

Variety Profile – “Littletonia” from Danziger - Israel

“Littletonia” a Miniature-Flower Petunia hybrida, is a sensational crop series for early spring sales and beyond. Expect a mounded profusion of continuous color all spring, summer and fall.

Danziger varieties are well established in the market place and are universally known to growers for incredible garden performance, dependable plant vigor, superior heat tolerance and improved disease resistance. Plants are entirely adorned with attractive miniature blossoms. Flower size is approximately 1 ½ inch in diameter packing irresistible product appeal and reliability. Flower form is a miniature funnel shape.

The series includes nine breeding innovations. Leading the list are four beautiful new-comers. These vibrant additions are Red Star, Breezy Pink, Sweet Pink and Red. Rounding out the remainder of the series are Rose, Pink, Purple, Violet and White. All varieties are now available from your preferred broker both in rooted and unrooted cuttings for the coming 2009 season.

Additionally, Littletonia has an amazing semi-trailing habit, plus superior center branching that makes for endless possibilities in patio combinations, borders, landscape, hanging baskets, window boxes and pots of all sizes. The sky is the limit when it comes to design combinations. Moreover, Littletonias are used just as effectively too in the landscape and any high profile area where concentrated color is required.

Other outstanding attributes are dense self-branching making tight compact plants that exhibit superior out-door performance in rainy and windy conditions. Plants are self-cleaning, easy to grow, sun-loving and self-maintaining making Littletonia very desirable to both the commercial grower and the homeowner.

Flower Time: All summer.

Crop Planning from Rooted Cell:

<u>Pot Size</u>	<u>Cuttings per Pot</u>
<u>Finish Time in Weeks</u>	
4" Pot (10 cm)	1 c/p
4 to 6 weeks	
6" Pot (15 cm)	1 c/p
6 to 8 weeks	
6" Pot (15 cm)	3 c/p
4 to 6 weeks	
8 to 10" Pot (20-25 cm)	3 to 4 c/p
8 to 10 weeks	

Media: Use a sterile, well-drained soil with a pH range of 5.5 to 6.2. Water, and let soil dry between irrigations. Too much water, lack of oxygen or poorly drained soils may cause foliar chlorosis similar to yellowing caused by iron deficiency.

Fertilization: Use a balanced feed at 150 to 200 ppm N from a balanced fertilizer on a constant feed bases. Chlorotic foliage frequently results from deficiencies of Fe, Mn, and Mg. To avoid chlorosis, ensure that the fertilizer you use contain these elements.

Temperature: Best grown in moderate temperatures.

Day – 65 to 70F (20 to 22C)

Night – 50 to 60F (10 to 15C)

Photoperiod Response: Day Neutral

Photoperiod Management: Provide long-day extensions to at least 13 hours, or as a 4-hour night interruption before week 14 to promote flowering. Plants normally flower weeks 7-8 from the start of long days.

Light Levels: Plants are best grown under high light. Littletonia will benefit from supplemental lighting under low light conditions. Maintain light levels above 4,000fc during late winter months. This will promote better flowering and promote more compact plants.

Pinching: None required. However, an optional pinch may be given after plants become well established.

Plant Growth Regulators: Petunias in time will grow quickly. They will fill containers and baskets in a very short period of time. Additionally, low light levels and warmer temperature can result in stretching. B-9 can be effective to control stretching during these times, also for toning plants in finished pots for best shelf life. Plants can also respond well to Diaminozide as well as Paclobutrazol and Uniconazole. It is suggested that all PGR rates should be trialed before applications are made to the entire crop to ensure desired results

Insects Pests: Scout for Aphids, Thrip and Whitefly

Soil Disease: Botrytis and Pythium can result from excessive moisture levels. Stressed roots causing yellowing can resemble nutrient deficiency. Maintain moderate soil moisture levels. Preventative root rot fungicides may be applied if desired.

In conclusion, if you are looking to increase your spring sales with a crop that is self-cleaning, easy to grow, sun-loving and self-maintaining, we here at Danziger Flower Farm are very confident, Littletonia will be the right choice for you. Add to this, instant product appeal, early spring sales and a more dollars per square foot yield are all more compelling reasons to give thought and consideration to.

Why not make a point now to contact your preferred broker to add Littletonia to your spring production? You'll be glad you did.