

Syngenta Flowers

You could say the trials underwent an extreme makeover at Goldsmith Seeds this year. To make room for displays from new parent company Syngenta Flowers, Goldsmith took out all the benches that had been there for decades, cut them in half and relaid the floor to open up the space. Displays were organized in seasonal vignettes, on which Goldsmith worked with the John Henry Co. for merchandising concepts.

Rudbeckia 'Tiger Eye,' our Reader's Choice winner from last year, is getting a big summer push at retail this summer with custom pots. Goldsmith's big introductions on the seed side this year include a trailing version of Cora vinca, called Cora Cascade, in five colors. Big Kiss gazanias are a beefier version of the kisses in White Flame and Yellow Flame. Mammoth pansies are a new extra-large flowered series in 11 colors.

Vegetative Highlights

Astounded by market response to rooted combo liners, like Dümme and Selecta have been offering, Syngenta has trialed its extensive genetics to see which ones will work best as Kwik Kombos liners. "We didn't realize the box store growers would embrace this, but there has been tremendous response," says Syngenta Flowers' Harvey Lang. "They want to simplify combo plantings. Problems occur when cuttings don't arrive together for sticking crews. Growers are willing to pay more up front for the input because it will pay off later.

Syngenta also is positioning its new geraniums that are ivy-zonal crosses as hybrid geraniums to consumers and the trade. The goal is to position them as a whole new class. Last year's big hit was 'Calliope Red,' which looks and behaves more like a zonal and is a red unmatched in zonal geraniums. Home Depot is calling it "Big Red" this spring. Scarlet Fire is a new color in the series. The Calientes look and behave more like ivy geraniums, have dark leaves and single flowers. New colors include: Orange, Hot Coral and Pink.

Other introductions include the dwarf Bandito lantanas, lobelia 'Techno Heat White' and Picnic mini petunias. This was the first year Syngenta showed mum and aster lines acquired from Yoder Brothers.



'Caliente Orange'



'Big Kiss White Flame'



Yoder pot mums



Mammoth pansies

INTRODUCTIONS

- Aromas snapdragons – seven colors
- Bandana lantanas – White and Lemon Zest
- Bandito lantanas – Red and Rose
- Big Kiss gazanias – two colors
- Caliente geraniums – Pink, Hot Coral and Orange
- Cora Cascade vincas – five colors
- Dianthus 'Fandango Purple Picotee'
- Geranium 'Calliope Scarlet Fire'
- Goldalia dahlias – Orange, Rose Bicolor and Yellow
- Mammoth pansies – 11 colors
- Orbit Synchro geraniums – five colors
- Orion primulas – Violet and Rose Frost
- Picnic mini petunias – four colors
- Picobella milliflora petunias – Red and Salmon
- Ranunculus 'Magic Yellow'
- Sanvitalia 'Cuzco Yellow'
- Scaevola 'Bombay Dark Blue'
- Sierra Synchro cyclamen – eight colors
- Tradewinds osteospermums – Pearl, Terracotta, Yellow and Trailing White
- Tuscany verbena – Blue and Silver

