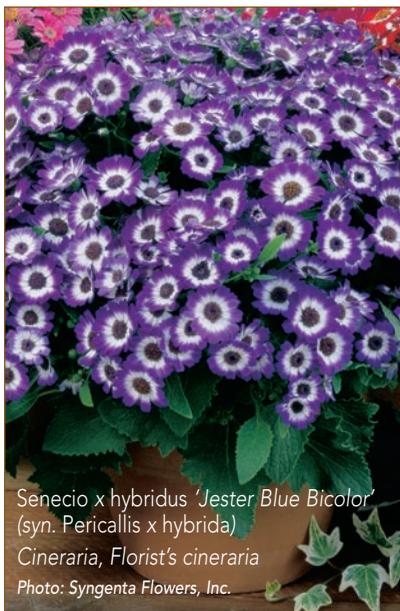




cineraria



Senecio x hybridus 'Jester Blue Bicolor'
(syn. *Pericallis x hybrida*)
Cineraria, Florist's cineraria
Photo: Syngenta Flowers, Inc.

BOTANICAL NAMES

Senecio x hybridus
(syn. *Pericallis x hybrida*)
(se-NEE-shee-oh, pear-ee-KAL-liss)

COMMON NAMES

Cineraria, Florist's cineraria

DESCRIPTION

Cinerarias have dense masses of daisylike blooms, usually 1 inch to 3 inches in diameter. Double bloom forms, in which the centers (disc florets) are obscured by petals (ray florets), also are available. The bloom clusters appear atop a "bush" of soft large light-green leaves, the undersides of which are often purplish and matted with soft grayish "hair" (trichome).

COLORS

Hues include a wide range of blues, violets, red-violets, reds, pinks, salmon, white and bicolors, often marked with a white ring around the center (disc florets). The colors are typically bright and vibrant although pastel varieties have been introduced in recent years.

DECORATIVE LIFE

Cinerarias' lifespan is short, usually 10 to 20 days. To prevent disappointment, suggest to consumers that they regard cinerarias as "living cut flowers" rather than as houseplants.

AVAILABILITY

Cinerarias are mostly available from January through April although some growers offer them year-round.

in-store and consumer care

LIGHT These plants require lots of bright diffused light (away from exposure to direct sunlight).

WATER Keep soil evenly and consistently moist, but do not overwater. These plants wilt easily, and although they can recover when watered, the flowering period will be diminished. When watering, avoid getting leaves wet.

TEMPERATURE Cool environments are required for maximum bloom life—50 F to 65 F during the day and 40 F to 55 F at night. Plants will collapse (wilt) if the room temperature is too high.

HUMIDITY Plants benefit from high humidity, but do not spray leaves or blooms with water. Set pots on pebble trays, or mist the air around the plants.

ETHYLENE SENSITIVITY Cinerarias are fairly resistant to low levels of ethylene gas; however, high levels (e.g., from ripening produce) can cause plants to wilt and die.

FERTILIZER Plant food is not required.

GROOMING Cut off individual flowers as they fade and leaves as they yellow.

REBLOOMING These plants are annuals and

will not reflower. Advise customers to discard plants when the blooming cycle is finished.

challenges

PESTS Aphids, leaf miners/cineraria maggots, whiteflies, greenflies, spider mites and thrips can be common. Discard infested plants, or isolate plants, treat with insecticidal soap and remove severely damaged plant parts.

DISEASES These plants are susceptible to diseases that cause yellow, brown and black spots on leaves; fungal growth on leaves, including powdery mildew, downy mildew and gray mold; root rot; and stem rot at the soil line. Causes include overwatering; wet leaves; too high humidity, especially at night; and poor air circulation.

PALE-COLORED BLOOMS Too little light.

BLOOMS DIE QUICKLY Too warm of an environment; underwatering, causing plants to wilt.

PLANT WILTS DAILY Soil that is so overly dry that it will not absorb water. Set pots in a tray of water for 30 minutes to one hour to rehydrate.

PLANT COLLAPSE Root rot caused by overwatering or poor drainage; too warm of an environment.

PALE, YELLOWING, LIMP OR WILTED LEAVES

Underwatering; cold drafts; too warm of an environment; exposure to direct sunlight.

fun facts

WHAT'S IN A NAME The genus name "*Senecio*" comes from the Latin *senex*, meaning old man, a reference to the "hairy" leaves. "*Pericallis*" is from the Greek *peri* (around) and *kallos* (beauty).

FAMILY MATTERS Cinerarias are members of the vast *Asteraceae/Compositae* family. A few of their many close relatives are asters, chrysanthemums, marguerites, *Gerberas*, *Dahlias*, *Zinnias*, *Cosmos*, marigolds, black-eyed Susans, bachelor's buttons and strawflowers.

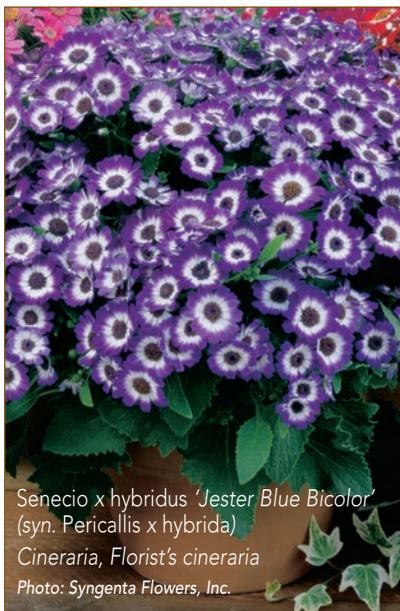
HOME SWEET HOME Although florist's cineraria hybrids likely were developed in England, the "parents" of these plants (*S. cruentus* and *S. Heritieri*) are native to the Canary Islands (in the Atlantic Ocean, off the coast of southern Morocco in northwestern Africa).

(Continued on Page 26)



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(Continued on Page 26)

blooming plant of the month

(Continued from Page 24)



'Jester Scarlet Bicolor'



'Jester Crimson Bicolor'



'Jester Carmine Bicolor'



'Jester Blue Bicolor'



'Jester Pure Carmine'



'Jester Pure Blue'



'Jester Royal Bicolor' assortment

purchasing advice

- Buy cinerarias with some open flowers and masses of unopened buds.
- Make sure plants are not water stressed (wilty leaves, stems and blooms) and that leaves and stems show no signs of yellowing.
- Check plants for insects and fungal growths (see "Challenges: Pests", "Diseases" on Page 24).



'Jester' assortment



'Venezia' assortment

Photos: Syngenta Flowers, Inc. [sfr](http://www.sfr.com)

(Continued from Page 24)



'Jester Scarlet Bicolor'



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