

Cut flower



PanAmerican Seed.®



NEW Katz Series Matthiola



NEW Katz Cherry Blossom Matthiola



NEW Katz Light Lavender Matthiola



NEW Katz Pink Matthiola



NEW Katz White Matthiola

PanAmerican Seed offers the best quality cut flower varieties to meet the production needs of cut flower growers. Our wide range of high-performing varieties allows you to create a complete cut flower program from one reliable source.

New Katz Series Matthiola

This new class of cut flower matthiola delivers up to 6 weeks shorter crop time, uniformity in flowering with the same length and timing between colors, and better heat tolerance than traditional types. Katz can be grown earlier and later in the season, and can even be sold in flower for Christmas. About 55 to 60% double-flowering, some selectability is possible. Tunnel production is recommended for longer stems, overall quality and improved shipability; tight spacing increases stem length. Available in a pastel range of colors with appealing fragrance and good vase life. The Katz Series is named after Philip Katz, PanAmerican Seed Cut Flower Product Manager, who passed away in 2004.



NEW Katz Yellow Matthiola



Guardian Blue Delphinium



Guardian Lavender Delphinium



Guardian White Improved Delphinium



Mona Lisa Mixture Anemone



Mona Lisa Bicolor Blue Shades Anemone



Mona Lisa Bicolor Red Anemone



Mona Lisa Deep Blue Anemone



Mona Lisa Deep Red Anemone



Mona Lisa Lavender Shades Anemone



Mona Lisa Orchid Shades Anemone



Mona Lisa Pink Anemone



Mona Lisa Pink Blush Anemone



Mona Lisa Scarlet With Eye Anemone



Mona Lisa Solid Scarlet Anemone



Mona Lisa White Anemone



Mona Lisa Wine Shades Anemone

Mona Lisa® Series Anemone

A Cool Season Thrivers selection.

Vibrant blooms top sturdy, thick stems, with up to 18 stems per plant per year on average. Ideal for cutting and design work. Ideally suited for young plant production from a March to April sowing in the Northern Hemisphere; a September to October sowing in the Southern Hemisphere. Low temperatures promote optimum stem length for cut flower production. Compared with many other cool cut flower crops such as carnations, it is less labor-intensive, not requiring staking, netting or disbudding. Suitable for greenhouse, field or garden cut flower production.

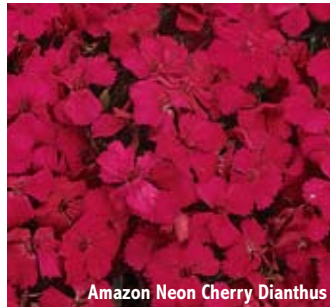
Guardian F1 Series Delphinium

A First Year-Flowering Perennial and a Cool Season Thrivers selection.

Very uniform blooming within each variety, especially under short days so you can program to meet ship dates. Multi-use Guardian works well as a commercial cut flower, and in potted plant programs. Up to 6 weeks faster from transplant to bloom than O.P. types means more turns per sq. ft./meter of greenhouse space. As a greenhouse cut flower, Guardian can be grown under the same conditions as dianthus and snapdragons. Produces excellent stem quality for good cut flower shipability. Also a tall landscape/perennial variety. Not pictured: **Mixture**



Amazon Neon Duo Dianthus



Amazon Neon Cherry Dianthus



Amazon Neon Duo Dianthus



Amazon Neon Purple Dianthus



Amazon Rose Magic Dianthus



Sweet Coral Dianthus



Sweet Purple Dianthus



Sweet Red Dianthus



Sweet Scarlet Dianthus



Sweet White Dianthus



Sweet Mixture Dianthus

Amazon F1 Series Dianthus

A Cool Season Thrivers selection.

This unique, interspecific series has very dark green, glossy leaves on strong stems that make the perfect backdrop to the bright, serrated-edged flowers. A vibrant head-turning show! Versatile Amazon is an excellent commercial and home garden cut flower. Suitable for greenhouse or field production.

Sweet F1 Series Dianthus

A Cool Season Thrivers selection.

Gives professional greenhouse and field cut flower growers a year-round *D. barbatus* series offered in separate bright solid colors with no vernalization required. Produces high yields of saleable stems that make an excellent bouquet filler item for florists. Very uniform in height and flowering time. Taller growth is achievable from early, Autumn-transplanted, greenhouse-grown plants. Very uniform in height and flowering time, Sweet has large, very fragrant, long-lasting blooms on straight, strong stems. Suitable for greenhouse, field or garden cut flower production.



