crece en el día natural
- ▶ Adecuada para todos los climas y regiones



|                       |  |  |  |  |  |
|-----------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Celosia Kelos® Lunar  | O100                                                                                  | 1-30                                                                                  | 9 - 10 weeks                                                                          | 4 - 6 inch                                                                            | 8 - 10 inch                                                                           |
|                       | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Kelos® Lunar Magenta® | ●●●○                                                                                  | Upright                                                                               | ●●●                                                                                   | Y                                                                                     | Mexico                                                                                |
| Kelos® Lunar Yellow®  | ●●●○                                                                                  | Upright                                                                               | ●●●                                                                                   | Y                                                                                     | Mexico                                                                                |



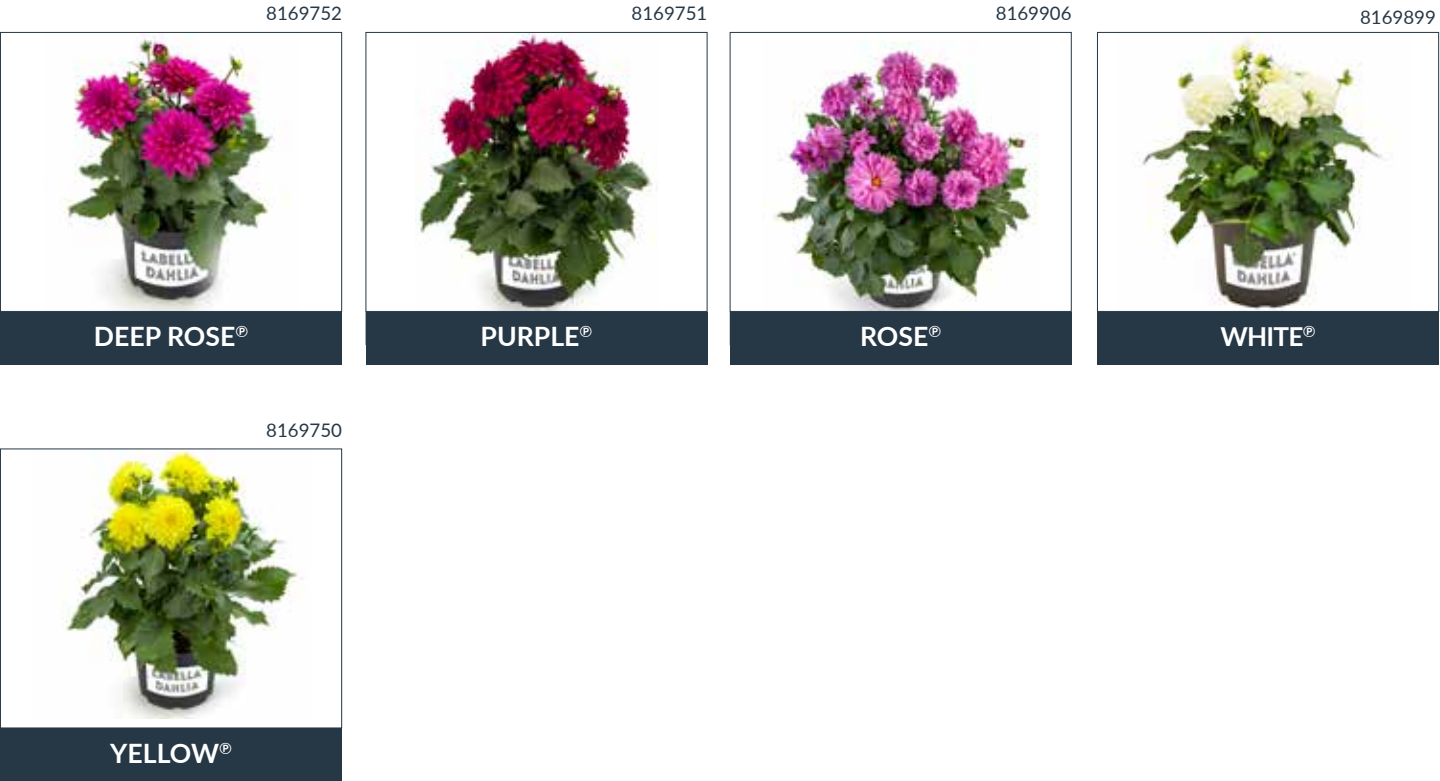
# LaBella® Maggiore

LABELLA®  
DAHLIA

From big to small,  
**we have  
it all!**

CUTTING RAISED

## Dahlia pinnata | LaBella® Maggiore



Extra Large

- ▶ Robust, solid stems
  - ▶ Large flowers
  - ▶ Ideal for 8 - 10 inch pots
  - ▶ Excellent garden performance
  - ▶ Early spring to late summer crop
- ▶ Tiene tallos de flores gordos/fuerte
  - ▶ Flores grandes
  - ▶ Muy adecuada para macetas de 8-10 inch
  - ▶ Prestaciones de jardín excelentes
  - ▶ Para ventas desde el principio de la primavera hasta finales del verano
- ▶ Tiges florales fortes / épaisses
  - ▶ À grosses fleurs
  - ▶ Adaptés à pots de 8-10 inch
  - ▶ Prestation dans le jardin excellente
  - ▶ Pour les ventes de début du printemps jusqu'à la fin de l'été

|                          |  |  |  |  |  |
|--------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Dahlia LaBella® Maggiore | O100                                                                                  | 45-30                                                                                 | 13 - 14 weeks                                                                         | 8 - 10 inch                                                                           | 18 - 26 inch                                                                          |
|                          | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Maggiore Deep Rose®      | ●○○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | n/a                                                                                   | Mexico                                                                                |
| Maggiore Purple®         | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | n/a                                                                                   | Mexico                                                                                |
| Maggiore Rose®           | ●●●○○                                                                                 | Upright                                                                               | ●●●                                                                                   | n/a                                                                                   | Mexico                                                                                |
| Maggiore White®          | ●●●○○                                                                                 | Upright                                                                               | ●●●                                                                                   | n/a                                                                                   | Mexico                                                                                |
| Maggiore Yellow®         | ●●●○○                                                                                 | Upright                                                                               | ●●●                                                                                   | n/a                                                                                   | Mexico                                                                                |



# Maggiore Fun Rose Bicolor®



From big to small,  
**we have  
it all!**

## Dahlia pinnata | LaBella® Maggiore

8169901

FUN CHOCOLATE YELLOW®

8169908

FUN FLAME®

8169903

FUN PASTEL®

8169758

FUN ROSE BICOLOR®

PRE-COMMERCIAL

8169895

DAXX 3976®

Extra Large

- ▶ Robust, solid stems
  - ▶ Large flowers
  - ▶ Ideal for 8 - 10 inch pots
  - ▶ Excellent garden performance
  - ▶ Early spring to late summer crop
  - ▶ Fun Chocolate Yellow: No PGR required
- ▶ Tiene tallos de flores gordos/fuerte
  - ▶ Flores grandes
  - ▶ Muy adecuada para macetas de 8-10 inch
  - ▶ Prestaciones de jardín excelentes
  - ▶ Para ventas desde el principio de la primavera hasta finales del verano
  - ▶ Fun Chocolate Yellow: No necesita reguladores de crecimiento (RCV)
- ▶ Tiges florales fortes / épaisses
  - ▶ À grosses fleurs
  - ▶ Adaptés à pots de 8-10 inch
  - ▶ Prestation dans le jardin excellente
  - ▶ Pour les ventes de début du printemps jusqu'à la fin de l'été
  - ▶ Fun Chocolate Yellow: Pas besoin de régulateurs de croissance (RDC)

| Dahlia LaBella® Maggiore       | O100  | 45-30   | 13 - 14 weeks | 8 - 10 inch       | 18 - 26 inch |
|--------------------------------|-------|---------|---------------|-------------------|--------------|
|                                | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in  |
| Maggiore Fun Chocolate Yellow® | ●●○○○ | Upright | ●○○           | n/a               | Mexico       |
| Maggiore Fun Flame®            | ●●●○○ | Upright | ●●○           | n/a               | Mexico       |
| Maggiore Fun Pastel®           | ●●●○○ | Upright | ●●○           | n/a               | Mexico       |
| Maggiore Fun Rose Bicolor®     | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Maggiore Fun Daxx 3976         | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |

Dahlia pinnata | LaBella® Grande

NEW

8163920

CORAL®

8163518

DARK PINK®

8163984

DEEP ORANGE®

8163966

MAGENTA IMPR®

8163924

PURPLE IMPR®

NEW

8163917

PINK

8163560

RED®

8163985

WHITE®

8163590

YELLOW®

- ▶ Uniform series
  - ▶ Easy branching
  - ▶ Ideal for 6 - 7 inch (1 liner) pots
  - ▶ Early spring to late summer crop
- ▶ Serie uniforme
  - ▶ Fácil ramificación
  - ▶ Muy adecuada para macetas de 6-7 inch
  - ▶ Para ventas desde el principio de la primavera hasta finales del verano
- ▶ Série uniforme
  - ▶ Bien ramifiant
  - ▶ Adaptés à pots de 6-7 inch
  - ▶ Pour les ventes de début du printemps jusqu'à la fin de l'été



Dahlia pinnata | LaBella® Grande

8163988

FUN ORANGE BICOLOR®

8163958

FUN RED WHITE®

NEW

8163923

FUN SUNRISE

PRE-COMMERCIAL

8163922

YELLOW IMPR (DAMX 3959®)

8163921

FUN CARAMEL(DAMX 3960®)

