

Culture Information

Cineraria Senetti®

Plant type:	Frost hardy perennial
Plant height:	60cm
Flowering:	March to June. An excellent low energy crop to grow alongside Primrose for Mothers Day and Easter sales.

Approximate crop timing (mid-season)

Ball Paper 66 (pinched plug)	11-18 weeks to a marketable plant. The ideal marketable stage is from 5-6 flowers open. Best impulse is when at least 25+ flowers are open.
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Potting Week	Saleable plant in flower (Regime 1: Cold)	Saleable plant in flower (Regime 2: Cool)	Saleable plant in flower (Regime 3: Warm)
42	13	11/12	-
44	14	12/13	-
46	15/16	13	-
4	16/17	15	13/14
6	17	16	14/15
8	18	16/17	15/16

Growing on:

Temperature Senetti® must have a chill period of at least 4 weeks at 5°C to initiate bud.

Regime 1:

Keep at 12-14°C for the first few weeks to establish the plants. Pot pre-Christmas and grow on at approx. 5°C. Will survive to temperatures no lower than -2°C.

Regime 2:

Pot post-Christmas and grow at 15°C for 2 weeks. Then lower to 5°C.

Regime 3:

For Week 4- 8 potting dates only, grow immediately at 15-18°C for 3-4 weeks, then drop to a maximum of 5°C.

Once buds are visible, Senetti® may be forced to flower at a temperature of 12°C. This is done at the risk of not developing enough plant growth. Prior to shipping lowering the temperature back to 5°C to tone the plant. Plant regulators may be useful with this treatment.

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It is important that all plants are finished cold (5°C) to tone them ready for consumer use outdoors.

Compost	Open and free draining.
pH	6.0-6.5
Feeding	Water and feed well for the first few weeks to ensure the plants establish prior to cooling down. Once plants are established maintain a stable feeding programme with a balanced liquid feed. As flower buds develop change to a high potash feed. It is advised to incorporate into the compost using an 8 – 9 month slow release fertiliser at the rate of 2kg/M ³ . The addition of iron supplements will further improve the overall appearance of your plants.
Pot size	1.5-2.0 litre is ideal to produce a high quality added value plant. A 1 litre pot will make a smaller product with less value. Growth regulators will be necessary to maintain compact size.
Pinching	The Ball 66 paper plug is already pinched once. A soft pinch is recommended 7-10 days after potting removing 1-2cm of tip growth. This will remove the premature buds. A second pinch at the time of spacing your plants will help develop an excellent plant shape.
Growth regulation	Use of growth regulators is generally not needed. However Senetti® does respond well to treatments. This is particularly important for 13cm pot production. Apply before the flower buds become visible. Late applications may delay flowering by a few days and could bleach the flowers. Dry cultural regimes will control plant height.
Advice	Plants may be kept pot tight until after the first 4 week chill period. Thereafter space plants so leaves do not touch. The first flower shoots can look a little straggly, this is normal. As more shoots develop, this habit soon becomes unnoticeable. If the market slows and plants are left unsold, cut back plants hard when they have finished flowering to 10cm and they will re-flower 3-4 weeks later.
Common pests and diseases	Protect against Aphid, Whitefly and Thrip. Use good cultural practices to reduce the chances of Botrytis and Powdery Mildew. Ensure good air movement though the crop at all times.

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