



Senetti[®]

SUNTORY

SUNTORY FLOWERS

Wake Up Spring Sales With *Senetti*[®] pericallis

Cool Colors for the Cool Season

When it comes to early spring color, you can't beat the Senetti pericallis series from Suntory Flowers. Flower count can be as high as 200 on a plant grown in a 10-inch pot in electric shades of blue, purple, pink and magenta.

Senetti varieties are dramatically different from old fashioned cinerarias. Although the vivid bicolor flowers look familiar, the cool weather garden performance, durability and vigor Senetti offers is so much better. Plus Senetti has a unique reblooming ability and can be cut back for a fresh flush of flowers.

Senetti likes it cool and can withstand temperatures as low as 35°F. In addition to the benefits of production energy savings, plants are a natural fit for the early spring sales window. Consumers can buy Senetti early and enjoy it until summer temperatures become very warm at night. Once the first flush of flowers fades, cut back 50 percent and enjoy again with fresh blooms. Senetti will keep flowering until temperatures reach the mid 80s in the summer.

The untapped potential for Senetti is great. Become a destination by offering a full selection. With more than 20 varieties to choose from in the Senetti, Baby Senetti and new Senetti Sparkle lines, you can set your assortment apart from other growers and retailers. Place solid colors next to striking bicolors to energize endcaps. Or create a mass display of a single color to attract attention.

Last but not least, promote the Senetti brand and benefits! Suntory offers a wealth of free content you can use in your digital marketing and social media promotions. Consumer-facing content and links to the Virtual Combo Designer and Easy Gardening Tips app can be found at www.suntoryflowers.com.

AT YOUR SERVICE

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Senetti®

Gorgeous early season color!

- ✓ Maximum WOW! factor
- ✓ High branching and flower count
- ✓ Energy efficient crop
- ✓ Thrives in cool conditions



TOP SELLER

Magenta Bicolor
Sunsenereba



TOP SELLER

Blue Bicolor
Sunsenebuba



Violet Bicolor
Sunsenebaibai



Super Blue
Sunsenesubu



Pink Bicolor
Sunsenelibiba



TOP SELLER

Magenta
Sunsenere



Deep Blue
Sunsenedibu



Electric Magenta
Sunsenekabapi



Light Blue Bicolor
Sunsenelibubi



Blue
Sunsenebu



Blue Eye™
Sunsenehubume



Lavender
Sunseneraba



Other Variety

Senetti

Senetti is one week earlier to flower than competing pericallis varieties and has a fuller, more branching habit.



NEW

Breakthrough Color!

Ruby Red
Sunseneyona

Senetti® Sparkle

Fashionable new look!

- ✓ Fringed, narrow petals
- ✓ Pretty pastel colors
- ✓ Soft gray-green foliage
- ✓ Mid-range compactness, in between Senetti and Baby Senetti



Light Pink
Sunseneslipi



Sky Blue
Sunseneslisbu



Lavender
Sunseneslilav





Baby Senetti®

Compact habit for smaller pots

- ✓ Early flowering
- ✓ Produces high number of smaller flowers
- ✓ Ideal for high-density production
- ✓ Unrooted option available



Blue Bicolor
Sunsenebabubai



Magenta Bicolor
Sunsenebapiba



Blue
Sunsenebabu



Magenta
Sunsenebare



True Blue
Sunsenebatubu

Baby Senetti varieties flower two weeks earlier than other pericallis and have strong uniformity across the five colors.