8163919

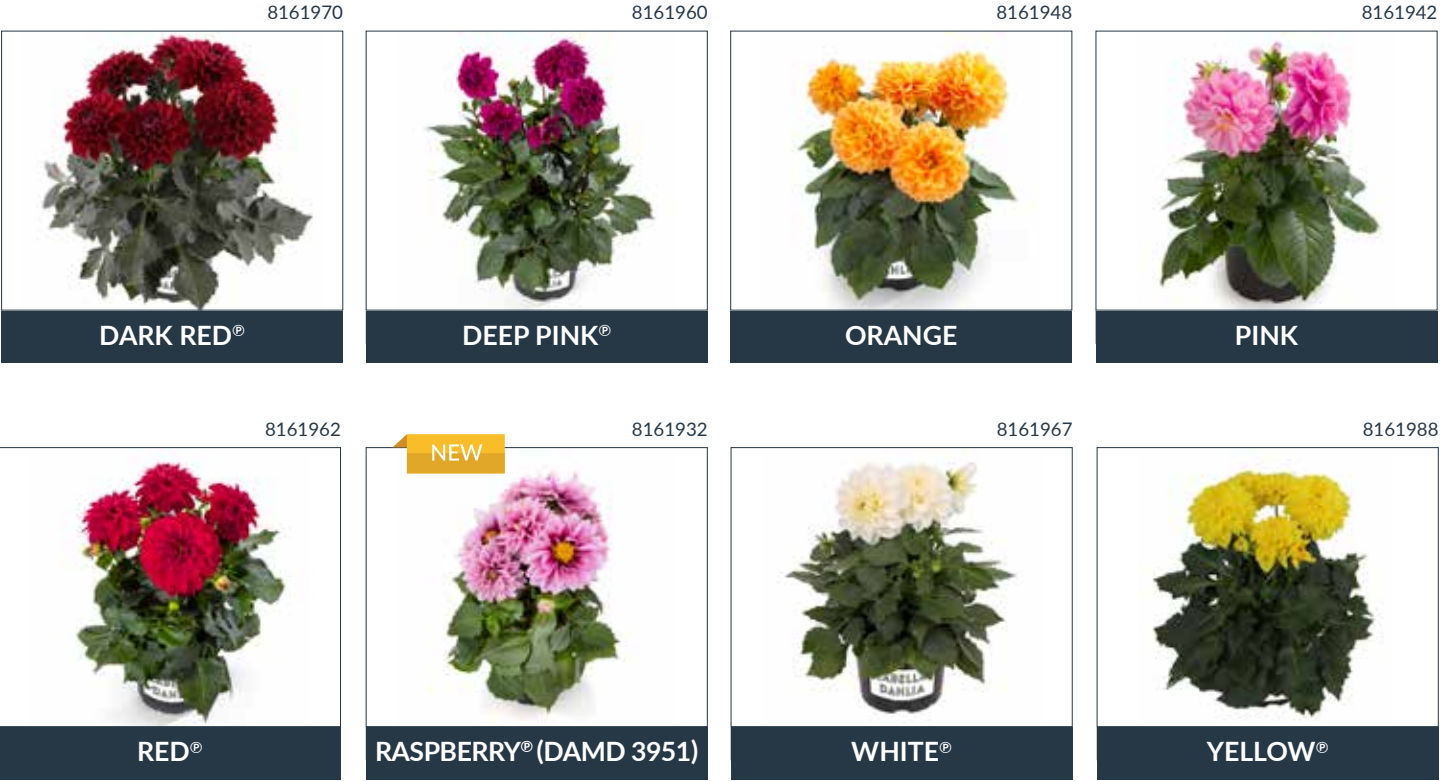
DAMX 3962®

| Dahlia LaBella® Grande          | O100  | 45-24   | 10 - 13 weeks | Gallon            | 10 - 12 inch |
|---------------------------------|-------|---------|---------------|-------------------|--------------|
|                                 | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in  |
| Grande Coral®                   | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Dark Pink®               | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Deep Orange®             | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Magenta Impr.®           | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Purple Impr.®            | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Pink®                    | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Red®                     | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande White®                   | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Yellow®                  | ●●●●○ | Upright | ●○○           | n/a               | Mexico       |
| Grande Fun Orange Bicolor®      | ●●●●○ | Upright | ●○○           | n/a               | Mexico       |
| Grande Fun Red White®           | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Fun Sunrise®             | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Yellow Impr (Damx 3959)  | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Fun Caramel® (Damx 3960) | ●●●●○ | Upright | ●●○           | n/a               | Mexico       |
| Grande Damx 3962                | ●●●●○ | Upright | ●●●           | n/a               | Mexico       |

# Medio Dark Red®

CUTTING RAISED

## Dahlia pinnata | LaBella® Medio



- Uniform series
  - Easy branching
  - Easy to mix and match
  - Excellent outdoor performance
  - Very floriferous
  - Ideal for 4 - 6 inch pots
- Serie uniforme
  - Fácil ramificación
  - Fácil de mezclar y combinar
  - Prestaciones de jardín excelentes
  - Muy florífera
  - Muy adecuada para macetas de 4-6 inch
- Série uniforme
  - Bien ramifian
  - Facile à mélanger et à assortir
  - Prestation dans le jardin excellente
  - Très florifère
  - Adaptés à pots de 4-6 inch

Medium

| Dahlia LaBella® Medio        | O100  | 45-23   | 10 - 12 weeks | Quart - 5 inch    | 8 - 10 inch |
|------------------------------|-------|---------|---------------|-------------------|-------------|
|                              | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in |
| Medio Dark Red®              | ●●●○○ | Upright | ●○○           | n/a               | Mexico      |
| Medio Deep Pink®             | ●●●○○ | Upright | ●○○           | n/a               | Mexico      |
| Medio Orange®                | ●●●○○ | Upright | ●●○           | n/a               | Mexico      |
| Medio Pink®                  | ●●●○○ | Upright | ●●●           | n/a               | Mexico      |
| Medio Red®                   | ●●●○○ | Upright | ●○○           | n/a               | Mexico      |
| Medio Raspberry® (Damd 3951) | ●●●○○ | Upright | ●●●           | n/a               | Mexico      |
| Medio White®                 | ●●●○○ | Upright | ●●●           | n/a               | Mexico      |
| Medio Yellow®                | ●●●○○ | Upright | ●●●           | n/a               | Mexico      |

LABELLA®  
DAHLIA

From big to small,  
**we have  
it all!**

Dahlia pinnata | LaBella® Medio

8161928

FUN FLAME®

8161973

FUN GOLDEN EYE®

8161956

FUN ORANGE FLAME®

8161965

FUN PINK BLUSH®

8161935

FUN PINK FLAME®

8161947

FUN PINK WITH EYE IMPR.®

8161953

FUN ROSE FUN®

NEW8161964

FUN VIOLET FLAME®

LABELLA®  
DAHLIA

From big to small,  
we have  
it all!

Dahlia pinnata | LaBella® Medio

8161934

FUN YELLOW BLUSH®

Medio Fun Yellow Blush®

Medium

- Uniform series

► Easy branching

► Easy to mix and match

► Excellent outdoor performance

► Eye catching colors
- Serie uniforme

► Fácil ramificación

► Fácil de mezclar y combinar

► Prestaciones de jardín excelentes

► Colores atractivos
- Série uniforme

► Bien ramifian

► Facile à mélanger et à assortir

► Prestation dans le jardin excellente

► Couleurs remarquables

| Dahlia LaBella® Medio          | O100  | 45-23   | 10 - 12 weeks | Quart - 5 inch    | 8 - 10 inch |
|--------------------------------|-------|---------|---------------|-------------------|-------------|
|                                | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in |
| Medio Fun Flame®               | ●●●●○ | Upright | ●●○           | n/a               | Mexico      |
| Medio Fun Golden Eye®          | ●●○○○ | Upright | ●●○           | n/a               | Mexico      |
| Medio Fun Orange Flame®        | ●●●●○ | Upright | ●●○           | n/a               | Mexico      |
| Medio Fun Pink Blush®          | ●●●●○ | Upright | ●●○           | n/a               | Mexico      |
| Medio Fun Pink Flame®          | ●●●●○ | Upright | ●●●           | n/a               | Mexico      |
| Medio Fun Pink With Eye Impr.® | ●●●●○ | Upright | ●●○           | n/a               | Mexico      |
| Medio Fun Rose Fun®            | ●●●●○ | Upright | ●●○           | n/a               | Mexico      |
| Medio Fun Violet Flame®        | ●●●●○ | Upright | ●●○           | n/a               | Mexico      |
| Medio Fun Yellow Blush®        | ●●●●○ | Upright | ●○○           | n/a               | Mexico      |



LABELLA<sup>®</sup>  
DAHLIA

From big to small,  
**we have  
it all!**

**Piccolo Yellow<sup>®</sup>**

CUTTING RAISED

Dahlia pinnata | LaBella<sup>®</sup> Piccolo

8162515

CORAL<sup>®</sup>

8162990

LEMON<sup>®</sup>

8162541

ORANGE<sup>®</sup>

8162988

PURPLE<sup>®</sup>

8162989

ROSE<sup>®</sup>

8162580

WHITE<sup>®</sup>

8162583

YELLOW<sup>®</sup>

Mini

- Suitable for growing in packs and pots
- Compact plant habit
- Adaptable para yogurteros y macetas
- Planta compacta
- Adapté pour production en godets et en pots
- Compact

| Dahlia LaBella <sup>®</sup> Piccolo | O100  | 50-11   | 9 - 12 weeks | Packs - 4 inch    | 6 - 8 inch  |
|-------------------------------------|-------|---------|--------------|-------------------|-------------|
|                                     | Vigor | Habit   | Earliness    | Daylength Neutral | Produced in |
| Piccolo Coral <sup>®</sup>          | ●○○○○ | Upright | ●●●          | n/a               | Ethiopia    |
| Piccolo Lemon <sup>®</sup>          | ●●○○○ | Upright | ●●●          | n/a               | Ethiopia    |
| Piccolo Orange <sup>®</sup>         | ●●●○○ | Upright | ●○○          | n/a               | Ethiopia    |
| Piccolo Purple <sup>®</sup>         | ●●●○○ | Upright | ●●●          | n/a               | Ethiopia    |
| Piccolo Rose <sup>®</sup>           | ●●○○○ | Upright | ●○○          | n/a               | Ethiopia    |
| Piccolo White <sup>®</sup>          | ●●●●○ | Upright | ●●○          | n/a               | Ethiopia    |
| Piccolo Yellow <sup>®</sup>         | ●●●○○ | Upright | ●●○          | n/a               | Ethiopia    |

Fuchsia hybrida | Bella Fuchsia®

8300000

HILDA®

8300011

LAURA®

8300001

LYDIA®

8300012

MARIA®

8300007

NORA®

8300002

OLIVIA®

8300009

SOPHIA®

Bella Fuchsia® Olivia®

Bella  
fuchsia®

Bella  
fuchsia®

| Fuchsia Bella Fuchsia® |       |               |               |                   |             |
|------------------------|-------|---------------|---------------|-------------------|-------------|
|                        | O100  | 32-16         | 10 - 13 weeks | pack - 5 inch     | 8 - 10 inch |
|                        | Vigor | Habit         | Earliness     | Daylength Neutral | Produced in |
| Bella Fuchsia Hilda®   | ●●●○○ | Semi Trailing | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Laura®   | ●●●○○ | Semi Trailing | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Lydia®   | ●●●○○ | Semi Trailing | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Maria®   | ●●●○○ | Semi Trialing | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Nora®    | ●●●○○ | Semi Trailing | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Olivia®  | ●●●○○ | Upright       | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Sophia®  | ●●●○○ | Semi Trialing | ●●●           | Y                 | Mexico      |

Fuchsia hybrida | Bella Fuchsia®

8300005

EVITA®

8300010

LISA®

8300006

MARISKA®

8300004

NIKITA®

8300003

SACHA®

8300008

SOILA®

Bella Fuchsia® Olivia®

- Less day length sensitive

► No PGR required

► Can be grown without pinching

► Compact habit with abundance of dainty flowers
- Menos sensible para días largos

► No necesita reguladores de crecimiento (RCV)

► Se puede cultivar sin pinzar

► Porte compacto con abundantes flores delicadas
- Moins sensible pour jours longs

► Pas besoin de régulateurs de croissance (RDC)

► Peut se cultiver sans pincement

► Port compact avec une abondance de fleurs délicates

| Fuchsia Bella Fuchsia® |       |         |               |                   |             |
|------------------------|-------|---------|---------------|-------------------|-------------|
|                        | O100  | 32-16   | 10 - 13 weeks | pack - 5 inch     | 8 - 10 inch |
|                        | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in |
| Bella Fuchsia Evita®   | ●●●○○ | Upright | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Lisa®    | ●●●○○ | Upright | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Mariska® | ●●●○○ | Upright | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Nikita®  | ●●●○○ | Upright | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Sacha®   | ●●●○○ | Upright | ●●●           | Y                 | Mexico      |
| Bella Fuchsia Soila®   | ●●●○○ | Upright | ●●●           | Y                 | Mexico      |

Fuchsia from Kenya requires a minimum of 3000 urc per delivery, available wk 41-11 only.



