



Did you know...?

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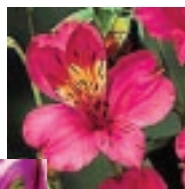
<< The new generation of Premium Alstromeria from South America offers a wide range of varieties and colors with lasting qualities that are hard to beat! >>

Alstromeria is a native plant to South America, and is also known as Inca Lily or Peruvian Lily. The South American climate is particularly well suited for the production of superior quality alstromeria.

Varieties and Grades:

Approximately 6 years ago, breeders developed a new generation of premium alstromeria varieties. This new generation of alstro boasts larger blooms, stronger and more intense colors, and a vase life of 12 to 18 days. The pictures below represent just a few of the new varieties available:

Beatrice



Laura



Charmes

Visit the www.sierraflowerfinder.com website to see pictures of more than 70 varieties of alstromeria and other related information. All of the new generation varieties are identified with 2 asterisks (**).

Premium variety alstromeria is available in quarter boxes (of 8 to 13 bunches) or half boxes (of 15 to 25 bunches). They are all 10 stem bunches and are sold in 4 grades:

Butterfly Plus (Premium): 80 to 90cm with 4+ blooms

Butterfly: 70 to 80cm with 3+ blooms

Select: 70 cm with 3 blooms

Fancy: 60 to 65cm with 3 blooms

Boxes can be ordered in assorted colors, or in solid variety boxes, to meet specific client needs.

Production:

An alstromeria plant is productive for 4 years and generates from 8 to 10 stems per month. Due to its growing characteristics, the production cycle of the plant cannot be altered to meet an increase in demand, so availability can be somewhat limited during peak holiday periods.

Varieties in commercial production are chosen based on their vase life qualities, the number of flowers per stem, the size of each flower, the length of the laterals and the length of the stems. They are also chosen for their color, to assure that the needs of changing market trends are being met.

Care and Handling:

South American alstromeria is harvested and shipped with a European cut stage, i.e. blooms showing good color and just starting to open. Because alstromeria is a flower that develops very well in water, this cut stage avoids shipping damage and increases the vase life of the flowers.

To assure proper hydration and development of the blooms, cut stems and place bunches in clean buckets containing water that has been treated with a floral preservative such as Floralife. It is important to let them drink at room temperature for a few hours before putting them in the fridge.

...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.

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