CROP MANUAL

Pericallis (Cineraria) cruenta Venezia

North Europe
Central Europe

Venezia variety from seed to finished

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Finished Plant Venezia

<table>
<thead>
<tr>
<th>Series</th>
<th>Type</th>
<th>Leaf colour</th>
<th>Pot size</th>
<th>Plants/m² finished</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venezia</td>
<td>seed</td>
<td>green</td>
<td>10-12 cm</td>
<td>16-22</td>
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</tbody>
</table>

Remarks
The culture time from transplant varies greatly depending on the season and cultural procedures between 12 and 16 weeks. The cineraria needs approx. 12 weeks in autumn for flowering in November and temperatures of 10-15 °C during the day. 8 °C at night. It takes longer (16 weeks) for a cold cultural tour in winter.
Cultivation Advice

After transplant, maintain cool days with 18° – 20°C nights for approximately 2 weeks. Venezia does not require vernalization to induce flowering. Chilling period after 8-10 leaves benefits flowering. Cool growing temperatures makes plants compact but delays flowering. Plant spacing needs to be done as soon as the plants reached the edge of the pot to allow enough air between plants.

Fertilization & Substrate
Properly drained substrate is very important! Especially during the colder period when temperatures and light conditions are low, and the substrate dries slowly. pH 5.9 - 6.2. Higher pH values (above 6.5) hinder iron availability. Basically recommended clay content of about 15%. Cineraria are slow-growing plants, so the fertilization is adjusted accordingly. Ammonium-based feeds will not be beneficial when temperatures are below 8°C. Feed with a calcium-based fertilizer (13-2-13).

Light
Keep under short days. Long days will promote bolting. Provide Excessive light levels will result in leaf burn.

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

PGR Applications
Chemical PGRs are not necessary on Venezia. Venezia is already more compact caution must be used to keep from over growth regulating. However, for toning purposes, growth can easily be controlled with B-Nine (daminozide).

Pests
Preventive insecticide: Against chewing insects Aphid, trips, whitefly.

Diseases
Preventive fungicide against soil borne diseases like Pythium, Alternaria, Botrytis, powdery mildew Verticillium, TSWV, Phytophthora. Preferred products depend on the country.

Tips & Tricks
At light intensities of over 30 klux the plants should be shaded to prevent the risk of leaf burn. Ensure good air circulation in the stock and avoid too close a standing distance. Otherwise this will increase the risk of infection by fungal diseases and they will show excessive unwanted growth in length. Cold treatment can be extended to promote plant build up.
# Recommendations

## Culture guideline subject to temperature

<table>
<thead>
<tr>
<th>Culture week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
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<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
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<tbody>
<tr>
<td>Handling (10 cm pot)</td>
<td>P</td>
<td>S**</td>
<td>PGR</td>
<td>F</td>
<td>F</td>
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<tr>
<td>Handling (12 cm pot)</td>
<td>P</td>
<td>S**</td>
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<tr>
<td>Temperature Day</td>
<td>18-20°C</td>
<td>5-12°C</td>
<td>18-20°C</td>
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<tr>
<td>Temperature Night</td>
<td>18-20°C</td>
<td>5-12°C</td>
<td>14-16°C to 18°C</td>
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<td>Light</td>
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<td>&gt;750 W/m²</td>
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<tr>
<td>Shading</td>
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<tr>
<td>Humidity</td>
<td>50–70%</td>
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<td>Moisture</td>
<td>4–3</td>
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<tr>
<td>pH</td>
<td>5,9–6,2</td>
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<tr>
<td>EC growing medium</td>
<td>0,7 mS/cm</td>
<td>1,6 mS/cm</td>
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<td>1:1,5 volume extraction in water</td>
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</table>

## Legend

- **Culture stages Cuttings / Seeds**
  - callus development / gem1, radicle emergence
  - root development / gem2, cotyledon expansion
  - leaf development / plug bulking
  - plug finishing / plug finishing

- **EC zones feeding mS/cm**
  - 1: 0,5–1,0 mS/cm
  - 2: 1,0–1,5 mS/cm
  - 3: 1,5–2,0 mS/cm
  - 4: 2,0–2,5 mS/cm
  - 5: 2,5–3,0 mS/cm
  - 6: 3,0–3,5 mS/cm

- **EC zones growing medium mS/cm (Sonneveld 1:1,5)**
  - 1: 0,5–0,75 mS/cm
  - 2: 0,75–1,0 mS/cm
  - 3: 1,0–1,25 mS/cm
  - 4: 1,25–1,5 mS/cm
  - 5: 1,5–1,75 mS/cm
  - 6: 1,75–2,0 mS/cm
  - 7: 2,0–2,25 mS/cm

- **Temperature zones**
  - 1: 0–5°C
  - 2: 5–8°C
  - 3: 8–12°C
  - 4: 12–14°C
  - 5: 14–16°C
  - 6: 16–18°C
  - 7: 18–20°C
  - 8: 20–22°C
  - 9: >22°C

- **Light zones**
  - 1: total darkness
  - 2: short day <12 h/short day treatment
  - 3: shadad
  - 4: no-shading / natural light
  - 5: supplemental light > 14 h/long day treatment
  - 6: right interruption

- **Shading**
  - 1: shading > 250 W/m²
  - 2: shading > 450 W/m²
  - 3: shading > 750 W/m²

## Soil moisture level

- 5: saturated: water is easily observed. When the substrate is touched, water moves out freely from top to bottom.
- 4: wet: water is not easily observed. When the substrate is touched, there is very little movement of water from top to bottom.
- 3: moist: the substrate is black but not glistening. When the substrate is touched, there is water, but virtually no water movement.
- 2: medium: the substrate turns form dark to medium brown. There is no water movement when touched.
- 1: dry: the substrate changed color to very light brown.

## Fertilizer

- N : K  1 : 3

## Recommendations

**Pericallis venezia**