ABC Deep Rose
1-2 Lisianthus



ABC Series Lisianthus

Growers can produce high-quality finished crops in a comprehensive color range with ABC's seedling vigor and proven reduced sensitivity to rosetting. These traits enable plugs to be finished 1 to 2 weeks faster than comparable varieties. ABC blooms uniformly within the color, displaying outstanding double flower form with high petal counts. Allow approximately 16 weeks from transplant to harvest for early transplants and approximately 13 weeks for mid to late transplants. Each variety has a "Seasonality Number". The first number is a speed guide to tell you whether the variety is faster or slower to flower. The second number is a versatility guide to indicate whether the variety can be grown over a longer or shorter flowering period.



Column Stock Malmaison Pink Matthiola



Column Stock Mid-Blue Matthiola



Column Stock White Matthiola



Cool Bronze (1,2) Snapdragon



Cool Crimson (1,2) Snapdragon



Cool Coral (1,2) Snapdragon



Cool Orange Bicolor (1,2) Snapdragon



Cool Pink (1,2) Snapdragon



Cool Purple (1,2) Snapdragon



Cool Rose (1,2) Snapdragon



Cool Salmon (1,2) Snapdragon



Cool White (1,2) Snapdragon



Cool Yellow (1,2) Snapdragon

Column Stock Matthiola

These traditional field-grown, cut-flower matthiolas are single-stemmed florist types that have large, approximately 55 to 60% double flowering blooms, closely spaced on the stems. Not pictured: • **American Beauty Select** • **Appleblossom** • **Apricot** • **Avalanche** • **Ball Pink #22** • **Crimson** • **Gold** • **Lavender** • **Lilac Lavender Deep** • **Pacific Blue** • **Pacific Crimson** • **Pacific Pink** • **Purple Heart** • **Rose Pink #14** • **Ruby #8** • **Sweetheart Pink** • **White Goddess** • **Yellow** • **Yellow Goddess** • **Mixture**

Cool Series Snapdragon

This series is the best, most uniform Winter-flowering snapdragon (Group 1 to early/mid 2) – see chart at right. Genetically matched Cool varieties offer uniformity across the series and within each color for timing, height, spike quality and stem quality, across a wide range of growing conditions. The strong and sturdy stems have an abundance of flowers. Grower-friendly series best produced under cool conditions for energy savings. Well-suited to outdoor growing or under tunnels in California Winter conditions. An excellent production companion to F1 delphinium. Suitable for greenhouse, field or garden cut flower production.

Create a High-Quality Year-Round Snapdragon Program

Group	Growing-On Night Temperatures	Series
1,2	45 to 55°F/7 to 13°C for late Autumn, Winter and early Spring harvest	Cool, Maryland
2,3	52 to 57°F/11 to 14°C for Autumn and Spring harvest	Monaco, Apollo
3,4	60°F/15°C for late Spring, Summer and early Autumn harvest	Potomac, Early Potomac



Cool Rose (1,2)
Snapdragon



Maryland
Appleblossom (2)
Snapdragon



Maryland
Appleblossom
(2) Snapdragon



Maryland
Crimson
(1,2) Snapdragon



Maryland
Dark Red
(1,2) Snapdragon



Maryland
Flame (1,2)
Snapdragon



Maryland
Golden Bronze
(1,2) Snapdragon



Maryland
Lavender
(1,2) Snapdragon



Maryland
Shell Pink
(2) Snapdragon



Maryland
True Pink
(1,2) Snapdragon



Maryland
Royal
(1,2) Snapdragon



Maryland
Plumblossom
(2) Snapdragon



Maryland
White
(2) Snapdragon



Maryland White &
Yellow Bicolor (2)
Snapdragon



Monaco
Baltimore Rose
(2,3) Snapdragon



Monaco Red
(2,3) Snapdragon



Monaco Rose
(2,3) Snapdragon



Monaco Violet
(2,3) Snapdragon

Maryland Series Snapdragon

This series is well-suited to cool-season, low-light and low-temperature (Group 1,2 – see chart on page 6) conditions. The energy-efficient Maryland varieties group well with the Cool series for Autumn and Winter programs. Well-defined flower spikes are produced on sturdy, clean stems. Suitable for greenhouse, field or garden cut flower production. Not pictured: **Bright Yellow (2)** • **Dark Orange (2)** • **Flamingo (1,2)** • **Ivory White (1,2)** • **Yosemite Pink (1,2)**

