

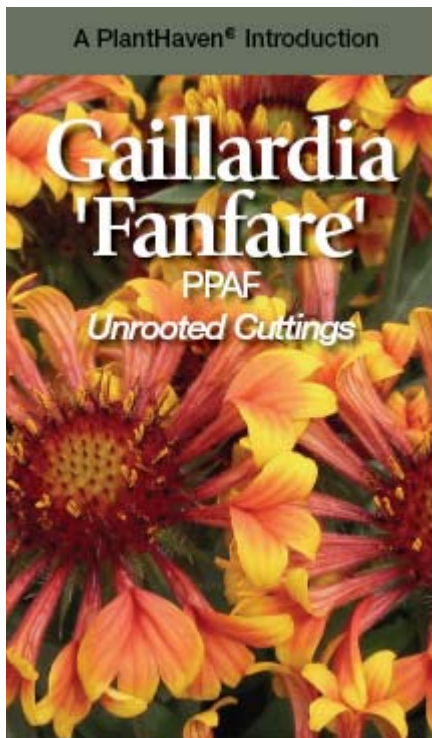


**McGregor Plant Sales**

**Four Seasons Sales Letter  
A Publication for Horticultural Growers**

**Inside this edition:**

New Gaillardia Fanfare URC's and RC's Available  
Popular Terra Nova Varieties Now Available as URC's!  
Peak Season Availabilities Still Healthy on Certain Varieties:  
New Florexpo Varieties in 04/05 URC Program  
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**New! Gaillardia Fanfare in URC  
and Rooted Forms!**

This beautiful variety is striking interest across the country and now you can order it in URC form for deliveries starting July 05.

Rooted Cuttings on this amazing variety are available for deliveries today.

Breeder: Plant Haven

Inquiries:

Contact your local McGregor Sales Representative or

[Shaunna@mcgregorps.com](mailto:Shaunna@mcgregorps.com)

(760)- 431-1006

## Terra Nova Varieties available in URCs from McGregor Plant Sales and Florexp



Customers can get many premium Terra Nova varieties at exciting URC prices. Contact your McGregor Plant Salesrep for trials and early orders of Begonias, Coleus, Coreopsis, Costus, Cuphea, Epemnun, Fuscia, Heuchera, Kalanchoe, Lantana, Lobelia, Pulmonaria, Scabiosa, Tiarella, Tradescantia and Salvia varieties.

### Peak Season Availability:

All of the items listed below still have over 200,000 cuttings available for shipment during this season. Call your McGregor Plant Sales Rep now to get your confirmation and reserve these varieties before they're gone.

Achillea Moonshine
Ajuga reptans Bronze
Ajuga reptans Burgundy Glow
Ajuga x tenorii Chocolate Chip
Argyranthemum frutescens Yellow
Artemisia dracunculus (French Tarragon)
Artemisia schmidtiana Silver Mound
Coreopsis auriculata Nana
Coreopsis verticillata Moonbeam
Cosmos atrosanguineus
Cuphea hyssopifolia Allyson (Lavender)
Cuphea rosea Lavender Lace
Evolvulus Hawaiian Blue Eyes
Fuchsia - Trailing Dark Eyes
Fuchsia - Upright Dollar Princess
Gaura lindheimeri Siskiyou Pink
Helichrysum petiolare Petite Licorice
Lamium maculatum White Nancy
Lantana camara Dallas Red
Lantana hybrid New Gold
Lantana montevidensis (Purple Trailing)
Lithodora diffusa Grace Ward

