

PERENNIAL

PROPAGATION

Veronica First

Veronica longifolia



TRAY & ROOTING

Form	Unrooted Cuttings (URC)
Rooting Hormone	Yes
Tray Size(s)	72, 105
Plants Per Cell	1
Wks. From Stick To Transplant	4-6
Pinch?	Yes
Days from stick to pinch	21-28

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	5.4-5.8

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, bacterial leaf spot, powdery mildew

POTENTIAL PESTS

whitefly, aphids, thrips

PGR SUGGESTIONS

- Optional 300-500 ppm Florel (3.9% Ethephon)
- Optional 2-3 ppm Sumagic (0.055% Uniconazole)

CULTIVAR LIST

Bride, Choice, Glory, Kiss, Lady, Love, Match, Memory



"Kiss"

TIPS

- Reduce and eliminate mist as soon as possible. Cuttings generally become turgid after 24 hours, mist can be reduced significantly after this point.
- Pinch plants around 3 weeks before vernalization.

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FINISHING

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VERNALIZATION

Vernalization Required?	Yes
Vernalization Duration Minimum	6-8 weeks
Vernalization Temperature	35-40°F (1.6-4.4°C)

CONTAINER SIZE	PLANTS PER POT	TRANSPLANT TO FINISH (WEEKS)
4 in./qt (10-12 cm)	1	8-10
6 in./Gal. (15-16 cm)	2-3	9-12
10 in. (22 cm)	3-4	11-13

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	5.8-6.2

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
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LIGHT

Photoperiodic requirements	Long day: 12+ hours daily
Supplemental?	None
Benefits From Shade?	No

PINCHING

Finishing Pinch?	Yes
Transplant to pinch (days)	14-21

POTENTIAL DISEASES

Botrytis, bacterial leaf spot, powdery mildew

POTENTIAL PESTS

whitefly, aphids, thrips

PGR SUGGESTIONS

- 6-8 ppm Sumagic (0.055% Uniconazole)
- 2500-3750 ppm B-Nine (85% Daminozide) as needed
- 2-3 ppm Bonzi (0.4% Paclobutrazol) drench as needed



Veronica

'Love'

TIPS

- Proper spacing and a high EC helps to prevent bacterial leaf spot and leaf chlorosis.
- Reoccurring preventive fungicide applications are an effective way to achieve disease-free foliage.

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FEATURES AND BENEFITS

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KEY INFORMATION

First Year Flowering?	No
Bloom Time	Summer
Exposure	Full Sun
Hardiness Zone	4-9
Height	12-16 inches (30-41 cm)
Width	12-16 inches (30-41 cm)

DESCRIPTION

Veronica is a great opportunity for growers and retailers to maximize sales with new breeding for longer flower spikes and flowering duration. A more compact habit and clean foliage make it an easy crop to grow nowadays.

CONSUMER APPEAL

- Beautiful spires of vibrant blooms atop densely clustered foliage make this plant a good addition to most sunny perennial gardens.
- All Veronica are good pollinator plants and all are deer and rabbit resistant.

GARDEN ATTRIBUTES

- The longer flower stalks and impressive flower spikes make this a decent addition to cut flower arrangements.
- Border fronts, cottage gardens, meadows and even rock gardens are acceptable locations for Veronica.
- Prefers moist soils rich in organic matter. Ultra-dry locations should be avoided. Clay tolerant if not overwatered.
- Deadheading Veronica is a good way to promote reblooming later in the season. Allow the last portion of the spire to finish blooming before removing it at the base of the foliage.

NATIVITY

Vast expanse of Eurasia from western Europe to Korea.

COMPANION PLANTS

Knautia, Iberis, Gaura, Geranium, Monarda, Phlox, Glechoma

COMMON NAME(S)

speedwell, longleaf speedwell



'Lady'

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