Gaura lindheimeri

PRE-COMMERCIAL

8315989



E-1012 COMPACT®

|                |  |  |  |  |  |
|----------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Gaura          | O100                                                                                | 1-15                                                                                | 13 - 17 weeks                                                                       | 5 - 6 inch                                                                            | 6 - 16 inch                                                                           |
|                | Vigor                                                                               | Habit                                                                               | Earliness                                                                           | Daylength Neutral                                                                     | Produced in                                                                           |
| E-1012 Compact | ●●●○○                                                                               | Upright                                                                             | ●○○                                                                                 | n/a                                                                                   | Mexico                                                                                |

Impatiens hawkerii | Odyssey® Compact

8403610



AJAX®

8403655



CORINTH®

8405488



DIONE IMPR®

8405478



HESTIA®

8405490



RHODE®

8403740



SPARTA®

8405482



SPHINX®

8405499



THALIA®

- ▶ Long flowering period

▶ Very floriferous

▶ Suitable for landscaping

▶ Broad color range

▶ Compact plant habit
- ▶ Periodo de floración largo en jardín

▶ Muy florífera

▶ Adecuado para el relleno de parques

▶ Amplia gama de colores

▶ Planta compacta
- ▶ Periode de floraison longue en jardin

▶ Très florifère

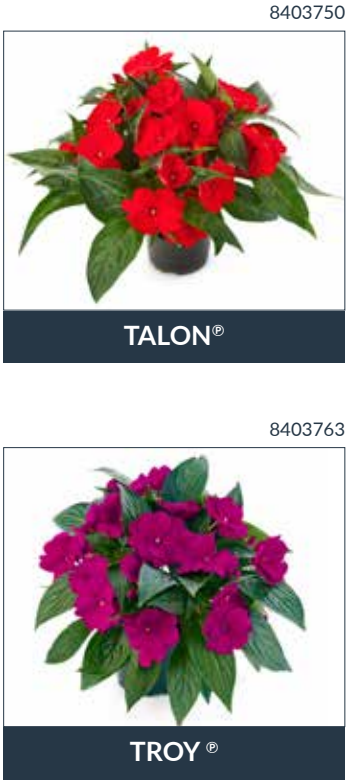
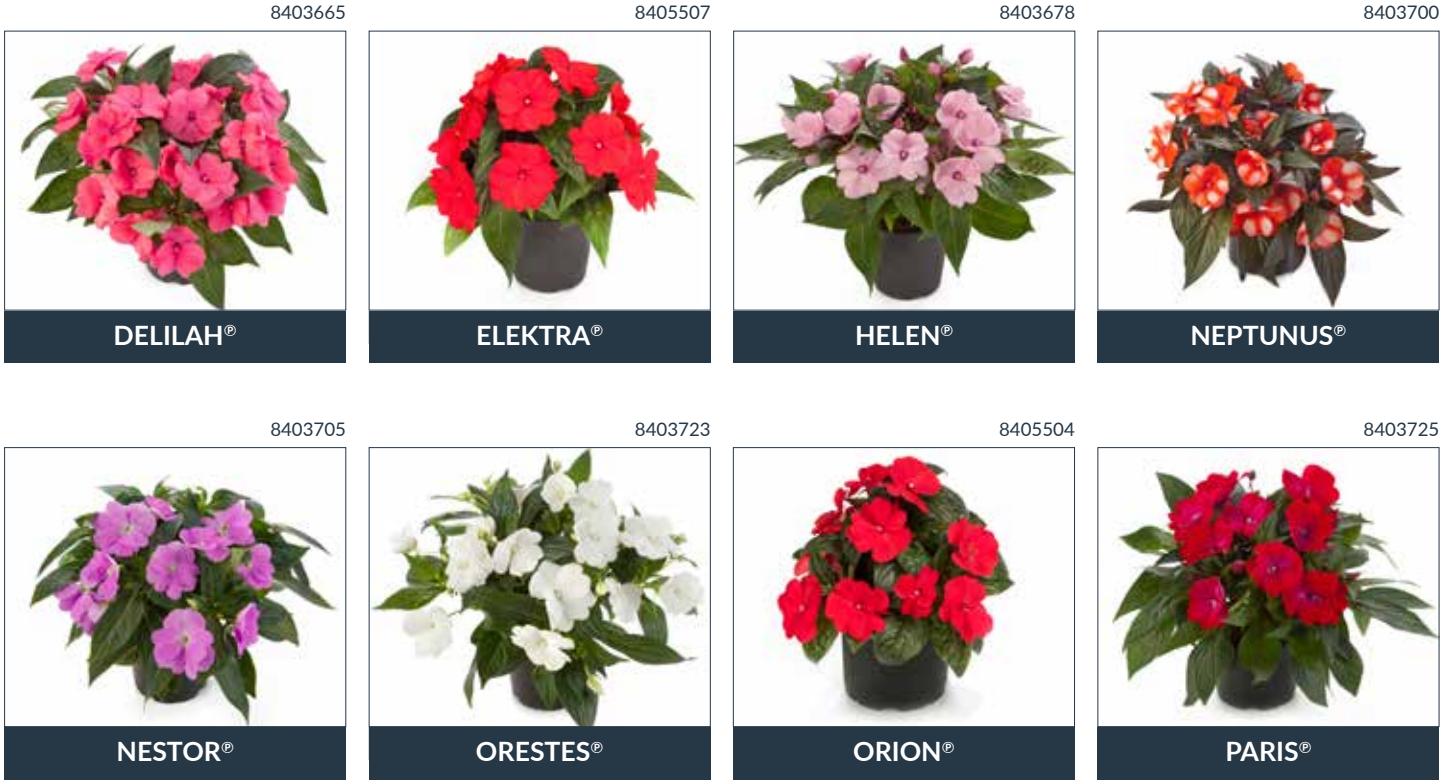
▶ Adapté pour compléter des parcs

▶ Beaucoup de couleurs

▶ Compact

|                               |  |  |  |  |  |
|-------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Impatiens Odyssey® Compact    | O100                                                                                  | 43-20                                                                                 | 11 - 14 weeks                                                                         | Packs - 5 inch                                                                        | 6 - 8 inch                                                                            |
|                               | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Odyssey® Compact Ajax®        | ●○○○○                                                                                 | Upright                                                                               | ●○○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Compact Corinth®     | ●○○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Compact Dione Impr.® | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Compact Hestia®      | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Compact Rhode®       | ●●●○○                                                                                 | Upright                                                                               | ●○○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Compact Sparta®      | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Compact Sphinx®      | ●●●○○                                                                                 | Upright                                                                               | ●●●                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Compact Thalia®      | ●●○○○                                                                                 | Upright                                                                               | ●○○                                                                                   | Y                                                                                     | Ethiopia                                                                              |

Impatiens hawkerii | Odyssey®



- ▶ Long flowering period

▶ Very floriferous

▶ Suitable for landscaping

▶ Broad color range
- ▶ Periodo de floración largo en jardín

▶ Muy florífera

▶ Adaptada para el relleno de parques

▶ Amplia gama de colores
- ▶ Periode de floraison longue en jardin

▶ Très florifère

▶ Adapté pour compléter des parcs

▶ Beaucoup de couleurs

|                    |  |  |  |  |  |
|--------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Impatiens Odyssey® | O100                                                                                  | 43-20                                                                                 | 11 - 14 weeks                                                                         | 5 inch                                                                                | 8 - 10 inch                                                                           |
|                    | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Odyssey® Delilah®  | ●●○○○                                                                                 | Upright                                                                               | ●○○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Elektra®  | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Helen®    | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Neptunus® | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Nestor®   | ●●●●○                                                                                 | Upright                                                                               | ●●●                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Orestes®  | ●●●●○                                                                                 | Upright                                                                               | ●○○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Orion®    | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Paris®    | ●●●○○                                                                                 | Upright                                                                               | ●●●                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Talon®    | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Odyssey® Troy®     | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |



Kalanchoe blossfeldiana | Tiger®

Single Flowers

8439801

8439800

8439802



LIGHT ORANGE®



RED®



YELLOW®

Suitable for indoor and outdoor programs

- ▶ Excellent shelf life
- ▶ Contrasting flowers with unique dark eyes
- ▶ Uniform series
- ▶ Very floriferous
- ▶ Sostenibilidad excepcional
- ▶ Flores contrastantes con ojos oscuros típicos
- ▶ Serie uniforme
- ▶ Muy florífera
- ▶ Durée de conservation parfaite
- ▶ Fleurs contrastantes aux yeux foncés typiques
- ▶ Série uniforme
- ▶ Très florifère



|                      |  |  |  |  |  |
|----------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Kalanchoe Tiger®     | O100                                                                                  | Year round                                                                            | 14 - 15 weeks                                                                         | Quart - 5 inch                                                                        | 6 - 10 inch                                                                           |
|                      | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Tiger® Light Orange® | ●●●○○                                                                                 | Upright                                                                               | ●○○                                                                                   | N                                                                                     | Uganda                                                                                |
| Tiger® Red®          | ●●●●○                                                                                 | Upright                                                                               | ●○○                                                                                   | N                                                                                     | Uganda                                                                                |
| Tiger® Yellow®       | ●●●●○                                                                                 | Upright                                                                               | ●○○                                                                                   | N                                                                                     | Uganda                                                                                |

Kalanchoe blossfeldiana | Diamond® Single

8439400

LIPSTICK®

NEW

8439985

21068 (SAKE IMPR.)®

NEW

8439984

SPAIN (SHERRY IMPR.)®

NEW

8439983

21108 (SIRIUS IMPR.)®

NEW

8439982

20071 (SORBET IMPR.)®

8439989

STORY IMPR.®

KALANCHOË  
DIAMOND®

Spain

Sirius

Lipstick

Suitable for indoor and outdoor programs

- Very floriferous

► Broad color range

► Excellent shelf life
- Muy florífera

► Amplia gama de colores

► Sostenibilidad excepcional
- Très florifère

► Beaucoup de couleurs

► Durée de conservation parfaite

Varieties are protected by utility patent.

| Kalanchoe Diamond® Single      |       |         |           |                   |             |
|--------------------------------|-------|---------|-----------|-------------------|-------------|
|                                | Vigor | Habit   | Earliness | Daylength Neutral | Produced in |
| Diamond® Lipstick®             | ●●○○○ | Upright | ●●●       | N                 | Uganda      |
| Diamond® 21068 (Sake Impr.)®   | ●○○○○ | Upright | ●●●       | N                 | Uganda      |
| Diamond® Spain (Sherry Impr.)® | ●●○○○ | Upright | ●●●       | N                 | Uganda      |
| Diamond® 21108 (Sirius Impr.)® | ●●○○○ | Upright | ●●○       | N                 | Uganda      |
| Diamond® 20071 (Sorbet Impr.)® | ●●●●○ | Upright | ●○○       | N                 | Uganda      |
| Diamond® Story Impr.®          | ●●○○○ | Upright | ●●●       | N                 | Uganda      |

Kalanchoe blossfeldiana | Diamond® Double

8439761

SAFIRA®

8439760

SECRET®

8439765

SFINX®

NEW

8439799

SHADOW IMPR.®

8439988

STELLAR

8439795

SUMO®

KALANCHOË  
DIAMOND®

Suitable for indoor and outdoor programs

- Uniform plant shape

► Broad color range

► Excellent shelf life

► Very floriferous
- Porte uniforme

► Amplia gama de colores

► Sostenibilidad excepcional

► Muy florífera
- Uniformité en forme de plante

► Beaucoup de couleurs

► Durée de conservation parfaite

► Très florifère

Varieties are protected by utility patent.

| Kalanchoe Diamond® Double      |       |         |           |                   |             |
|--------------------------------|-------|---------|-----------|-------------------|-------------|
|                                | Vigor | Habit   | Earliness | Daylength Neutral | Produced in |
| Diamond® Safira®               | ●●●●○ | Upright | ●○○       | N                 | Uganda      |
| Diamond® Secret®               | ●●●○○ | Upright | ●●○       | N                 | Uganda      |
| Diamond® Sfinx®                | ●●●○○ | Upright | ●●○       | N                 | Uganda      |
| Diamond® 21026 (Shadow Impr.)® | ●●○○○ | Upright | ●●●       | N                 | Uganda      |
| Diamond® Stellar®              | ●●●○○ | Upright | ●●○       | N                 | Uganda      |
| Diamond® Sumo®                 | ●●○○○ | Upright | ●●●       | N                 | Uganda      |

# Serenity® Purple®

CUTTING RAISED

## Kalanchoe blossfeldiana | Serenity® Double Flowers

8439744



GOLD®

8439750



PINK®

8439751

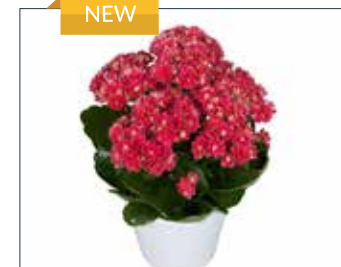


PURPLE®



8439756

NEW



21148 (RED IMPR®)

8439759



SILK®

- Uniform growth due to mutation breeding within the series
- Requires less growth regulators
- Very floriferous
- Double flowering
- Great for combo pots

- Uniformidad en la serie gracias a la mejora por mutación
- Tiene una necesidad más baja de retardantes
- Muy florífera
- Con flores dobles
- Ideal para contenedores de plantas variadas

- Port homogène dans l'ensemble de la série grâce à la sélection par mutation
- A besoin de moins de nanifiant
- Très florifère
- À fleurs doubles
- Parfait pour des compositions de plantes en conteneurs



Most uniform series on the market

|                              |  |  |  |  |  |
|------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Kalanchoe Serenity®          | O100                                                                                  | Year round                                                                            | 14 - 16 weeks                                                                         | Quart - 5 inch                                                                        | 6 - 8 inch                                                                            |
|                              | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Serenity® Gold®              | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | N                                                                                     | Uganda                                                                                |
| Serenity® Pink®              | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | N                                                                                     | Uganda                                                                                |
| Serenity® Purple®            | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | N                                                                                     | Uganda                                                                                |
| Serenity® 21148 (Red Impr.)® | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | N                                                                                     | Uganda                                                                                |
| Serenity® Silk®              | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | N                                                                                     | Uganda                                                                                |

Varieties are protected by utility patent.