Lysimachia nummularia Goldi
Oenothera berlandieri Siskiyou
Perovskia atriplicifolia (Russian Sage)
Phlox subulata Emerald Blue
Phlox subulata Fort Hill
Rosmarinus officinalis Arp
Salvia nemerosa Marcus
Salvia nemorosa Blue Hills
Salvia nemorosa East Friesland
Salvia nemorosa Snow Hill
Scabiosa Blue Buttons
Scabiosa columbaria Butterfly Blue
Scabiosa columbaria Pink Mist
Scabiosa Pink Buttons
Sedum Autumn Joy
Sedum spurium Dragons Blood
Sedum spurium Tricolor
Sutera White
Thymus pseudolanguinosus
Thymus serphyllum Elfin
Thymus x citriodorus
Torenia Blue Moon
Verbena Homestead Purple
Veronica Royal Candles
Vinca major Expoflora
Vinca major Maculata
Vinca major Variegata
Vinca major Wojo's Jem
Vinca minor Bowles Cunningham
Vinca minor Illumination

### 04/05 Season New Varieties

The 04/05 Season is blooming with new varieties to boost your sales. For a price list on these and all varieties click [McGregor Plant Sales](#)

<b>Annuals:</b>	<b>Perennials</b>
Angelonia White	Achillea Millefolium Red Violet
Argyranthemum Angelic Light Pink	Agastache Black Adder
Argyranthemum Angelic Pink	Campanula Birch Hybrid
Argyranthemum Angelic Snow	Coreopsis Rosea Heavens Gate
Begonia Richmondensis	Eupatorium Rugosum Chocolate
Bidens Yellow Fire	Gaillardia Baby Cole
Bracteantha Helica Bicolor Plum	Heuchera Crimson Curls
Bracteantha Helica White Blush	Hypericum Calycinum
Calibrachoa Calimor Crimson	Lamium Maculatum Beedham's White
Calibrachoa Calimor Dark Pink	Lamium Purple Dragon
Calibrachoa Calimor Desert Shine	Leucanthemum x superbum Esther Read
Calibrachoa Calimor Imp. Dark Purple	Perovskia Longin

Calibrachoa Calimor Indian Summer	Phlox divaricata Plum perfect
Calibrachoa Calimor Midnight Blue	Pulmonaria longifolia Bertram Anderson
Calibrachoa Calimor Yellow	Plumbago auriculata Imperial Blue
Diascia Genta Coral	Salvia Nemorosa Marcus
Diascia Genta Pink View	Salvia Nemorosa Caradonna Hybrid Sage
Diascia Genta Light Orange (replaced Soft Orange)	Scabiosa columbaria Pink Lemonade
Diascia Genta Soft Pink	Scabiosa Blue Buttons
Diascia Genta White	Scabiosa Pink Buttons
Impatiens Double Musica Bicolor Red	Sedum Neon
Impatiens Double Musica Orange Glow	Viola Rebecca
Impatiens Double Musica Red	
Impatiens Double Musica Soft Pink	<b>Herbs</b>
Lantana Camera Miss Huff	Origanum Kent Beauty
NGI Harmony Dark Orchid	
NGI Harmony Orange Cream	
NGI Harmony Red Glow	
Osteospermum Ostica Imp. Purple	
Osteospermum Ostica Pink Spider	
Osteospermum Ostica Purple Spider	
Petunia Cascadias Blue	
Petunia Cascadias Deep Red	
Petunia Cascadias White	
Petunia Petitunia Blue Dream	
Petunia Petitunia Pink Dream	
Petunia Petitunia White Dream	
Petunia Petitunia Yellow Dream	
Scaevola Blue Horizon	
Sutera (Bacopa) Copia Great Lavender	
Sutera (Bacopa) Copia Pink	
Sutera (Bacopa) Copia Pink Touch (formerly Pink Eye)	
Torenia Honey Moon	
Torenia Imp. Pink Moon	
Tornia Indigo Moon	
Torenia White Moon	
Verbena Donalena Dark Lavender	
Verbena Donalena Hot Red	
Verbena Donalena Soft Pink	
Verbena Donalena White	
Verbena Veralena Soft Violet (formerly Dark Violet)	

## **Growers Show Hurricane Resiliency**

*Cindy Tillett*

It has been three months now after the devastating storms of Hurricane Season 2004. Growers all across the Eastern United States have felt some impact, be it from high winds tearing off greenhouse plastic or predictive fears of higher heating oil prices. These impacts however, have not deterred the spirit of resilience that has been such a prominent characteristic of this industry.

