



**Vegmo Snowball
Extra Matricaria**



**Vegmo Sunny
Ball Matricaria**



Aida White Matthiola



Vegmo Single Matricaria



Aida Apricot Matthiola



Aida Purple Matthiola

MATRICARIA (TANACETUM)

Tanacetum parthenium

Vegmo Series

Form Supplied As: Pelleted

Cultivation Type:

Greenhouse, High Tunnel

Planting Density: 72 to 80 plants/
sq. metre (7 to 8 plants/sq. foot).

Usage: Filler

Stem Length:

28 to 36 in./71 to 91 cm

Fast year-round crop with good uniform stems. Popular filler flower with good post-harvest life.

Harvest Recommendation:

Harvest when stem has 65-75% of flowers open.

Post-Harvest Recommendation:

Use a holding solution for best performance.

Vase Life: Vase life

average 11 days.

Also available: Yellow

NORTHERN GREENHOUSE SELECTABLE MATTHIOLA (STOCK)

Matthiola incana

Aida Series

Form Supplied As: Raw

Cultivation Type:

Greenhouse, High Tunnel

Planting Density: 64 plants/
sq. metre (6 plants/sq. foot).

Usage: Line

Stem Length: 32 in./81 cm

Aida is a seedling selectable type matthiola, resulting in maximum yield. It is best for production under moderate temperatures and light levels.

Harvest Recommendation:

Harvest when 3-5 florets have opened.

Post-Harvest Recommendation:

Matthiola are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product. Hydrate and store in a cooler at 1-3°C (34-38°F) in commercial floral holding solution at the manufacturer recommended rates.

Vase Life: 5-8 days

Figaro Series

Form Supplied As: Raw

Cultivation Type:

Greenhouse, High Tunnel

Planting Density: 64 plants/
sq. metre (6 plants/sq. foot).

Usage: Line

Stem Length: 30 in./76 cm

Figaro is a seedling selectable type matthiola, resulting in maximum yield. It is best for production under cooler temperatures and lower light.

Harvest Recommendation:

Harvest when 3-5 florets have opened.

Post-Harvest Recommendation:

Matthiola are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product. Hydrate and store in a cooler at 1-3°C (34-38°F) in commercial floral holding solution at the manufacturer recommended rates.

Vase Life: 5-8 days



Figaro Lavender Matthiola



Figaro Light Rose Matthiola



Mathilda Lavender



Mathilda Pink



Mathilda Blue



Mathilda Rose



Mathilda White



Mathilda Yellow

NORTHERN GREENHOUSE
SELECTABLE MATTHIOLA
(STOCK) continued

Mathilda™ Series

Form Supplied As: Raw

Cultivation Type:
Greenhouse, High Tunnel
Planting Density: 64 plants/
sq. metre (6 plants/sq. foot).
Usage: Line
Stem Length:
25 to 32 in./64 to 81 cm

Mathilda is a seedling selectable
type matthiola, resulting in
maximum yield. It the newest
breeding in this type and offers
a highly uniform series for
production under moderate
temperatures and light levels.

Harvest Recommendation:
Harvest when 3-5
florets have opened.

Post-Harvest Recommendation:
Matthiola are sensitive to
ethylene; it is recommended to
treat with an ethylene-inhibiting
product. Hydrate and store
in a cooler at 1-3°C (34-38°F)
in commercial floral holding
solution at the manufacturer
recommended rates.

Vase Life: 5-8 days

Lavender Intense lavender color.

Pink Slightly taller than
White and Yellow.

Yellow Offers the best
selectable yellow variety, with
consistent, uniform color.



Opera Federa



Tosca White



Tosca Yellow



Opera Francesca



Opera Debora



Tosca Blue Sea



Tosca Rose

Opera Series

Form Supplied As: Raw

Cultivation Type:
Greenhouse, High Tunnel
Planting Density: 64 plants/sq.
metre (6 plants/sq. foot).
Usage: Line
Stem Length: 32 in./81 cm

Opera is a seedling selectable
type matthiola, resulting in
maximum yield. It is best for
production under moderate
temperatures and light levels.

Harvest Recommendation:
Harvest when 3-5
florets have opened.