Kalanchoe blossfeldiana | Variegated Bongo



- Unique variegated foliage
- Perfect for indoor use and succulent garden bowls
- Easy, year-round production
- No need for short day treatments
- Good for Qt – 6 inch production

- Follaje abigarrado único
- Perfecto para uso en interiores y cuencos de jardín suculentos.
- Fácil producción durante todo el año
- No hay necesidad de tratamientos de día corto
- Bueno para Qt - producción de 6 pulgadas

- Feuillage panaché unique
- Parfait pour une utilisation en intérieur et des bols de jardin succulents
- Production facile toute l'année
- Pas besoin de traitements de courte durée
- Bon pour la production Qt - 6 pouces



If you like to have a flowering Bongo, adjust your process to the normal Kalanchoe cultivation.

|                 |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Kalanchoe Bongo | O100                                                                                | Year Round                                                                          | 9-11                                                                                | 3 in a pot, 4-6 inch                                                                  | 6-8 inch                                                                              |
|                 | Vigor                                                                               | Habit                                                                               | Earliness                                                                           | Daylength Neutral                                                                     | Produced in                                                                           |
| Bongo 32        | ●●●●○                                                                               | Upright                                                                             | ●○○                                                                                 | N                                                                                     | Uganda                                                                                |
| Bongo 37        | ●●●●○                                                                               | Upright                                                                             | ●○○                                                                                 | N                                                                                     | Uganda                                                                                |

| Variety                        | Color           | Pot Size         | Flower Size | Flower Type | Heat tolerance | Habit/Growth    | Required long days | Response time |
|--------------------------------|-----------------|------------------|-------------|-------------|----------------|-----------------|--------------------|---------------|
| Diamond® Lipstick®             | Red             | 6"/7"            | M           | Single      | Tolerant       | Medium-compact  | 4 weeks            | 9 weeks       |
| Diamond® 21068 (Sake Impr)®    | White           | 3"               | L           | Single      | Tolerant       | Compact         | 5 weeks            | 8.5 weeks     |
| Diamond® Spain (Sherry Impr.)® | Yellow          | 4"               | L           | Single      | Intolerant     | Medium-compact  | 4 weeks            | 10 weeks      |
| Diamond® 21108 (Sirius Impr)®  | Purple          | 4"               | M           | Single      | Tolerant       | Medium-compact  | 4 weeks            | 10 weeks      |
| Diamond® 20071 (Sorbet Impr)®  | Pink            | 6"/7"            | L           | Single      | Tolerant       | Medium-vigorous | 3 weeks            | 8.5 weeks     |
| Diamond® Story Impr®           | Orange          | 6"/7"            | L           | Single      | Tolerant       | Medium-compact  | 4 weeks            | 10 weeks      |
| Diamond® Safira®               | Pink            | 6"               | M           | Double      | Tolerant       | Vigorous        | 2.5 weeks          | 11.5 weeks    |
| Diamond® Secret®               | Red             | 6"/7"            | L           | Double      | Tolerant       | Medium          | 3 weeks            | 10.5 weeks    |
| Diamond® Sfinx®                | Yellow          | 6"/7"            | L           | Double      | Tolerant       | Medium          | 3.5 weeks          | 11 weeks      |
| Diamond® Shadow Impr®          | Purple          | 4"               | M           | Double      | Tolerant       | Medium-compact  | 4 weeks            | 10 weeks      |
| Diamond® Stellar®              | White           | 4"/6"            | L           | Double      | Tolerant       | Medium-vigorous | 4 weeks            | 10.5 weeks    |
| Diamond® Sumo®                 | Orange          | 4"               | M           | Double      | Intolerant     | Medium-compact  | 4 weeks            | 11.5 weeks    |
| Serenity® Gold®                | Yellow          | 4"/6"            | L           | Double      | Intolerant     | Medium          | 4 weeks            | 10.5 weeks    |
| Serenity® Pink®                | Pink            | 4"/6"            | L           | Double      | Intolerant     | Medium          | 4 weeks            | 10.5 weeks    |
| Serenity® Purple®              | Purple          | 4"/6"            | L           | Double      | Intolerant     | Medium          | 4 weeks            | 10 weeks      |
| Serenity® 21148 (Red Impr)®    | Red             | 4"/6"            | L           | Double      | Intolerant     | Medium          | 4 weeks            | 10.5 weeks    |
| Serenity® Silk®                | White           | 4"/6"            | L           | Double      | Intolerant     | Medium          | 5 weeks            | 10 weeks      |
| Tiger® Light Orange®           | Orange          | 4"/6"            | L           | Single      | Tolerant       | Medium          | 3 weeks            | 10 weeks      |
| Tiger® Red®                    | Red             | 4"/6"            | L           | Single      | Tolerant       | Medium-vigorous | 3 weeks            | 10 weeks      |
| Tiger® Yellow®                 | Yellow          | 4"/6"            | L           | Single      | Tolerant       | Medium-vigorous | 3 weeks            | 10 weeks      |
| Bongo 32®                      | Variegated leaf | 4"/-5" (6"/3ppp) | n/a         | n/a         | Tolerant       | Medium          | 8-9 weeks          | N/a           |
| Bongo 37®                      | Variegated leaf | 4"/-5" (6"/3ppp) | n/a         | n/a         | Tolerant       | Medium          | 8-9 weeks          | N/a           |

Lantana camara | Tropic®

NEW

8447000

ARA®

NEW

8447001

BAMBOO®

NEW

8447002

BATIDA®

NEW

8447003

DRAGONFRUIT®

NEW

8447004

MANGO®

NEW

8447005

NANDU®

NEW

8447007

PINEAPPLE®

NEW

8447008

PITAYA®



New Introduction!

Lantana camara | Tropic®

NEW

8447009

TAMARILLO®

PRE-COMMERCIAL

8447010

LITCHI®

► Very floriferous

► Attractive to butterflies

► Muy florífera

► Atractivo para mariposas

► Très florifère

► Attire des papillons

| Lantana Tropic®      | O100  | 45 - 25 | 9 - 11 weeks | Quart - 5 inch    | 6 - 8 inch  |
|----------------------|-------|---------|--------------|-------------------|-------------|
|                      | Vigor | Habit   | Earliness    | Daylength Neutral | Produced in |
| Tropic® Ara®         | ●●●●○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Bamboo®      | ●●●○○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Batida®      | ●●●●○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Dragonfruit® | ●●●○○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Mango®       | ●●●●○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Nandu®       | ●●○○○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Pineapple®   | ●●●○○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Pitaya®      | ●●●○○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Tamarillo®   | ●●●○○ | Upright | ●○○          | Y                 | Mexico      |
| Tropic® Litchi®      | ●●●○○ | Upright | ●○○          | Y                 | Mexico      |



Lavandula®

Lavandula angustifolia | Aromance®

NEW

8451020

BLUE®

NEW

8451030

WHITE®

NEW

8451894

BLUE COMPACT®

NEW

8451895

BLUE IMPR.®

- ▶ Easy branching

▶ Compact habit

▶ Strong in overwintering
- ▶ Fácil ramificación

▶ Planta compacta

▶ Fuerte en hibernación
- ▶ Bien ramifiant

▶ Compact

▶ Forte en hivernage

Lavandula angustifolia

NEW

8451896

SILVER BLUE®

▶ Silverly leaves

▶ Early selling

▶ Very strong in overwintering

▶ Hojas plateadas

▶ Venta anticipada

▶ Fuerte en hibernación

▶ Feuilles argentées

▶ Vente anticipée

▶ Forte en hivernage

| Lavandula               |  |  |  |  |  |
|-------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                         | O100                                                                                  | Year round                                                                            | 28 - 34 weeks                                                                         | 5 - 6 inch                                                                            | 10 - 12 inch                                                                          |
|                         | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Aromance® Blue®         | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Aromance® White®        | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Aromance® Blue Compact® | ●○○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Aromance® Blue Impr.®   | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Silver Blue®            | ●●●○○                                                                                 | Upright                                                                               | ●●●                                                                                   | Y                                                                                     | Mexico                                                                                |

Lobelia erinus | Hot®



- Long flowering period

► Heat tolerant

► Easy branching

► Upright plant habit
- Periodo de floración largo en jardín

► Resistente al calor

► Fácil ramificación

► Erguida
- Periode de floraison longue en jardin

► Résistant au chaleur

► Bien ramifian

► Irrigé

| Lobelia Hot®     |       |          |              |                   |             |
|------------------|-------|----------|--------------|-------------------|-------------|
|                  | O100  | 50 - 14  | 9 - 13 weeks | Quart - 5 inch    | 4 - 6 inch  |
|                  | Vigor | Habit    | Earliness    | Daylength Neutral | Produced in |
| Hot® Bavaria®    | ●○○○○ | Mounding | ●○○          | Y                 | Ethiopia    |
| Hot® Blue®       | ●●●○○ | Mounding | ●○○          | Y                 | Ethiopia    |
| Hot® Giant Blue® | ●●●●● | Mounding | ●●○          | Y                 | Ethiopia    |
| Hot® Snow White  | ●●●○○ | Mounding | ●○○          | Y                 | Ethiopia    |



Lobelia erinus | Star®



| Lobelia Star® |       |          |              |                   |             |
|---------------|-------|----------|--------------|-------------------|-------------|
|               | O100  | 50 - 14  | 9 - 13 weeks | Quart - 5 inch    | 6 - 8 inch  |
|               | Vigor | Habit    | Earliness    | Daylength Neutral | Produced in |
| Star® Blue®   | ●●●○○ | Trailing | ●●●          | Y                 | Ethiopia    |
| Star® Purple® | ●●●○○ | Trailing | ●●●          | Y                 | Ethiopia    |
| Star® White®  | ●●○○○ | Trailing | ●●●          | Y                 | Ethiopia    |



