

Argyranthemum Madeira™

- **Best colour selection of Marguerites on the market**
- **Most well branched and compact varieties on the market, means less growth regulators required**
- **Well matched across the series for habit, flowering and branching**
- **Adds texture to mixed patio containers and planters**
- **Ideal for 12 – 15cm pots**
- **Stylish image and consumer appeal**

Plant height

15 – 25cm

Media

Use a well-drained, disease-free, soilless medium with a pH of 5.7 to 6.2.

Temperature

- Nights: 15 - 17°C
- Days: 14 - 16°C
- High temperatures will cause stem stretch and greatly reduce overall quality.
- Excessive temperatures >18°C will cause flower abortion.
- Cooler night temperatures will create maximum branching, better compact habit and better flower colour.

Light

- Keep light intensities during spring as high as possible.
- Low light levels promote stem stretch.
- Flowering is best under long days of spring and summer. Crop time will be longer under short day length and plants become vegetative.
- Supplementary lighting can be beneficial for early deliveries

Pinching

- Pinching is not required when growing Madeira in 10 to 11cm pots although growers still prefer pinched plants in this pot size. Pinching on 4 leaf pairs is required when growing in larger pots to enhance branching and increase the number of

flowers that open at first flower. Under low light conditions, pinching is recommended.

- Pinch plants 4 to 10 days after transplanting if desired. Pinching will delay the crop approximately 10 to 14 days.
- The Ball 84 plug is already pinched once.

Watering

Argyranthemum are susceptible to root diseases if over watered.

Pot size

12cm – 1.5 litre (15cm) or 3 plants in a 2 – 3 litre pot

Timing

Ball 84 (pinched plug):

9 – 10 weeks for early deliveries

7 – 8 weeks for later deliveries

Fertiliser

- Argyranthemum require moderate to heavy fertilisation.
- Apply a balanced NPK feed at every watering from 2 weeks after potting. Apply high K at bud formation to promote heavy flowering.
- Use clear water with every third watering if high soluble salt problems occur.

Controlling growth

- Use high light, moderate water stress to control growth.
- Madeira is more compact than other series and needs just a little plant growth regulator, more so for early plug deliveries.
- Treatments suitable are dependent on the end market. Budding plants are best treated with a Chlormequat drench at 2 ml/lt. Pot plants are best treated with a Bonzi drench at 1 ml/lt. Apply the first application about 1 week after pinching with a second application when the buds are just visible. A second application of Bonzi drench is not necessary. Bonzi does reduce petiole stretch.
- Some plant growth regulators applied late in the crop cycle can delay flowering 1 to 2 weeks and significantly reduce flower size. Application should be avoided once flower buds appear.

Ball Colegrave cultural information is issued as a guide to growers, based on our own trials experience. It is not intended as a blueprint for growing. Any chemicals referred to should be used only in accordance with the manufacturer's instructions.

Culture Information

- Keep plants pot-thick after spacing and space out when the breaks are about 2 cm.
 - 10cm pot – 35 plants/m²
 - 12cm pot – 25 plants/m²
 - 15cm pot – 20 plants/m²

Pests and Diseases

Insects: Aphids, Thrips, Leaf Miners

Diseases: Botrytis, Rhizoctonia, Phthium

All *Argyranthemum Madeira* cuttings are derived from culture and virus-indexed stock.

Common problems

Problems	Causes
Plant collapse	Wet media for an extended period (<i>Pythium</i>) <i>Rhizoctonia</i> due to planting too deep
Delayed flowering	Late application of growth regulators
Excessive vegetative growth	High ammonia concentration in the soil Over fertilisation under low light conditions Low light and over watering: wet media
Poor branching	Low fertilisation; lack of nitrogen, low light
Chlorosis	Iron deficiency High pH Nitrogen deficiency

Variety	Colour	Flower	Flowering	Habit
Deep Pink	Deep Pink	Single	Early	Medium
Red	Red	Single	Mid	Medium
White	White	Single	Early	Compact
Crested Hot Pink	Rose Pink	Double	Early	Medium
Crested Pink	Light Pink	Double	Early	Compact
Crested Yellow	Yellow	Double	Early	Compact
Double Red	Red	Double	Early	Medium

N.B. The Crested types are in general more responsive to PGR's.

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