



## Did you know...?

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*Chrysanthemums were identified in Asia more than 2500 years ago and are known as the oldest flower in the world. Some of the largest producers of chrysanthemums are located in South America, particularly Columbia, Ecuador and Costa Rica.*

**South American poms offer price stability, long vase life, a vast choices of colors and varieties and a quality/price ratio that is unparalleled.**

### **Varieties and Grades :**

South American poms have come a long way since the time when the choices were limited to white cushions or white and yellow daisies. Hundreds of varieties are now offered with a vast selection of colors including pink/lavender, yellow/gold, orange/bronze, white, red, green and bi-color. All the new varieties, including a whole range of "Dutch" varieties, provide a choice of stem structure as well: long lateral varieties for use in arrangement and design, and short lateral varieties for volume in hand tied bouquets.

Visit the [www.sierraflowerfinder.com](http://www.sierraflowerfinder.com) website to see more than 150 pictures of chrysanthemum varieties and other related information.

Chrysanthemums are graded in 2 categories: bouquet grade with 10 stems per bunch and a minimum of 40 blooms, and regular grade, with a 280 gram minimum, 6 stems per bunch and at least 35 blooms. Many novelty

varieties have more stems, averaging 7 and 8 stems per bunch. All grades are a minimum of 70cm in length.

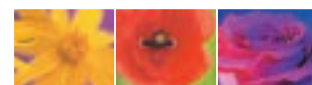
### **Production :**

The production cycle of a chrysanthemum varies from 10 to 14 weeks. The varieties selected are a result of tests performed to determine their compatibility with the South American climate. They are also selected based on the market trends and the popularity of the variety in Holland. Other criteria include the number of stems per bloom, length of the stem and vase life.

### **Chrysanthemum types :**

Chrysanthemums can be subdivided into 2 categories: "Disbuds", which have their laterals pinched off in order to produce a single flower per stem, and "Spray Type or Pompoms", whose laterals are left on to promote several flowers per stem. There are 5 major bloom structures:

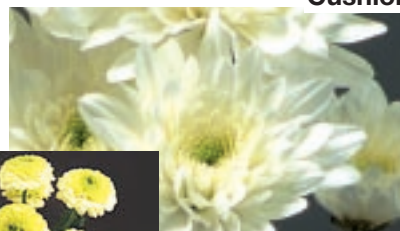
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# Did you know...?



Anemone



Cushion



Button



Daisy



Spider

*\*all of the varieties in these categories that have small blooms (3cm or less) are known as micros.*



## **Seasonal Availability :**

Pom growers adjust their production based on seasonal demand. Although all colors (except for bronze and red) are available year round, the quantities of certain colors are modified to meet market demand:

Autumn: from mid-August to mid-November - Higher proportion of yellow, bronze, orange and red

Christmas: from mid-November to end of December - mostly white

Valentine's: from January to February - more white, lavender and pink

The rest of the year: from the end of February to August - all are available except for bronze and red.

## **Marketing and Sales :**

South American poms are available in a number of different predetermined mixed boxes of varieties and colors to meet market needs. The most common mixes include "CDN" (cushion, daisy, novelty), Solid Daisy types and Solid Cushion types. "Dutch"

boxes are made up of the newer, "Holland" type varieties, with colors and structures that offer a wide range of choices. It is also possible to order boxes of solid varieties or mixes that are client specific, in packs of 12, 20 or 24 bunches per box.

## **Care and Handling:**

South American poms are harvested and shipped with a tight cut stage. Their standards are that 2 to 3 of the flowers are open. This cut stage helps to lower freight costs, avoids shipping damage to the blooms and increases the vase life of the flowers.

To assure proper hydration of chrysanthemums, cut stems (ideally

*...It is known throughout the industry that a floral preservative, such as "Floralife", will extend by several days the vase life of flowers at the consumer's. Make sure you have some available for all of your clients.*

under water) and place bunches in clean buckets containing water that has been treated with a floral preservative, such as Floralife . Let them drink at room temperature for a few hours before putting them in the fridge.