Osteospermum ecklonis | Sunny®

8649160

MARY®

8649166

PHILIP®

8649196

VIOLET HALO®



Osteospermum ecklonis | Sunny®

8649054

ATILLA®

8649080

DINA®

8649090

ELEKTRA®

8649108

FELIX®

8649119

GAIA®

8649121

GALINA®

8649125

GLORY®

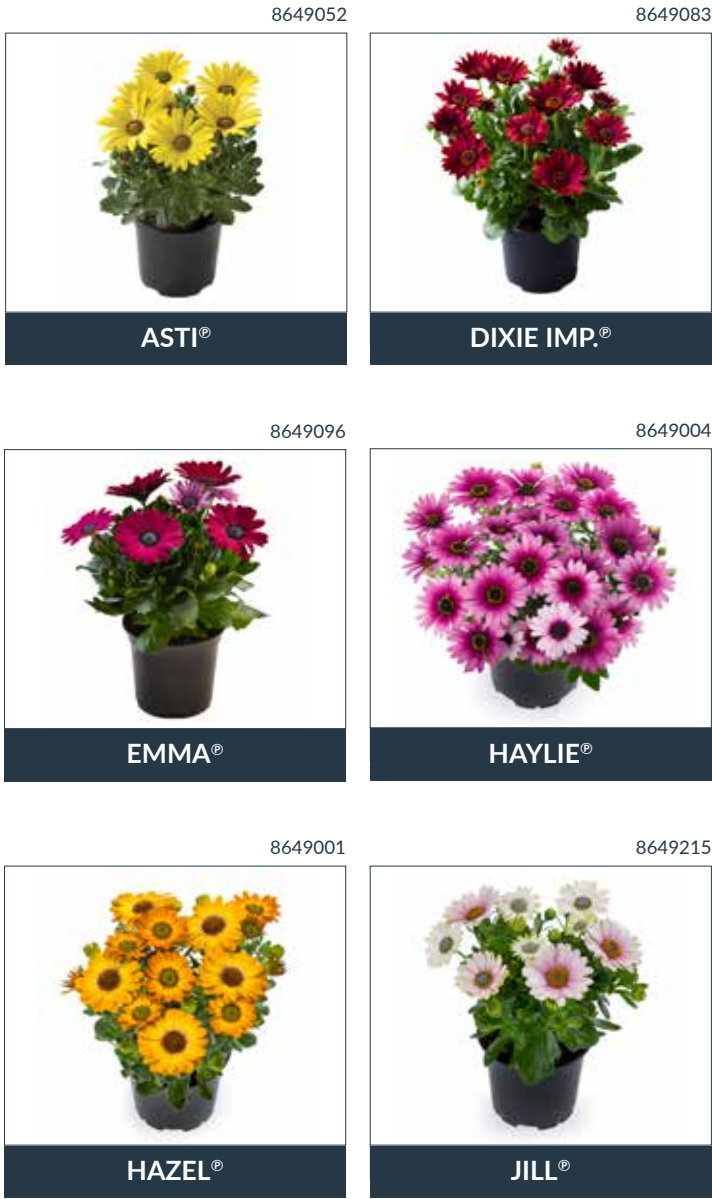
8649132

HOT PINK HALO®



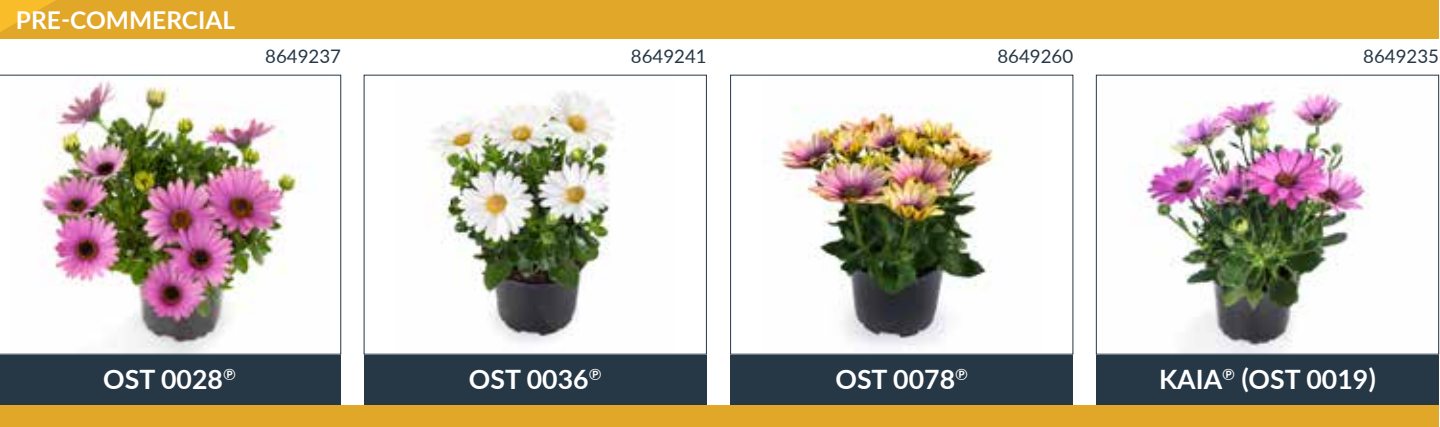
| Osteospermum Sunny®   | O100  | 35-16   | 16 - 24 weeks | Quart - 5 inch    | 6 - 8 inch  |
|-----------------------|-------|---------|---------------|-------------------|-------------|
|                       | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in |
| Sunny® Atilla®        | ●●○○○ | Upright | ●●○           | Y                 | Ethiopia    |
| Sunny® Dina®          | ●●○○○ | Upright | ●○○           | Y                 | Ethiopia    |
| Sunny® Elektra®       | ●●●○○ | Upright | ●○○           | Y                 | Ethiopia    |
| Sunny® Felix®         | ●●●○○ | Upright | ●●○           | Y                 | Ethiopia    |
| Sunny® Gaia®          | ●●●○○ | Upright | ●●○           | Y                 | Ethiopia    |
| Sunny® Galina®        | ●●●○○ | Upright | ●○○           | Y                 | Ethiopia    |
| Sunny® Glory®         | ●●●○○ | Upright | ●●○           | Y                 | Ethiopia    |
| Sunny® Hot Pink Halo® | ●●○○○ | Upright | ●●●           | Y                 | Ethiopia    |
| Sunny® Mary®          | ●●●○○ | Upright | ●○○           | Y                 | Ethiopia    |
| Sunny® Philip®        | ●●●○○ | Upright | ●○○           | Y                 | Ethiopia    |
| Sunny® Violet Halo®   | ●●●○○ | Upright | ●●●           | Y                 | Ethiopia    |

Osteospermum ecklonis | Sunny® Compact



|                             |  |  |  |  |  |
|-----------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Osteospermum Sunny® Compact | O100                                                                                | 35 - 16                                                                             | 16 - 24 weeks                                                                       | 4 - 5 inch                                                                            | 6 - 8 inch                                                                            |
|                             | Vigor                                                                               | Habit                                                                               | Earliness                                                                           | Daylength Neutral                                                                     | Produced in                                                                           |
| Sunny® Compact Asti®        | ●○○○○                                                                               | Upright                                                                             | ●●○                                                                                 | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Compact Dixie Imp.®  | ●●○○○                                                                               | Upright                                                                             | ●●○                                                                                 | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Compact Emma®        | ●●○○○                                                                               | Upright                                                                             | ●○○                                                                                 | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Compact Haylie®      | ●○○○○                                                                               | Upright                                                                             | ●○○                                                                                 | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Compact Hazel®       | ●●○○○                                                                               | Upright                                                                             | ●●○                                                                                 | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Compact Jill®        | ●○○○○                                                                               | Upright                                                                             | ●●○                                                                                 | Y                                                                                     | Ethiopia                                                                              |

Osteospermum ecklonis | Sunny®



|                            |  |  |  |  |  |
|----------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Osteospermum Sunny®        | O100                                                                                  | 35-16                                                                                 | 16 - 24 weeks                                                                         | 4 - 5 inch                                                                            | 6 - 8 inch                                                                            |
|                            | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Sunny® Ost 0028            | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Ost 0036            | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Ost 0078            | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Kaia® (Ost 0019)    | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Keva® (Ost 0008)    | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Kimi® (Ost 0013)    | ●○○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Klaudia® (Ost 0024) | ●●●○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Ethiopia                                                                              |
| Sunny® Kylie® (Ost 0002)   | ●●●○○                                                                                 | Upright                                                                               | ●○○                                                                                   | Y                                                                                     | Ethiopia                                                                              |

Pelargonium interspecific | Grace™

PRE-COMMERCIAL

8688200



DARK RED®

8688210



HOT PINK SPLASH®

8688225



PATIO CORAL®

8688229



PATIO PINK EYE®

PRE-COMMERCIAL

8688233



PATIO SCARLET KISS®

8688236



PEACH®

8688238



PINK SPLASH®

8688242



RUBY RED®



Pelargonium interspecific | Grace™

New Introduction!

PRE-COMMERCIAL

8688246



SCARLET®

8688250



VIOLET®

8688254



WHITE®

8688255



WHITE SPLASH®

- Easy branching

► Very floriferous

► Resistant to extreme heat conditions

► Excellent outdoor performance

► Easy to keep
- Fácil ramificación

► Muy florífera

► Resistente a condiciones extremas de calor

► Prestaciones de jardín excelentes

► Fácil de mantener
- Bien ramifiant

► Très florifère

► Tolérant pour canicule

► Prestation dans le jardin excellente

► Facile à maintenir

|                            |  |  |  |  |  |
|----------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Pelargonium                | O100                                                                                  | 35-20                                                                                 | 10 - 11 weeks                                                                         | 4 - gallon                                                                            | 6 - 8 inch                                                                            |
|                            | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Grace™ Dark Red®           | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Hot Pink Splash®    | ●●●●○                                                                                 | Upright                                                                               | ●●●                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Patio Coral®        | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Patio Pink Eye®     | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Patio Scarlet Kiss® | ●●○○○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Peach®              | ●●●●○                                                                                 | Upright                                                                               | ●○○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Pink Splash®        | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Ruby Red®           | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Scarlet®            | ●●●●○                                                                                 | Upright                                                                               | ●○○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ Violet®             | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ White®              | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Grace™ White Splash®       | ●●●●○                                                                                 | Upright                                                                               | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |

# Petunia Tea™

CUTTING RAISED

## Petunia hybrid | Tea™

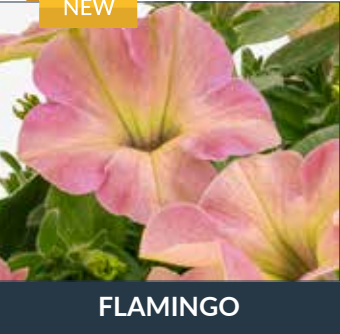
8705988



8705976



8705958



8705707



8705990



8705712



8705989



8705709



- ▶ Great rain and heat tolerance
  - ▶ Early flowering
  - ▶ Vigorous but controlled trailing growth
  - ▶ Perfect for a multitude of sizes
- ▶ Excelente tolerancia al calor y la lluvia
  - ▶ Floración temprana
  - ▶ Porte colgante vigoroso pero controlado
  - ▶ Perfecta para la producción en macetas de diferente tamaño
- ▶ Très bonne tolérance à la pluie et à la chaleur
  - ▶ Précoce
  - ▶ Port retombant, vigoureux mais contrôlé
  - ▶ Parfait pour une production en différentes tailles de pots



| Petunia Tea™      | O100  | 40-20    | 9 - 11 weeks | 4 inch - hb       | 6 - 8 inch  |
|-------------------|-------|----------|--------------|-------------------|-------------|
|                   | Vigor | Habit    | Earliness    | Daylength Neutral | Produced in |
| Tea™ Blue         | ●●●●○ | Mounding | ●●●          | Y                 | Mexico      |
| Tea™ Blue Vein    | ●●●●○ | Mounding | ●●○          | Y                 | Mexico      |
| Tea™ Flamingo     | ●●●●○ | Mounding | ●●●          | Y                 | Mexico      |
| Tea™ Indigo Vein  | ●●●●○ | Mounding | ●●●          | Y                 | Mexico      |
| Tea™ Light Violet | ●●●●○ | Mounding | ●●●          | Y                 | Mexico      |
| Tea™ Magenta Vein | ●●●●○ | Mounding | ●●○          | Y                 | Mexico      |
| Tea™ Pink         | ●●●●○ | Mounding | ●●○          | Y                 | Mexico      |
| Tea™ Purple       | ●●●●○ | Mounding | ●●●          | Y                 | Mexico      |

