

ANNUAL  
PROPAGATION

# ARGYRANTHEMUM BUTTERFLY

*Argyranthemum frutescens*



## TRAY & ROOTING

Form	<b>Vegetative Cutting (URC)</b>
Rooting Hormone?	<b>Yes</b>
Tray Size	
Plants Per Cell	<b>1</b>
Days In Mist	<b>7-10</b>
Wks. From Stick To Transplant	<b>3-4</b>
Propagation Pinch?	<b>No</b>
Weeks To Pinch	<b>N/A</b>

## CULTIVAR LIST

Butterfly



## FERTILITY

Fertilize Through Mist?	<b>None</b>
Fertilizer Rate	<b>50-100ppm N</b>
EC Range	<b>Moderate: (2.0-3.5 mS via SME)</b>
pH Range	<b>5.6-6.2</b>

## TEMPERATURE

Average Soil Temp	<b>20-22°C</b>
Average Air Temp (Day)	<b>21-24°C</b>
Average Air Temp (Night)	<b>20-22°C</b>

## IRRIGATION

Irrigation Frequency	<b>Level 2: Allow media to dry moderately between thorough waterings</b>
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## LIGHT

Daylength Neutral?	<b>Yes</b>
Supplemental	<b>None</b>
Benefits From Shade?	<b>No</b>

## POTENTIAL DISEASES

Pythium, Rhizoctonia, Powdery Mildew

## POTENTIAL PESTS

Aphids, Thrips, Fungus Gnats

## PGR SUGGESTIONS

Daminozide, Chlormequat, Ethephon

## TIPS

- Young plants have to be placed under high light to avoid stretch.
- Pinching should not be necessary in the propagation phase of production.

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ANNUAL  
FINISHING

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CONTAINER SIZE	PLANTS PER POT	TRANSPLANT TO FINISH (WEEKS)
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<b>10-12 cm</b>	<b>1</b>	<b>6-9</b>
<b>13-15 cm</b>	<b>1</b>	<b>10-13</b>
<b>19 cm</b>	<b>1</b>	<b>12-16</b>

## FERTILITY

Fertilizer Rate	<b>150-200 ppm N</b>
EC Range	<b>Moderate: (2.0-3.5 mS via SME)</b>
pH Range	<b>5.6-6.2</b>

## TEMPERATURE

Day Temperature	<b>20-24°C</b>
Night Temperature	<b>18-23°C</b>

## IRRIGATION

Irrigation Frequency	<b>Level 3: Keep media moderately moist with mild dry cycles</b>
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## LIGHT

Daylength Neutral?	<b>Yes</b>
Optimum Light Level	<b>6,000-9,000 fc (64,600-96,900 lux)</b>
Supplemental	<b>Optional</b>
Benefits From Shade?	<b>No</b>

## PINCHING

Finishing Pinch?	<b>No</b>
Transplant to Pinch (days)	<b>N/A</b>

## POTENTIAL DISEASES

Pythium, Rhizoctonia, Powdery Mildew

## POTENTIAL PESTS

Aphids, Thrips, Fungus Gnats

## PGR SUGGESTIONS

- Daminozide starting 2 weeks after transplant
- Chlormequat
- A Paclobutrazol once plant reaches finish size greatly improves holdability in shipping and retail.



## TIPS

- Flowers best under long days of Spring. Crop time is longer under short daylength. For faster finishing under short days, maintain night temps at 16°C.
- Temperatures in excess of 26°C will cause stretch and greatly affect overall quality.
- Argryranthemum are susceptible to root diseases if overwatered. Allow media to dry between waterings but do not allow plants to wilt.
- Pinch 4-10 days after transplant for increased branching when finishing in pots larger than 10cm or if finishing in low light conditions. Pinching will delay time to first flower by 10-12 days.

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## FEATURES AND BENEFITS

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### KEY INFORMATION

Primary Common Name	<b>Dill Daisy</b>
Consumer Watering Instructions	<b>Water thoroughly when top 3cm of soil is dry.</b>
Bloom Time	<b>Blooms Spring to Summer</b>
Exposure	<b>Full Sun</b>
Height	<b>30-46 cm</b>
Garden Spacing	<b>30-61 cm</b>

### DESCRIPTION

'Butterfly' is a sold standalone bright yellow selection.

### CONSUMER APPEAL

- Bold splashes of early spring color are a welcome sight after winter.
- With its fragrant foliage, these plants are resistant to many herbivorous insects, rabbits, and deer. Its fragrant flowers attract multiple pollinators, including bees.
- These recent introductions feature large daisy flowers and an open airy look with dark eyes. Can be used as a cut

### GARDEN ATTRIBUTES

- These Argyranthemums are tolerant of most soil types making it versatile in almost any garden setting. Suitable for containers as well.
- Best in sandy well-drained soils though will perform well in other soil types too.
- These annuals are relatively low maintenance and require minimal deadheading throughout the growing season.

### NATIVITY

Canary Islands



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