Other Varieties

Baby Senetti

Cultivation Information

- Plant name:** Senetti
- Genus:** Pericallis
- Family:** Compositae and Asteraceae
- Plant type:** Grown as annual but perennial by nature, requires frost protection
- Bloom time:** Early spring through early summer, can be cut back to rebloom
- Use:** Outdoor patio and bedding plant
- Habit:** Upright and bushy, excellent branching
- Flowering:** Profusion of flowers up to 2 inches in size. After flowering has finished, cut back the plant height by 50% and reflowering will occur in 4 weeks.
- Potting soil:** Choose a well-drained growing medium. Keep pH at 5.5-6.0.
- Growing temperature:** Production is ideal in a cool and airy climate, 35-40°. This will produce a tough, toned finished plant. Ventilation should be used when temperatures reach 48-50°F. Keep humidity low.
- Light:** Senetti is a day-neutral plant. Light levels of 5,000-6,000 footcandles are ideal. During days of high light levels or in the autumn months, when plants are being rooted, additional shade may be needed. Shading during the last three weeks of production may cause internodes to stretch. In periods of long days and high light, shade will be required to the level of 40% over the crop. This is likely to be when plants mature in the spring, or in early fall, when plants are newly potted.

Irrigation/Fertility: After the initial transplant, provide Senetti with a strong application of 250 ppm nitrogen with 20-10-20 during the first four weeks of production. Senetti is also a heavy iron feeder, so keep soil pH between 5.5 and 6.0 with a monthly drench of STEM from Peter's Excel for additional micronutrients. Senetti's vigorous root system will require a lot of water on bright and warm days. This should be done with clear water only. Three weeks prior to sale, switch to a phosphorous fertilizer (10-30-20) to support flower production.



SENETTI SUCCESS: Victor Vasquez of Park Hill Plants grows the perfect Senetti crop. Thousands of plants are sold to large retailers in Texas and Oklahoma late March through April. Keys to success are managing temperature, water and fertilizer. "Once we transplant, we grow the plants at 65°F for two weeks until roots reach the edge of the pot," he says. "Then we gradually drop the temperature to 45°F and finish at this temperature all the way through." Plants are watered in the morning, only when needed. 20-10-20 fertilizer is supplemented with chelated iron to keep the plants nice and green.

Plant Growth Regulators:

Senetti is very responsive to B-Nine (daminozide), which can be used at 2,000 ppm every 14 days, depending on the crop timing. Florel (ethephon) can also be used at the rooting stage to promote lateral shoots. Some growers apply Bonzi at 2 ppm as a late drench once plants are fully established.

Pinching:

If rooted liners do not come as pinched and breaking plants, do a single pinch. Plants will naturally break and produce well-shaped plants.

Pests and Diseases: Aphids are the number one pest for this crop, but spider mites and whiteflies can also be present during production. Scout for thrips as flowers develop. Powdery mildew can be an issue during the cool crop production, so keep humidity levels low in the greenhouse. A preventive drench with Subdue MAXX and Cleary's every eight weeks will prevent root rot.



Northern Grower Strategy



Larger liners dramatically reduce crop time for a stunning show.

Growers who don't want to start production in early winter can still enjoy an early spring market for Senetti.

"One challenge we've found is Senetti are difficult to time because the plants are so responsive to temperature," says John Barone of Barone Gardens near Syracuse, NY. "Most Northern growers don't want to start the crop in December or January for the recommended cold, slow-growing method at 40°F. If you grow the plants at colder temperatures, the crop takes longer, plants are shorter and they need less growth regulator. But if you push them with warmer temperatures, it's still a nice crop, but you need to sit on them with growth regulators." He adds B-Nine is very effective.

One solution is to purchase large liners, like Barone's 32-cell 2-16 tray. "Growers can bring plants in weeks 9-12 and finish them for sales in late April/early May." Another option is to purchase 102-sized liners for weeks 6-7 to finish the crop in late April, growing plants at moderate temperatures – 50-55°F.

"When we grow Senetti, we start warm, get the plants rooted, apply fungicide, and then cool them down," Barone says. "Even growers who bring in large liners should grow the plants warm for a couple of weeks. We establish the plants at 65°F to get the roots out to the edge of the container, use a broad-spectrum fungicide and then finish."

Secrets of Success

Once you've determined timing and temperature, these additional guidelines will help you finish a gorgeous Senetti crop.