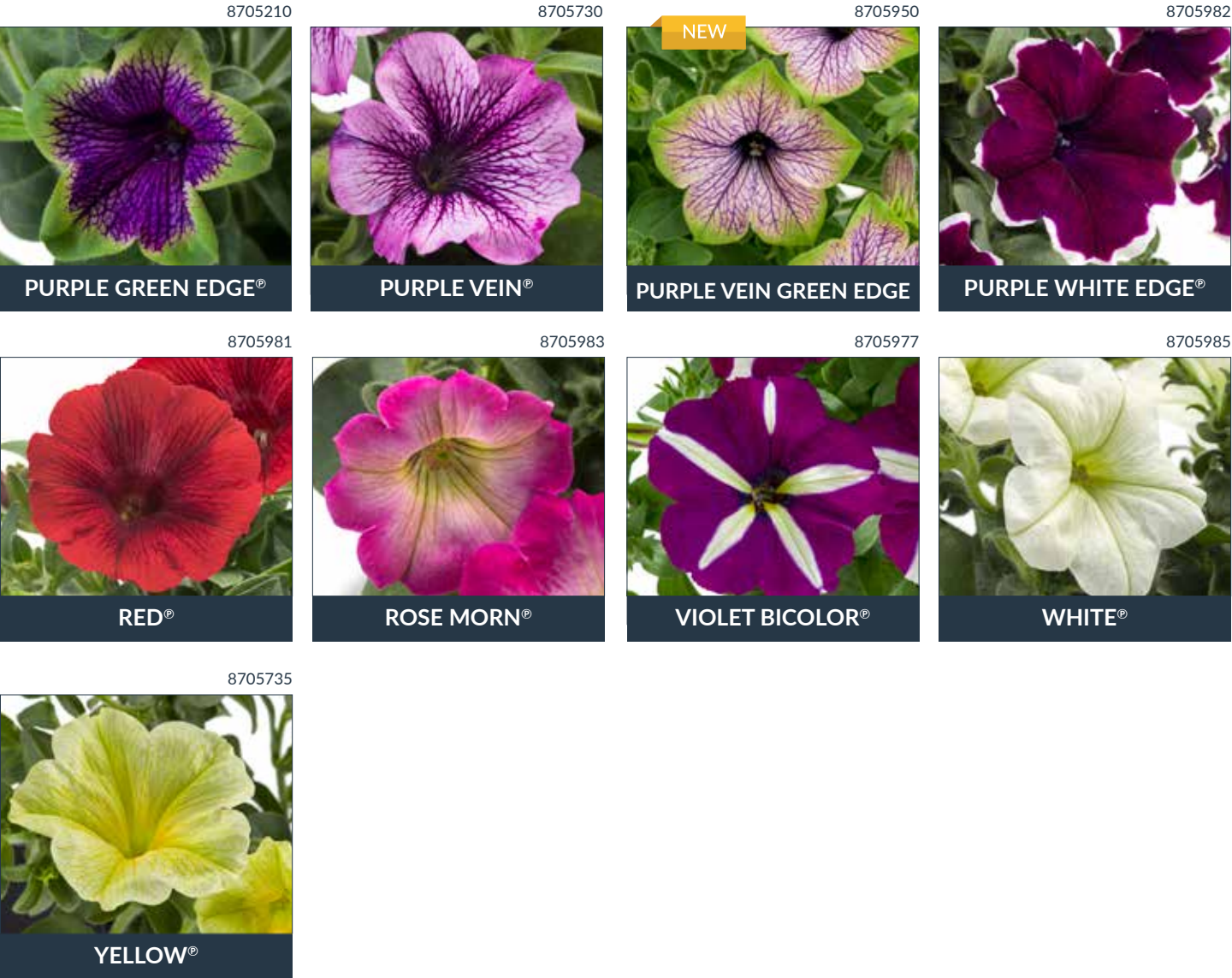


# Petunia Tea™



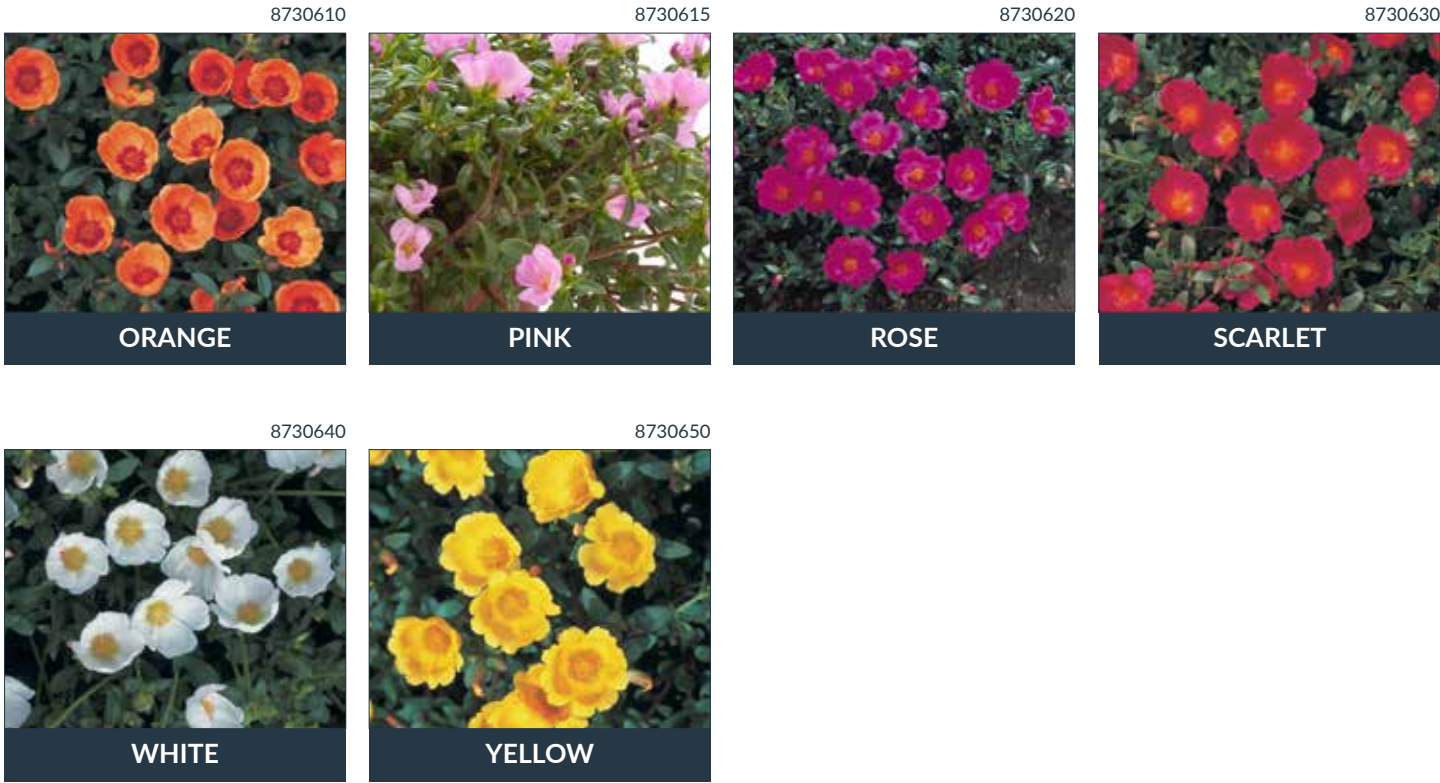
CUTTING RAISED

## Petunia hybrid | Tea™



|                             |  |  |  |  |  |
|-----------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Petunia Tea™                | O100                                                                                  | 40-20                                                                                 | 9 - 11 weeks                                                                          | 4 inch - hb                                                                           | 6 - 8 inch                                                                            |
|                             | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Tea™ Purple Green Edge      | ●●●●●                                                                                 | Mounding                                                                              | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Tea™ Purple Vein            | ●●●○○                                                                                 | Mounding                                                                              | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Tea™ Purple Vein Green Edge | ●●●●●                                                                                 | Mounding                                                                              | ●●●                                                                                   | Y                                                                                     | Mexico                                                                                |
| Tea™ Purple White Edge      | ●●●○○                                                                                 | Mounding                                                                              | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Tea™ Red                    | ●●○○○                                                                                 | Mounding/Semi Trailing                                                                | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Tea™ Rose Morn              | ●●●●○                                                                                 | Mounding                                                                              | ●●●                                                                                   | Y                                                                                     | Mexico                                                                                |
| Tea™ Violet Bicolor         | ●●●○○                                                                                 | Mounding                                                                              | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Tea™ White                  | ●●●●○                                                                                 | Mounding                                                                              | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |
| Tea™ Yellow                 | ●●●○○                                                                                 | Mounding                                                                              | ●●○                                                                                   | Y                                                                                     | Mexico                                                                                |