Post-Harvest Recommendation:
Matthiola are sensitive to
ethylene; it is recommended to
treat with an ethylene-inhibiting
product. Hydrate and store
in a cooler at 1-3°C (34-38°F)
in commercial floral holding
solution at the manufacturer
recommended rates.

Vase Life: 5-8 days

Tosca Series

Form Supplied As: Raw

Cultivation Type:
Greenhouse, High Tunnel
Planting Density: 64 plants/sq.
metre (6 plants/sq. foot).
Usage: Line
Stem Length:
24 to 32 in./61 to 81 cm

Tosca is a seedling selectable
type matthiola, resulting in
maximum yield. It requires less
cold during bud formation,
resulting in a more programable
series in warmer conditions.

Harvest Recommendation:
Harvest when 3-5
florets have opened.

Post-Harvest Recommendation:
Matthiola are sensitive to
ethylene; it is recommended to
treat with an ethylene-inhibiting
product. Hydrate and store
in a cooler at 1-3°C (34-38°F)
in commercial floral holding
solution at the manufacturer
recommended rates.

Vase Life: 5-8 days



Katz Hi Double White

More usable stems

Katz Hi Double White provides greater than 90% yield of usable double-flowered stems, and this top-selling colour also has flower quality to match current Katz White.



Katz White



Katz Yellow



Katz Apricot



Katz Cherry Blossom

PROGRAMMABLE TUNNEL OR FIELD-GROWN MATTHIOLA (STOCK)

Katz Hi Double White

Form Supplied As: Raw

Cultivation Type: High Tunnel, Field
Planting Density: 26 plants/sq. metre (12 plants/sq. foot).

Usage: Line
Stem Length: 32 in./81 cm

Katz Hi Double Matthiola will produce approximately 90% double-flowering plants. It requires less cold during bud formation, resulting in a more programable series in warmer conditions.

Harvest Recommendation: Harvest when 3-5 florets have opened.

Post-Harvest Recommendation: Matthiola are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product. Hydrate and store in a cooler at 1-3°C (34-38°F) in commercial floral holding solution at the manufacturer recommended rates.

Vase Life: 5-8 days

Katz Series

Form Supplied As: Raw

Cultivation Type: High Tunnel, Field
Planting Density: 126 plants/sq. metre (12 plants/sq. foot).

Usage: Line
Stem Length: 32 in./81 cm

Katz Matthiola will produce approximately 50% double-flowering plants. It requires less cold during bud formation, resulting in a more programable series in warmer conditions.

Harvest Recommendation: Harvest when 3-5 florets have opened.

Post-Harvest Recommendation: Matthiola are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product. Hydrate and store in a cooler at 1-3°C (34-38°F) in commercial floral holding solution at the manufacturer recommended rates.

Vase Life: 5-8 days

Cherry Blossom ASCFG 2013
Fresh Cut Flower of the Year!



Katz Pink



Katz Bright Rose



Katz Crimson



Katz Light Lavender



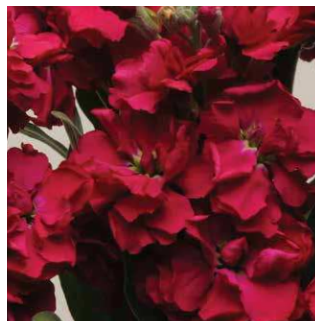
Katz Lavender Blue



Katz Blue



Katz Purple



Katz Ruby US PVP 201200438



Katz Pink



The power of caring & sharing

We are proud to support PANCAN for pancreatic cancer research by donating 5% of our net seed sales of Katz Matthiola in honor of Philip Katz.

PanAmerican Seed was honored to have Philip Katz as our Cut Flower Product Manager for 13 years. Philip spearheaded the drive to grow our business in this important

market into one that is now supplying commercial growers around the globe with outstanding, high-quality cut flower varieties. After a valiant battle, the disease took Philip from all of us. The debut of a new matthiola series was timely and let us honor Philip in a way he would have truly appreciated.