This resilient nature is what created such a strongly independent industry. Multi-generation operations or small growers creating their own destiny are a part of this industry because they have a commonality. That is the passion to grow. From that passion derives the resilience to overcome any adversity that is presented.

The storms of 2004 have challenged growers with finding new ways to conduct business. Possibly they have to redesign their structures to withstand higher winds or possibly they might consider new crops that don't require structures at all. Whatever the grower decides to change depends on the individual company, but the whole industry knows change is necessary and we have the resilience to make that change happen.

*Editor's Note: Growers who were planning to hold mother stock in Florida may contact Cindy Tillett for high capacity URC production and contract growing possibilities. Cindy can arrange for URC production in Costa Rica at Florexpo. Cindy is a resident of Florida and a caring representative of McGregor Plant Sales. Email Cindy at [cindy@mcgregorps.com](mailto:cindy@mcgregorps.com)*

### Beating Winter Heating Costs

In a year when heating costs are spiking, growers are responding with creative ways to reduce costs. Two popular options for growers are growing fast and grow cold. In this article McGregor identifies crops that growers can consider to help reduce costs. Because all green houses and zones behave differently we recommend that growers exercise professional judgment on how best to grow these varieties in their facilities.

<b>Table 1: Fast crops – 12 weeks or less from URC to 4-inch pot under normal growing conditions</b>				
<b>Crop</b>	<b>Zone</b>	<b>Weeks to produce a rooted cutting</b>	<b>Weeks to 4-in pot from rooted cutting</b>	<b>Total weeks</b>
Angelonia	9 - 11	3 - 4	6 - 7	9 - 11
Bacopa*	10 - 11	3	5 - 7	8 - 10
Brachyscome*	8 - 11	3 - 4	6 - 7	9 - 11
Buddleia	5 - 10	4 - 5	5 - 7	9 - 12
Coleus	9 - 11	2 - 3	5 - 7	7 - 10
Diascia*	6 - 11	3 - 4	5 - 7	8 - 11
Gaillardia – flowering plant requires cool treatment	3 - 9	3 - 4	6 - 7	9 - 11
Helichrysum	8 - 11	3 - 4	5 - 7	8 - 11
Lantana	7 - 12	4	6 - 7	10 - 11
Rudbeckia	4 - 9	3 - 5	6 - 7	9 - 12
Scabiosa	3 - 6	4 - 5	5 - 6	9 - 11

Scaevola*	9 - 11	3 - 4	5 - 7	8 - 11
Sedum	2 - 9	3 - 5	5 - 7	8 - 12
Streptocarpella	9 - 11	3 - 4	6	9 - 10
Torenia	10 - 11	3 - 5	5 - 6	8 - 11
Verbena*	7 - 11	3 - 4	5 - 7	8 - 11

**Table 2: Crop production least affected by cooler temperatures**

Crop	Zone
Argyranthemum	9 - 11
Bacopa*	10 - 11
Bracteantha	8 - 11
Brachyscome*	8 - 11
Calibrachoa	9 - 11
Diascia*	6 - 11
Helichrysum*	8 - 11
Lamium	4 - 8
Osteospermum	10 - 11
Scaevola*	9 - 11
Verbena*	7 - 11
Viola	3 - 8

### **Calendar of Events Next Six Months:**

**Mid Atlantic Nursery Tradeshow (MANTS)** January 5-7, 2005 at the Baltimore Convention Center in Baltimore, MD. Booth # 1518. Philip Easton Exhibiting.

**Great Lakes Trade Exposition (GLTE)** January 10-12, 2005 at The Devos Place in Grand Rapids, MI. Booth # 1025. Lori Crawford exhibiting.

**Silver Sponsor of the Southern CA Plant Tour Days** February 23-25, 2005 at the Del Mar Bing Crosby Hall in Del Mar California.

**Pac Trials** 2005 April 2 -11, 2005 in California. McGregor Sales Team attending.