Monaco Series Snapdragon

Monaco is well-suited to difficult "transition" periods, such as from Group 3,4 (Summer) to Group 1,2 (Autumn/Winter) varieties – see chart on page 6. Tolerates warm Autumn conditions without flowering too quickly, and produces high-quality flower spikes when Autumn weather is unusually cool and dark. Monaco performs well all year in areas with moderate temperatures and little fluctuation in daylength, such as near the Equator. Suitable for greenhouse, field or garden cut flower production. Not pictured: **White (2,3)**



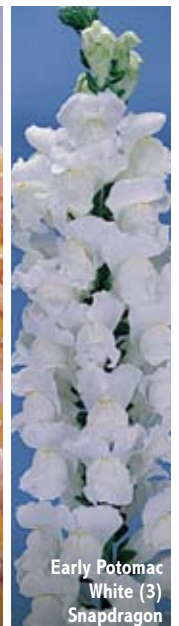
Early Potomac Pink (3)
Snapdragon



Early Potomac Rose (3) Snapdragon



Early Potomac
Orange (3)
Snapdragon



Early Potomac
White (3)
Snapdragon

**Early Potomac Series
Snapdragon**

Group 3 varieties (see chart on page 6) are ideal for many conditions. A good choice for all but the warmest periods, when Potomac varieties should be used. With very high-quality, long stems, Early Potomac can be grown year-round with supplemental high intensity lighting. Suitable for greenhouse, field or garden cut flower production.



Potomac Ivory White
(3,4) Snapdragon



Potomac
Appleblossom
(3,4) Snapdragon



Potomac Cherry
Rose (3,4)
Snapdragon



Potomac Dark
Orange (3,4)
Snapdragon



Potomac Ivory
White (3,4)
Snapdragon



Potomac Light
Rose (3,4)
Snapdragon



Potomac Orange
(3,4) Snapdragon



Potomac
Pink (3,4)
Snapdragon



Potomac
Plumblossom
(3,4) Snapdragon



Potomac Red
(3,4) Snapdragon



Potomac Royal
(3,4) Snapdragon



Potomac White
(3,4) Snapdragon



Potomac Yellow
(3,4) Snapdragon

Potomac Series Snapdragon

Ideal for production during periods of high light, long days and warm temperatures (Group 3,4 – see chart on page 6). It produces tall, strong stems and long spikes with good flower quality. Can be grown year-round with supplemental high-intensity lighting. Suitable for greenhouse, field or garden cut flower production.

Not pictured: **Rose (3,4) • Soft Yellow (3)**



Apollo Cinnamon
(2,3) Snapdragon



Apollo Ivory
(2,3) Snapdragon



Apollo Purple
(2,3) Snapdragon



Apollo Yellow
(2,3) Snapdragon



NEW Fireworks Gomphrena



Rocket Bronze
Snapdragon



Rocket Cherry
Snapdragon



Rocket Pink
Snapdragon



Rocket Red
Snapdragon



Rocket Rose
Shades
Snapdragon

Apollo Series Snapdragon

Open-face varieties offer excellent flower quality, with some of the largest florets of any snapdragons on the market. Flowers are perfectly arranged along medium-long spikes, on thicker stems with taller height and more blooms than comparable series. Group 2, 3 varieties (see chart on page 6) are well-timed with Monaco for Autumn and Spring harvest. Suitable for greenhouse, field or garden cut flower production.

Rocket Series Snapdragon

Vigorous, heat-tolerant plants reach a uniformity height and are topped by excellent-quality, closely set blooms in a comprehensive array of colors. Flowers well under long days. This series is useful in both a landscape program and field-grown cut flowers program. Planting early, the home gardener can get two crops of stems. Not pictured: **Golden • Lemon • Orchid • White • Mixture**
Bronze, Golden, Orchid, Red, Rose Shades and White are all All-America Selections winners.

New Fireworks Gomphrena

A Hot Summer Survivors selection.
Very tough and vigorous Fireworks is easy to grow, and displays unique, intense hot-pink blooms on a plant with great height. Novelty field or home garden cut flower.



Mona Lisa Mixture Anemone

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