Maryland Orange (1,2)



Bright Yellow (2)



White (2)



Lavender (1,2)



Ivory White (1,2)



Appleblossom (2)



Shell Pink (1,2)

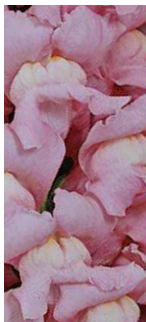


Yosemite Pink (1,2)

SERIES SELECTION FOR CREATING A HIGH-QUALITY YEAR-ROUND SNAPDRAGON PROGRAM

Series	Group	Days, Light & Temperature
Potomac	4	Long days • High light • Greater than 16°C (60°F)
Monaco	3	Moderate days • Moderate light • 10-13°C (50-55°F)
Maryland	2	Short days • Moderate light • 10-13°C (50-55°F)
Cool	1	Short days • Low light • 7-10°C (40-50°F)

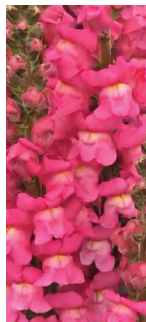
December 21-22 (Winter Solstice) • September 22-23 (Autumn Equinox) • June 20-22 (Summer Solstice) • March 20-21 (Vernal Equinox)



True Pink (1,2)



Plumblossom (2)



Rose (1,2)



Flamingo (1,2)



Royal (1,2)



Dark Orange (2)



Orange (1,2)



Red (1,2)

SNAPDRAGON

Antirrhinum majus

Maryland Series F₁

Form Supplied As: Raw

Cultivation Type: Greenhouse, High Tunnel

Planting Density: 85 to 106 plants/sq. metre (8 to 10 plants/sq. foot).

Usage: Line

Stem Length: 39 to 60 in./99 to 152 cm

Maryland is a group 2 snapdragon best for short days, moderate light levels and temperatures of 10-13°C (50-55°F).

Harvest Recommendation: Harvest stems when 5-6 florets have opened. Keep snapdragons vertical after harvest to prevent stems from curling.

Post-Harvest Recommendation: Snapdragons are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product after harvest. Hydrate and store in a cooler at 2-5°C (36-41°F) in commercial floral holding solution at the manufacturer recommended rates. Always keep snapdragon stems vertical during storage.

Vase Life: 7-10 days



Monaco Rose (2,3)



Baltimore Rose (2,3)



Red (2,3)

Monaco Series F1

Form Supplied As: Raw
Cultivation Type: Greenhouse, High Tunnel
Planting Density: 80 to 106 plants/sq. metre (8 to 10 plants/sq. foot).
Usage: Line
Stem Length: 32 to 60 in./81 to 152 cm

Monaco is a group 3 snapdragon best for moderate daylength, moderate light levels and temperatures of 10-13°C (50-55°F).

Harvest Recommendation: Harvest stems when 5-6 florets have opened. Keep snapdragons vertical after harvest to prevent stems from curling.

Post-Harvest Recommendation: Snapdragons are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product after harvest. Hydrate and store in a cooler at 2-5°C (36-41°F) in commercial floral holding solution at the manufacturer recommended rates. Always keep snapdragon stems vertical during storage.

Vase Life: 7-10 days



Violet (2,3)



Orange (2,3)



White (2,3)



Yellow (2,3)



Rose (2,3)



Early Potomac White (3)



Early Potomac Orange (3)



Early Potomac Pink (3)



Early Potomac Yellow (3)



Early Potomac Rose (3)



Potomac White (3,4)



Potomac Royal (3,4)



Potomac White (3,4)

SNAPDRAGON continued

Early Potomac™ Series F1

Form Supplied As: Raw

Cultivation Type:

Greenhouse, High Tunnel

Planting Density: 106 to 128

plants/sq. metre (10 to 12 plants/sq. foot).

Usage: Line

Stem Length:

39 to 60 in./99 to 152 cm

Early Potomac is a group 3 snapdragon best for moderate daylength, moderate to high light levels and temperatures of 13-16°C (55-60°F).

Harvest Recommendation:

Harvest stems when 5-6 florets have opened. Keep snapdragons vertical after harvest to prevent stems from curling.

Post-Harvest Recommendation:

Snapdragons are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product after harvest. Hydrate and store in a cooler at 2-5°C (36-41°F) in commercial floral holding solution at the manufacturer recommended rates. Always keep snapdragon stems vertical during storage.

