



## Venezia™, Jester®

### CINERARIA SENECIO

**Minimum Germination Rate:** Jester 90%, Venezia 85%

**Seed Product Form:** Jester pelleted, raw; Venezia raw

### FLOWERING

**Time frame when plants are receptive to flower initiation:** 8 – 10 leaves are present and roots are actively growing.

**Flowering Type:** Facultative short-day plant – short days enhance flowering.

**Specific Flowering Mechanism:** Maturity and short days trigger flowering.

### PLUG CULTURE

**Germination:** Optimum conditions for seedling development that begins the day the crop is sown until cotyledon expansion. Expect radicle emergence in 3 – 4 days.

**Cover:** Do not cover the seed after sowing, as this will inhibit germination.

**Media:** • pH: 6 – 6.2  
• EC: 0.5 – 0.75

**Light:** Light is necessary for germination. If utilizing a chamber, providing a light source of 10 – 100 foot candles (100 – 1,000 lux) will improve germination and reduce stretch.

**Temperature:** 68° – 72°F (20° – 22°C) until cotyledon expansion.

**Moisture:** Wet (4) until radicle emergence. Then begin alternating between moisture levels wet (4) and moist (3). Allow media to approach level (3) before re-saturating to level (4).

**Humidity:** 100% until radicle emergence then reduce to 40 – 70%.

**Dehumidify:** Provide horizontal airflow to aid in drying down the media through evapotranspiration, allowing better penetration of oxygen to the roots.

**Plug Bulking:** Optimum conditions during the vegetative period, beginning at cotyledon expansion; needed for the root to reach the edge of the plug cell.

**Media:** • pH: 5.5 – 5.8  
• EC: 0.5 – 1

**Light:** Provide short days. Provide a maximum of 2,500 foot candles (25,000 lux) maximum.

**Temperature:** 65° – 70°F (18° – 21°C) after radicle emergence. After first set of true leaves are developed, reduce temperatures to 60° – 62°F (15° – 17°C).

**Moisture:** Alternate between moisture levels moist (3) and medium (2). Allow media to approach level (2) before re-saturating to level (3).

**Humidity:** 40 – 70%

**Dehumidify:** Provide horizontal airflow to aid in drying down the media through evapotranspiration, allowing better penetration of oxygen to the roots.

**Fertilizers:** Fertilize at 100 ppm nitrogen once a week with a calcium-based fertilizer (13-2-13).

*Note: These suggestions are only guidelines and may have to be altered to meet individual grower's needs. Check all chemical labels to verify registration for use in your region.*

### GROWING ON

**Transplant Ready:** 6 – 7 weeks from sow in a '288' tray.

**Finish Bulking:** Optimum conditions during the vegetative period, beginning at transplant, needed for the root to reach the edge of the container.

**Media:** • pH: 5.9 – 6.2  
• EC: 0.75 – 1

**Light:** Keep under short days. Long days will promote bolting. Provide 3,000 foot candles (30,000 maximum). Supplemental lighting at 350 – 500 foot candles will enhance shoot and root growth. Excessive light levels will result in leaf burn.

**Temperature:** After transplant, maintain cool days with 60° – 62°F (18° – 20°C) nights for approximately 2 weeks. Venezia does not require vernalization to induce flowering. With Jester, once plants are established it is necessary to begin a chilling or vernalization treatment to induce flowering (refer to Flower Initiation section). After chilling, raise temperatures to 60° – 62°F (18° – 20°C) for finishing. At this point, the crop should be about 7 – 9 weeks away from bloom. To conserve fuel costs, the crop can be finished at 55° – 60°F (13° – 16°C) nights and cool days, though flowering may be delayed.

**Moisture:** Alternate between moisture levels wet (4) and moist (3). Allow media to approach level (3) before re-saturating to level (4).

**Humidity:** 40 – 70%

**Dehumidify:** Provide horizontal airflow to aid in drying down the media through evapotranspiration, allowing better penetration of oxygen to the roots.

**Fertilizers:** Fertilize at 100 – 150 ppm nitrogen weekly with a calcium-based fertilizer (13-2-13).

**Growth Regulators:** Chemical PGRs are not necessary on Jester or Venezia. Venezia is already more compact than Jester so caution must be used to keep from over growth regulating. However, for toning purposes, growth can easily be controlled with B-Nine (daminozide), DIF treatments, reduced watering or minimal use of ammonium.

**Finish Flower Initiation:** Optimum conditions to make plant receptive to flower initiation.

**Temperature:** Reduce temperatures to 38° – 58°F (3° – 14°C). This chilling treatment should continue for 4 – 5 weeks. Venezia does not require chilling.

**Fertilizers:** Ammonium-based feeds will not be beneficial when temperatures are below 45°F (8°C). Feed with a calcium-based fertilizer (13-2-13) at 100 – 150 ppm nitrogen as necessary to keep plants actively growing.

**Common Diseases:** Pythium, Botrytis, Powdery Mildew, Verticillium, Tomato Spotted Wilt Virus

**Common Pests:** Aphids, Whitefly, Thrips

PRODUCT USE	GARDEN SPECIFICATIONS
Potted plants, pots, containers, gift item	<b>Light:</b> Partial sun <b>USDA Hardiness Zone:</b> 11 <b>AHS Heat Zone:</b> 4 – 1

	Garden Height	Garden Width
<b>Venezia</b>	7 – 9" (18 – 22 cm)	7 – 9" (18 – 22 cm)
<b>Jester</b>	8 – 10" (20 – 25 cm)	8 – 10" (20 – 25 cm)

### CINERARIA SCHEDULING IN WEEKS

	Venezia	Jester
<b>Total crop time</b>	14 – 16	16 – 18
<b>'288' plug crop time</b>	6 – 7	6 – 7
<b>Transplant to finish crop time</b>		
<b>Vernalization treatment</b>	None required	4 – 5
<b>4" crop</b>	8 – 9 with some growth regulation	10 – 12 with some growth regulation
<b>6" crop</b>	9 – 10 with no growth regulation	13 – 14 with no growth regulation