Portulaca umbraticola | Summerstars



- Large flowers

► Long flowering period

► Heat tolerant

► Suitable for hanging baskets
- Flores grandes

► Periodo de floración largo en jardín

► Resistente al calor

► Indicada para cestas colgantes
- À grosses fleurs

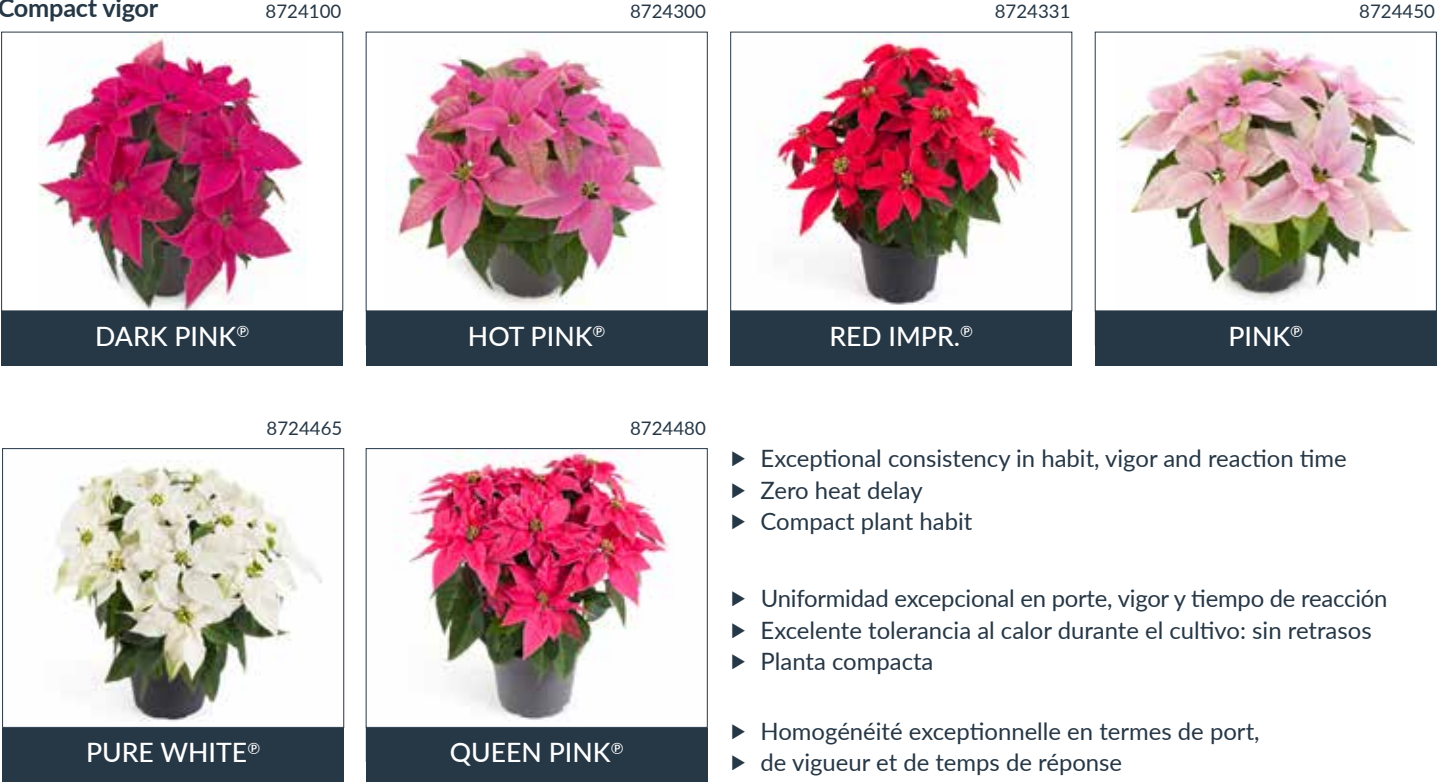
► Période de floraison longue en jardin

► Résistant au chaleur

► Adapté pour suspensions

|                       |  |  |  |  |  |
|-----------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Portulaca Summerstars | O100                                                                                | 1-24                                                                                | 11 - 15 weeks                                                                       | 4 - 10 inch                                                                           | 4 - 6 inch                                                                            |
|                       | Vigor                                                                               | Habit                                                                               | Earliness                                                                           | Daylength Neutral                                                                     | Produced in                                                                           |
| Summerstars Orange    | ●○○○○                                                                               | Semi-upright                                                                        | ●●○                                                                                 | n/a                                                                                   | Ethiopia                                                                              |
| Summerstars Pink      | ●●●○○                                                                               | Semi-upright                                                                        | ●●●                                                                                 | n/a                                                                                   | Ethiopia                                                                              |
| Summerstars Rose      | ●●●○○                                                                               | Semi-upright                                                                        | ●●○                                                                                 | n/a                                                                                   | Ethiopia                                                                              |
| Summerstars Scarlet   | ●●●○○                                                                               | Semi-upright                                                                        | ●●●                                                                                 | n/a                                                                                   | Ethiopia                                                                              |
| Summerstars White     | ●●●○○                                                                               | Semi-upright                                                                        | ●○○                                                                                 | n/a                                                                                   | Ethiopia                                                                              |
| Summerstars Yellow    | ●●●○○                                                                               | Semi-upright                                                                        | ●●○                                                                                 | n/a                                                                                   | Ethiopia                                                                              |

Euphorbia pulcherrima | Princettia®





 7 - 7,5 weeks

|                               |  |  |  |  |  |
|-------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Princettia®                   | O100                                                                                  | 14-39                                                                                 | 15 - 20 weeks                                                                         | Quart - 5 inch                                                                        | 8 - 12 inch                                                                           |
| Princettia® Pure White®       | O100                                                                                  | 31-39                                                                                 | 15 - 20 weeks                                                                         | Quart - 5 inch                                                                        | 8 - 12 inch                                                                           |
| Princettia® Queen Pink®       | O100                                                                                  | 16-32                                                                                 | 15 - 20 weeks                                                                         | Quart - 5 inch                                                                        | 8 - 12 inch                                                                           |
|                               | Vigor                                                                                 | Habit                                                                                 | Earliness                                                                             | Daylength Neutral                                                                     | Produced in                                                                           |
| Princettia® Dark Pink®        | ●●●○○                                                                                 | Compact                                                                               | ●●○                                                                                   | N                                                                                     | Ethiopia                                                                              |
| Princettia® Hot Pink®         | ●●●○○                                                                                 | Compact                                                                               | ●●○                                                                                   | N                                                                                     | Ethiopia                                                                              |
| Princettia® Indian Red Impr.® | ●●●○○                                                                                 | Compact                                                                               | ●●○                                                                                   | N                                                                                     | Ethiopia                                                                              |
| Princettia® Pink®             | ●●●○○                                                                                 | Compact                                                                               | ●●○                                                                                   | N                                                                                     | Ethiopia                                                                              |
| Princettia® Pure White®       | ●●●○○                                                                                 | Compact                                                                               | ●●○                                                                                   | N                                                                                     | Ethiopia                                                                              |
| Princettia®Queen Pink®        | ●●●○○                                                                                 | Midi                                                                                  | ●●○                                                                                   | N                                                                                     | Ethiopia                                                                              |

Euphorbia pulcherrima | Superstars®

PRE-COMMERCIAL

8723979

ROBYN PINK®

8723885

ROBYN RED®

8723934

ROBYN MARBLE®

8723909

ROBYN WHITE®

8723980

KAYLA RED®



7 weeks



8723989

ARIES RED®

8723988

ASTRO RED®

NEW

8723966

LUNA RED®



7,5 weeks

Robyn Series®  
Kayla Red®  
Aries Red®  
Astro Red®  
Luna Red®

Very Early | Mini | 8 inch pot  
Very Early | Mini | 8 inch pot  
Early | Medium Vigorous | 8 inch pot  
Early | Medium | Mini - 8 inch pot  
Early | Vigorous | 8 inch pot

Leona Series®  
Harlequin®  
Virgo White®  
Hera Red®

Early Mid | Medium | 6 - 10 inch pot  
Mid | Vigorous | Mini - 10 inch pot  
Mid | Medium | Vigorous 6 - 10 inch pot  
Late | Vigorous | 6 - 8 inch pot

Euphorbia pulcherrima | Superstars®

8723962

LEONA RED®

8723842

LEONA WHITE®



7,5- 8 weeks



8723929

HARLEQUIN®

8723976

VIRGO WHITE®



8 weeks

8723993

HERA RED®



8,5 weeks

| Poinsettia Superstars® | O100  | 16-32   | 16 - 24 weeks | Quart - 5 inch    | 8 - 12 inch |
|------------------------|-------|---------|---------------|-------------------|-------------|
|                        | Vigor | Habit   | Earliness     | Daylength Neutral | Produced in |
| Aries Red®             | ●●●●○ | Upright | ●●○           | N                 | Mexico      |
| Astro Red®             | ●●●●○ | Upright | ●●○           | N                 | Mexico      |
| Harlequin Red®         | ●●●●○ | Upright | ●●●           | N                 | Mexico      |
| Hera Red®              | ●●●●● | Upright | ●●●           | N                 | Mexico      |
| Kayla Red®             | ●●○○○ | Upright | ●○○           | N                 | Mexico      |
| Leona Red®             | ●●●●○ | Upright | ●●●           | N                 | Mexico      |
| Leona White®           | ●●●●○ | Upright | ●●●           | N                 | Mexico      |
| Luna Red®              | ●●●●○ | Upright | ●●○           | N                 | Mexico      |
| Robyn Pink®            | ●●○○○ | Upright | ●○○           | N                 | Mexico      |
| Robyn Red®             | ●●○○○ | Upright | ●○○           | N                 | Mexico      |
| Robyn Marble®          | ●●○○○ | Upright | ●○○           | N                 | Mexico      |
| Robyn White®           | ●●○○○ | Upright | ●○○           | N                 | Mexico      |
| Virgo White®           | ●●●●○ | Upright | ●●●           | N                 | Mexico      |

## Product Management & Marketing

Our Product Management team continually tests and assesses our own genetics as well as our breeding partners', in order to expand our technical knowledge and insight.

The application of modern breeding techniques is the key to success at Beekenkamp Plants. Our breeding activities focus on improving product quality, from unrooted cuttings to finished plants, as well as on improving tolerance to pests and diseases. Moreover, we strive to reduce PGR requirements while extending shelf life and garden performance.

Investments are based on a clear vision of future needs for all the links in the current ornamental horticulture production and supply chain. Test locations in different parts of the world are very important to us, as it is Beekenkamp's goal to provide consumers with the best products available for their unique climate zone.

All these trials allow us to monitor the development of our genetics in different climates and cultivation circumstances. Beekenkamp Plant's comprehensive cultivation database contains extensive information from all over the world, taking each specific cultivation situation into account. All this, to provide you with the most up-to-date crop advice and data.

Our Marketing team draws inspiration from the entire ornamental supply chain, from grower to retailer to end consumer. Our extensive experience and the close cooperation with our partners ensures mutual success. Just reach out to our sales team or office. We welcome the chance to collaborate with

you on visuals and designs.

We look forward to welcoming you in the Netherlands, as soon as Covid-19 circumstances allow. Visit our facilities and take a tour of our shelf-life testing room. Check out our trial garden and meet with our Marketing team!

## Gestión y marketing de productos

Nuestro equipo de gestión de productos prueba continuamente nuestra genética y la de nuestros socios de cría para ampliar sus conocimientos técnicos para usted. La aplicación de técnicas modernas de reproducción es la clave del éxito en Beekenkamp Plants.

Nuestro mejoramiento se centra en la mejora de la calidad del producto, desde las plantas sin raíces hasta las terminadas, así como en una mejor tolerancia a plagas y enfermedades. También nos esforzamos por reducir la necesidad de PGR al tiempo que prolongamos la vida útil y el rendimiento del jardín.

Las inversiones se basan en una visión clara de las necesidades futuras de todos los eslabones de la cadena de producción y suministro de la horticultura ornamental contemporánea. Las ubicaciones de prueba en diferentes partes del mundo son muy importantes para nosotros, ya que el objetivo de Beekenkamp es proporcionar al consumidor los mejores productos disponibles para su zona climática única.

Estos ensayos nos permiten controlar los efectos de nuestra genética en diferentes circunstancias de crecimiento. La completa base de datos de cultivos de Beekenkamp Plant contiene amplia

información de todo el mundo, teniendo en cuenta cada situación de cultivo. Todo ello, para proporcionarte los consejos y datos más actualizados.

Nuestro equipo de marketing se inspira en toda la cadena ornamental, desde el productor hasta el minorista y el consumidor final. Nuestra amplia experiencia trabajando con nuestros socios garantiza el éxito mutuo. Simplemente comuníquese con nuestro equipo de ventas u oficina, agradeceríamos la oportunidad de colaborar con usted en imágenes y diseños.

Beekenkamp le da la bienvenida a visitar nuestras instalaciones en los Países Bajos para un recorrido por nuestra sala de pruebas de vida útil, el jardín de prueba y una visita con nuestro equipo de marketing.

## Gestion des produits et marketing

Notre équipe Gestion de Produits teste et évalue en permanence notre propre matériel génétique ainsi que celui de nos partenaires dans le secteur de l'hybridation, afin de développer nos connaissances et perspectives techniques.

Le recours aux techniques modernes d'hybridation est la clé du succès chez Beekenkamp Plants. Nos activités d'hybridation sont axées sur l'amélioration de la qualité des produits, depuis les boutures non racinées jusqu'aux plantes finies, ainsi que sur l'amélioration de la tolérance aux ravageurs et aux maladies.

Nous nous efforçons également de réduire les besoins en régulateurs de croissance, tout en allongeant la durée de conservation et la performance au jardin.

Les investissements sont basés sur une vision claire des besoins futurs à tous les niveaux de l'horticulture ornementale actuelle et de la chaîne logistique. Il est très important pour nous d'avoir des sites d'essai dans différentes parties du monde, car l'objectif de Beekenkamp est de fournir aux consommateurs les meilleurs produits disponibles dans leur zone climatique.

Tous ces essais nous permettent de contrôler le développement de nos matériels génétiques sous différents climats et dans diverses conditions de culture. La base de données complète de Beekenkamp comprend des informations détaillées provenant du monde entier, qui tiennent compte de chaque situation spécifique de culture. Ceci afin de vous fournir les données et les conseils de culture les plus récents.

Notre équipe Marketing s'inspire de l'ensemble de la chaîne logistique de l'horticulture ornementale, du producteur au distributeur et jusqu'au consommateur final. Notre longue expérience et l'étroite coopération avec nos partenaires garantit un succès mutuel. Il vous suffit de contacter notre équipe de ventes ou notre agence. Nous nous réjouissons de travailler avec vous sur les visuels et les projets.