Go Large – Senetti needs room to show it stuff. Plants will be happiest in pot sizes that are 8-inch or larger. You will also see the most impressive show and flower count in a larger pot, increasing the opportunity to command a premium price at retail. You want at least 20 flowers for consumers to see the "wow" factor. For smaller pots, choose the Baby Senetti series, which is more compact.

Feeding – After transplanting, provide Senetti with 200 ppm nitrogen from an all-purpose feed. Senetti are also a heavy iron feeder, so keep soil pH between 5.5 and 6.0 with a monthly drench of STEM from Peter's for additional micronutrients or as needed if plants show deficiencies.

Watering – Senetti's vigorous root system will require a lot of water on bright and warm days. We recommend Senetti be grown normally on the dry side.

Lighting – Senetti is a day-neutral plant. Light levels of 5,000-6,000 footcandles are ideal.

Managing Growth – Rooted liner usually arrive pinched, if not they will require one. Plants will break naturally and produce well-shaped plants. Senetti is very responsive to B-Nine, which can be used at 2,000 ppm every 14 days, depending on the crop timing and growing temperatures.

Pests & Diseases – Aphids are the number one pest for this crop, but spider mites and whiteflies can also be present during production. Scout for thrips as flowers develop. Powdery mildew can be an issue during cool crop production. Keep humidity levels low in the greenhouse. A preventive drench with Subdue MAXX and Cleary's every eight weeks will prevent root rot.

Variety	Color Description	Flower Size	Vigor	Earliness	Cultivation Period	Pot Size
SENETTI						
Blue Bicolor	Blue + White Center	3"	Vigorous	Med-Early	10-20 weeks	6-12"
Blue	Mid Blue	3"	Vigorous	Med-Early	10-20 weeks	6-12"
Deep Blue	Deep Blue	3"	Med-Vigor	Med-Later	10-20 weeks	6-12"
Super Blue	Dark Blue	3"	Vigorous	Med-Early	10-20 weeks	6-12"
Blue Eye	White with Dark Blue Eye	3"	Med-Vigor	Late	10-20 weeks	6-12"
Light Blue Bicolor	Light Blue + White Center	3"	Med-Vigor	Med-Early	10-20 weeks	6-12"
Lavender	Lavender Blue	3"	Med-Vigor	Early	10-20 weeks	6-12"
Magenta	Deep Magenta	3"	Med-Vigor	Med-Early	10-20 weeks	6-12"
Magenta Bicolor	Soft Magenta + White Center	3"	Med-Vigor	Early	10-20 weeks	6-12"
Electric Magenta	Magenta Gradation	3"	Vigorous	Med-Early	10-20 weeks	6-12"
Pink Bicolor	Pink + White Center	3"	Med-Vigor	Med-Early	10-20 weeks	6-12"
Ruby Red	Wine red	3"	Med-Vigor	Early	10-20 weeks	6-12"
Violet Bicolor	Violet + White Center	3"	Med-Vigor	Med-Early	10-20 weeks	6-12"
SENETTI SPARKLE						
Lavender	Lavender	3"	Med-Compact	Med-Early	10-20 weeks	6-12"
Light Pink	Pale pink	3"	Med-Compact	Med-Early	10-20 weeks	6-12"
Sky Blue	Light Blue	3"	Med-Compact	Med-Early	10-20 weeks	6-12"
BABY SENETTI						
Blue	Mid Blue	2"	Compact	Early	10-20 weeks	4-12"
Blue Bicolor	Blue + White Center	2"	Compact	Early	10-20 weeks	4-12"
True Blue	Dark Blue	2"	Compact	Early	10-20 weeks	4-12"
Magenta	Deep Magenta	2"	Compact	Early	10-20 weeks	4-12"
Magenta Bicolor	Magenta + White Center	2"	Compact	Early	10-20 weeks	4-12"



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