Vase Life: 7-10 days

Potomac™ Series F1

Form Supplied As: Raw

Cultivation Type:

Greenhouse, High Tunnel

Planting Density: 106 to 128

plants/sq. metre (10 to 12 plants/sq. foot).

Usage: Line

Stem Length:

39 to 60 in./99 to 152 cm

Potomac is a group 4 snapdragon best for long days, high light and temperatures greater than 16°C (60°F).

Harvest Recommendation:

Harvest stems when 5-6 florets have opened. Keep snapdragons vertical after harvest to prevent stems from curling.

Post-Harvest Recommendation:

Snapdragons are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product after harvest. Hydrate and store in a cooler at 2-5°C (36-41°F) in commercial floral holding solution at the manufacturer recommended rates. Always keep snapdragon stems vertical during storage.

Vase Life: 7-10 days

New Dark Pink (Group 4)

Brings a key colour in the dark pink/rose category in line with the newer breeding in the Potomac series; a great match to Pink. Replaces Rose with a more uniform flowering variety and improved bud taper.

Snap second to none

PanAmerican Seed is the world leading supplier of F1 forcing snaps, with an unsurpassed choice of top-producing varieties selected for stem and flower quality, photoperiodic response and earliness to flower. With selections streamlined into 4 flowering response groups - including our popular Potomac family - you'll find it a "snap" to build an all-year program of successful growing.



Potomac Royal (3,4)



Potomac Yellow (3,4)



Potomac Ivory White (3,4)

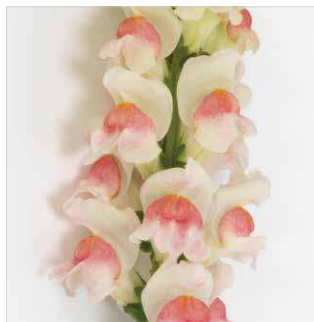


NEW

Potomac Dark Pink (4)



Potomac Lavender (3,4)



Potomac Appleblossom (3,4)



Potomac Cherry Rose (3,4)



Potomac Red (3,4)



Potomac Dark Orange (3,4)



Potomac Crimson (3,4)



Potomac Pink (3,4)



Potomac Orange (3,4)



Cool Orange (1,2)



Cool White (1,2)



Cool Pink (1,2)



Purple Twist (2)



Cool Rose (1,2)



Cool Yellow (1,2)



Cool Orange Bicolor (1,2)



Cool Crimson (1,2)

SNAPDRAGON continued

Cool Series F1

Form Supplied As: Raw

Cultivation Type: Greenhouse, High Tunnel

Planting Density: 85 to 106 plants/sq. metre (8 to 10 plants/sq. foot).

Usage: Line

Stem Length: 39 to 60 in./99 to 152 cm

Cool is a group 1 snapdragon best for short daylength, low light intensity and temperatures of 7-10°C (40-50°F).

Harvest Recommendation: Harvest stems when 5-6 florets have opened. Keep snapdragons vertical after harvest to prevent stems from curling.

Post-Harvest Recommendation: Snapdragons are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product after harvest. Hydrate and store in a cooler at 2-5°C (36-41°F) in commercial floral holding solution at the manufacturer recommended rates. Always keep snapdragon stems vertical during storage.

Vase Life: 7-10 days

Purple Twist F1

Form Supplied As: Raw

Cultivation Type: Greenhouse, High Tunnel

Planting Density: 65 to 80 plants/sq. metre (6 to 8 plants/sq. foot).

Usage: Line

Stem Length: 39 to 60 in./99 to 152 cm

Purple Twist is a novelty snapdragon best suited to production with group 1 or 2.

Harvest Recommendation: Harvest stems when 5-6 florets have opened. Keep snapdragons vertical after harvest to prevent stems from curling.

Post-Harvest Recommendation: Snapdragons are sensitive to ethylene; it is recommended to treat with an ethylene-inhibiting product after harvest. Hydrate and store in a cooler at 2-5°C (36-41°F) in commercial floral holding solution at the manufacturer recommended rates. Always keep snapdragon stems vertical during storage.

Vase Life: 7-10 days