Nous avons hâte de vous accueillir aux Pays-Bas dès que la situation Covid-19 le permettra. Venez visiter nos locaux et faire un tour dans notre salle d'essai de conservation. Jetez un coup d'œil sur notre jardin d'essai et venez rencontrer notre équipe Marketing !

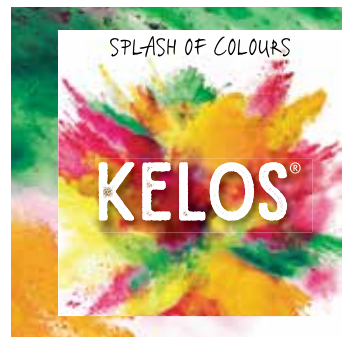




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## Corporate Social Responsibility

We see social responsibility as a crucial element in running our business. In addition to our care for all of our employees who work for us worldwide, as well as their families, we also ensure that the environmental impact of our activities is minimal. Beekenkamp also sets high standards for hygiene. We implement very strict hygiene measurements to prevent diseases and discourage pests. All of these efforts have resulted in gaining various certificates. Our provisions regarding working conditions, the environment and hygiene are subject to external monitoring.

## Responsabilidad social corporativa

Consideramos que la responsabilidad social es un elemento crucial en el funcionamiento de nuestro negocio. Además de nuestra preocupación por todos los empleados que trabajan con nosotros en todo el mundo, así como por sus familias, también nos aseguramos de que el impacto ambiental de nuestras actividades sea mínimo. Beekenkamp mantiene también un alto estándar en cuanto a la higiene, con la implementación de medidas muy estrictas para prevenir enfermedades y combatir plagas. Todos estos esfuerzos han sido reconocidos con diversos certificados. Nuestras disposiciones relativas a las condiciones de trabajo, el medio ambiente y la higiene están sometidas a un control externo.

## Entrepreneuriat socialement responsable

La responsabilit  sociale est un aspect important de notre gestion d'entreprise. Outre le soin que nous accordons a tous les collaborateurs et leurs familles, aux quatre coins du monde, nous veillons aussi a ce que l'environnement soit le plus possible respecte. En ce qui concerne l'hygiene, Beekenkamp place egalement la barre tres haut. Pour enrayer les maladies et parasites, Beekenkamp prend des mesures tres severes. Les divers certificats que nous avons obtenus sont les fruits de ces efforts. Les mesures que nous prenons en matiere de conditions de travail, d'environnement et d'hygiene sont controlees au niveau externe.



## CERTIFICATIONS AND GUARANTEES





Beekenkamp Group. An established presence in the world of horticulture. A family business since 1951, we now have over 2,900 employees worldwide and produce over 2 billion young plants every year, with a total greenhouse area of 90 hectares. The Beekenkamp Group combines the forces of our three businesses. **We work together for the best result.**

Beekenkamp Group. Una presencia consolidada en el mundo de la horticultura. Una empresa familiar desde 1951, ahora contamos con más de 2900 empleados en todo el mundo y cada año producimos más de 2000 millones de plantas jóvenes, con una superficie total de invernaderos de más de 90 hectáreas. El Grupo Beekenkamp combina las fuerzas de nuestros tres negocios. **Trabajamos juntos para el mejor resultado.**

Beekenkamp Group. Une référence dans le secteur horticole. Depuis 1951, une entreprise familiale authentique, qui compte actuellement plus de 2 900 employés dans le monde entier, réalise une production annuelle de plus de 2 milliards de jeunes plants et possède une superficie totale de 90 hectares de serres. Le groupe Beekenkamp réunit ses forces dans trois entreprises. **Ensemble, nous aspirons au meilleur résultat.**



## BEEKENKAMP PLANTS COMPANY MOVIE

The new corporate company film by Beekenkamp Plants Ornamentals, includes experience combined with processes. This short video shows the audience the production processes that are required to produce a finished plant for the end consumer. The story line is the LaBella® Dahlia which is being followed throughout the video, in which you follow the processes from breeding to the finished plant going home with the end consumer. The recently introduced sustainable BKX tray and the automatization processes are also included. The video explains the processes involved at Beekenkamp Plants Ornamentals and shows the viewer how complex this actually is. An informative film that's easy to watch.

Le nouveau film d'entreprise de Beekenkamp Plants Ornamentals comprend une expérience combinée avec des processus. Cette courte vidéo montre au public les processus de production nécessaires pour produire une usine finie en magasin pour le consommateur final.

L'histoire est le LaBella® Dahlia qui est suivi tout au long de la vidéo, dans laquelle vous suivez les processus de la sélection à la plante finie en rentrant à la maison avec le consommateur final. Le plateau BKX durable récemment introduit et les processus d'automatisation sont également inclus. La vidéo explique les processus impliqués chez Beekenkamp Plants Ornamentals et montre au spectateur à quel point cela est complexe. Un film informatif facile à regarder.

La nueva película corporativa de Beekenkamp Plants Ornamentals, incluye experiencia combinada con procesos. Este breve video muestra a la audiencia los procesos de producción que se requieren para producir una planta terminada en la tienda para el consumidor final.

La línea de la historia es LaBella® Dahlia, que se sigue en todo el video, en el que sigue los procesos desde la reproducción hasta la planta terminada y el consumidor final. También se incluyen la bandeja BKX sostenible recientemente introducida y los procesos de automatización. El video explica los procesos involucrados en Beekenkamp Plants Ornamentals y muestra al espectador lo complejo que es en realidad. Una película informativa que es fácil de ver.

# CALENDAR 2023

| JULY |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|
| Sun  | Mon | Tue | Wed | Thu | Fri | Sat |
| 26   |     |     |     |     |     | 1   |
| 27   | 2   | 3   | 4   | 5   | 6   | 7   |
| 28   | 9   | 10  | 11  | 12  | 13  | 14  |
| 29   | 16  | 17  | 18  | 19  | 20  | 21  |
| 30   | 23  | 24  | 25  | 26  | 27  | 28  |
| 31   | 30  | 31  |     |     |     |     |

| AUGUST |     |     |     |     |     |     |
|--------|-----|-----|-----|-----|-----|-----|
| Sun    | Mon | Tue | Wed | Thu | Fri | Sat |
| 31     |     | 1   | 2   | 3   | 4   | 5   |
| 32     | 6   | 7   | 8   | 9   | 10  | 11  |
| 33     | 13  | 14  | 15  | 16  | 17  | 18  |
| 34     | 20  | 21  | 22  | 23  | 24  | 25  |
| 35     | 27  | 28  | 29  | 30  | 31  |     |

| SEPTEMBER |     |     |     |     |     |     |
|-----------|-----|-----|-----|-----|-----|-----|
| Sun       | Mon | Tue | Wed | Thu | Fri | Sat |
| 35        |     |     |     |     | 1   | 2   |
| 36        | 3   | 4   | 5   | 6   | 7   | 8   |
| 37        | 10  | 11  | 12  | 13  | 14  | 15  |
| 38        | 17  | 18  | 19  | 20  | 21  | 22  |
| 39        | 24  | 25  | 26  | 27  | 28  | 29  |

| OCTOBER |     |     |     |     |     |     |
|---------|-----|-----|-----|-----|-----|-----|
| Sun     | Mon | Tue | Wed | Thu | Fri | Sat |
| 40      | 1   | 2   | 3   | 4   | 5   | 6   |
| 41      | 8   | 9   | 10  | 11  | 12  | 13  |
| 42      | 15  | 16  | 17  | 18  | 19  | 20  |
| 43      | 22  | 23  | 24  | 25  | 26  | 27  |
| 44      | 29  | 30  | 31  |     |     |     |

| NOVEMBER |     |     |     |     |     |     |
|----------|-----|-----|-----|-----|-----|-----|
| Sun      | Mon | Tue | Wed | Thu | Fri | Sat |
| 44       |     |     | 1   | 2   | 3   | 4   |
| 45       | 5   | 6   | 7   | 8   | 9   | 10  |
| 46       | 12  | 13  | 14  | 15  | 16  | 17  |
| 47       | 19  | 20  | 21  | 22  | 23  | 24  |
| 48       | 26  | 27  | 28  | 29  | 30  |     |

| DECEMBER |     |     |     |     |     |     |
|----------|-----|-----|-----|-----|-----|-----|
| Sun      | Mon | Tue | Wed | Thu | Fri | Sat |
| 48       |     |     |     |     | 1   | 2   |
| 49       | 3   | 4   | 5   | 6   | 7   | 8   |
| 50       | 10  | 11  | 12  | 13  | 14  | 15  |
| 51       | 17  | 18  | 19  | 20  | 21  | 22  |
| 52       | 24  | 25  | 26  | 27  | 28  | 29  |
| 1        | 31  |     |     |     |     |     |

# CALENDAR 2024

| JANUARY |     |     |     |     |     |     |
|---------|-----|-----|-----|-----|-----|-----|
| Sun     | Mon | Tue | Wed | Thu | Fri | Sat |
| 1       |     | 1   | 2   | 3   | 4   | 5   |
| 2       | 7   | 8   | 9   | 10  | 11  | 12  |
| 3       | 14  | 15  | 16  | 17  | 18  | 19  |
| 4       | 21  | 22  | 23  | 24  | 25  | 26  |
| 5       | 28  | 29  | 30  | 31  |     |     |

| FEBRUARY |     |     |     |     |     |     |
|----------|-----|-----|-----|-----|-----|-----|
| Sun      | Mon | Tue | Wed | Thu | Fri | Sat |
| 5        |     |     |     | 1   | 2   | 3   |
| 6        | 4   | 5   | 6   | 7   | 8   | 9   |
| 7        | 11  | 12  | 13  | 14  | 15  | 16  |
| 8        | 18  | 19  | 20  | 21  | 22  | 23  |
| 9        | 25  | 26  | 27  | 28  | 29  |     |

| MARCH |     |     |     |     |     |     |
|-------|-----|-----|-----|-----|-----|-----|
| Sun   | Mon | Tue | Wed | Thu | Fri | Sat |
| 9     |     |     |     |     | 1   | 2   |
| 10    | 3   | 4   | 5   | 6   | 7   | 8   |
| 11    | 10  | 11  | 12  | 13  | 14  | 15  |
| 12    | 17  | 18  | 19  | 20  | 21  | 22  |
| 13    | 24  | 25  | 26  | 27  | 28  | 29  |
| 14    | 31  |     |     |     |     |     |

| APRIL |     |     |     |     |     |     |
|-------|-----|-----|-----|-----|-----|-----|
| Sun   | Mon | Tue | Wed | Thu | Fri | Sat |
| 14    |     | 1   | 2   | 3   | 4   | 5   |
| 15    | 7   | 8   | 9   | 10  | 11  | 12  |
| 16    | 14  | 15  | 16  | 17  | 18  | 19  |
| 17    | 21  | 22  | 23  | 24  | 25  | 26  |
| 18    | 28  | 29  | 30  |     |     |     |

| MAY |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| 18  |     |     | 1   | 2   | 3   | 4   |
| 19  | 5   | 6   | 7   | 8   | 9   | 10  |
| 20  | 12  | 13  | 14  | 15  | 16  | 17  |
| 21  | 19  | 20  | 21  | 22  | 23  | 24  |
| 22  | 26  | 27  | 28  | 29  | 30  | 31  |

| JUNE |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|
| Sun  | Mon | Tue | Wed | Thu | Fri | Sat |
| 22   |     |     |     |     |     | 1   |
| 23   | 2   | 3   | 4   | 5   | 6   | 7   |
| 24   | 9   | 10  | 11  | 12  | 13  | 14  |
| 25   | 16  | 17  | 18  | 19  | 20  | 21  |
| 26   | 23  | 24  | 25  | 26  | 27  | 28  |
| 27   | 30  |     |     |     |     |     |



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