

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.

