

PERENNIAL

PROPAGATION

Leucanthemum Sweet Daisy Series

Leucanthemum maximum



TRAY & ROOTING

Form	Unrooted Cuttings (URC)
Rooting Hormone	Optional
Tray Size(s)	72, 105
Plants Per Cell	1
Wks. From Stick To Transplant	6-8
Pinch?	No
Days from stick to pinch	N/A

CULTIVAR LIST

Cher, Christine, Izabel, Jane, Rebecca, Shelly, Sofie, Birdy

FERTILITY

Fertilize Through Mist?	No
Fertilizer Rate	100-150 ppm N (20-6-22 or 22-5-16 [15-0-15 under low-light conditions])
EC Range	Moderate: (2.0-3.5 mS via SME)
pH Range	5.8-6.5

TEMPERATURE

Average Soil Temperature	65-72°F (18-22°C)
Average Air Temperature	65-72°F (18-22°C)

IRRIGATION

Irrigation Frequency	Level 3: Keep media moderately moist with mild dry cycles
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LIGHT

Supplemental	Optional
Benefits From Shade?	No

POTENTIAL DISEASES

Botrytis, root rot, Fusarium

POTENTIAL PESTS

aphids, thrips, whitefly

PGR SUGGESTIONS

- None



'Izabel'

TIPS

- Avoid spraying Avid® insecticide as it will cause severe phytotoxicity issues on Leucanthemum.
- A preventative fungicide should be applied to the roots to reduce disease pressure.

WE'RE HERE TO HELP YOU GROW

Tech.NA@DummenOrange.com
614-850-9551
DummenOrange.com

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FINISHING

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VERNALIZATION

Vernalization Required? **No (Izabel benefits from cooling)**

Vernalization Duration Minimum **N/A**

Vernalization Temperature **N/A**

CONTAINER SIZE	PLANTS PER POT	TRANSPLANT TO FINISH (WEEKS)
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4 in./qt (10-12 cm)	1	5-6
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6 in./Gal. (15-16 cm)	1-2	7-8
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10 in. (22 cm)	3	9-10
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FERTILITY

Fertilizer Rate 150-200 ppm N (20-6-22 or 22-5-16 [15-0-15 under low-light conditions])

EC Range **Moderate: (2.0-3.5 mS via SME)**

pH Range **5.8-6.5**

TEMPERATURE

Day Temperature **65-75°F (18-24°C)**

Night Temperature **55-65°F (13-18°C)**

IRRIGATION

Irrigation Frequency **Level 3: Keep media moderately moist with mild dry cycles**

LIGHT

Photoperiodic requirements **Daylength Neutral**

Supplemental? **None**

Benefits From Shade? **No**

PINCHING

Finishing Pinch? **No**

Transplant to pinch (days) **N/A**

POTENTIAL DISEASES

Botrytis, root rot, Fusarium,

POTENTIAL PESTS

aphids, thrips, whitefly

PGR SUGGESTIONS

• None'



'Jane'

TIPS

- High light and proper feeding is required for ideal flower count.
- Plants grown under long days will promote more uniform flowering.
- Avoid Avid® insecticide sprays as the phytotoxicity of Avid® on Leucanthemum is devastating.
- Leucanthemum is responsive to DIF height control.

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FEATURES AND BENEFITS

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KEY INFORMATION

First Year Flowering?	Yes
Bloom Time	Late Spring to Mid Summer
Exposure	Full Sun
Hardiness Zone	3-10
Height	6-14 inches (15-30 cm)
Width	24-36 inches (60-90 cm)

DESCRIPTION

With a notably extended blooming period and large, clear white flowers, the Sweet Daisy *Leucanthemum* series from Dümmen Orange welcomes two new introductions for the 2018 season. 'Sweet Daisy Cher' features impressively large spider-type blooms and 'Sweet Daisy Sofie' displays clear white spoon-type flowers. First-year flowering and hardy to zone 5, the Sweet Daisy series is a solid addition to perennial programs and a compatible option in Dümmen Orange Mix-

CONSUMER APPEAL

- The absurd flower power of our *Leucanthemum* combined with the recognizable and beloved daisy flowers make this an easy sell to gardeners.
- The open showy flowers attract bees and butterflies. Rabbits and deer tend to avoid this perennial.

GARDEN ATTRIBUTES

- *Leucanthemum* make terrific cut flowers.
- Borders, cottage gardens, and mass plantings are acceptable garden sites but they can also be a fanciful deployment in containers as well.
- Shasta daisies prefer well drained soil and average moisture. If grown in harshly warm climates, they will require more regular watering.

COMPANION PLANTS

Scabiosa, Glechoma, Salvia, Veronica, Coreopsis, Penstemon, Perovskia, Solidago

COMMON NAME(S)

Shasta daisy, max chrysanthemum



'Birdy'

NATIVITY

France and Spain

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