

popular. programmable. perennials.



Top First-Year-Flowering Perennials

KieftSeed™



# Kieft Seed



## It's Easy to Expand Your Presence in the Perennials Market

Perennials are long-time favorites among retailers, landscapers and home gardeners, but you may have found them challenging to grow.

Kieft Seed offers you easy solutions!






These first-year-flowering perennials are programmable and easy to produce. Their uniform habits and flowering times let you schedule, grow and ship them right alongside your Spring annuals - and expand your presence in this ever-popular market segment.

These winter-hardy varieties can also be grown traditionally - overwintered or with vernalized plugs.

Check out this amazing line-up of innovative varieties, all carefully bred for solid performance in the greenhouse and stunning beauty in the garden. When you're ready to order (and we bet you'll want to do that soon!), contact your preferred sales rep.



# Early-Season-Flowering Varieties: Starting Week 11 (South) - Week 15 (North)

Variety	Bloom Date	Plug Crop Time	Grow on Temp. (F)	Vernalization Treatment (weeks)	Transplant to Finish	Height	Spread	USDA Hardiness Zones	Description	Colors
 Aquilegia <b>Songbird F1 Series</b>	March-May	6-8 wks.	High 40s	Cool treatment, night temps as high as 55, for 6 wks. after juvenile 12-leaf stage.	22-28 wks.	11-18 in./ 28-40 cm, varies by variety	10-14 in./ 25-35 cm	3 to 9	Easy-to-force, free-flowering, medium-compact plants have 1.5 to 3.5-in./4 to 9-cm blooms in true, non-fading colors.	Bluebird (lt. blue & white) Cardinal (deep red & white), Dove (white), Goldfinch (lt. yellow), Nightingale (lavender & white), Robin (pink & white), Mixture.
 Aquilegia <b>Swan F1 Series</b>	March-May	6-9 wks.	High 40s	Cool treatment, night temps as high as 55, for 6 wks. after juvenile 12-leaf stage.	22-28 wks.	20-24 in./ 45-60 cm	12-14 in./ 30-35 cm	3 to 9	Multi-stemmed plants with abundant large blooms in vibrant colors; very high bud count for more flowers per plant.	Blue and White, Burgundy and White, Lavender, Pink and Yellow, Red and White, Rose and White, Violet and White, White, Yellow, Mixture.
 Armeria <b>Ballerina Series</b>	March-May	5-6 wks.	50s	Not required.	12-15 wks.	8-10 in./ 20-25 cm	8-10 in./ 20-25 cm	7 to 9	Compact and uniform plants produce cushion-shaped, grassy foliage; long stems; globe-shaped blooms.	Lilac, Red, White.
 Bellis <b>Bellissima™ Series</b>	March-May	5 wks.	50s	Not required.	8-14 wks.	6-10 in./ 15-25 cm	5-8 in./ 13-20 cm	4 to 8	Robust plants are strong landscape performers in cool climates, with an abundance of large, fully double flowers.	Red, Rose, Rose Bicolor, White, Mixture.
 Delphinium <b>Dasante Blue F1</b>	March-May	6-7 wks.	High 50s, low 60s	Not required.	11-13 wks.	28-34 in./ 70-85 cm	10-12 in./ 25-30 cm	4 to 8	Exciting compact variety shows off vibrant, true blue flowers. Can be grown with little or no heat for energy savings.	



Dasante Blue F1 Delphinium



Bellissima Mixture Bellis



Songbird Bluebird Aquilegia









Ballerina Lilac Armeria



Swan Mixture Aquilegia

## Early-Season-Flowering Varieties: Starting Week 11 (South) - Week 15 (North)

Variety	Bloom Date	Plug Crop Time	Grow on Temp. (F)	Vernalization Treatment (weeks)	Transplant to Finish	Height	Spread	USDA Hardiness Zones	Description	Colors
 <b>Dianthus Arctic Fire</b>	March-May	6-8 wks.	High 60s	Not required.	10-14 wks.	6-8 in./ 15-20 cm	8-10 in./ 20-25 cm	4 to 7	Striking combination of white flowers with glowing red eye is accented by excellent-quality foliage.	
 <b>Myosotis Mon Amie Blue</b>	March-May	4 wks.	Low 60s	Not required.	5-9 wks.	8-10 in./ 20-25 cm	6-8 in./ 15-20 cm	N/A	Send your Forget-Me-Not crop to market 3 to 6 months earlier than biannual varieties. Mon Amie Blue features dainty, light blue blooms.	
 <b>Salvia New Dimension Series</b>	March-May	5-6 wks.	Low 60s	Not required.	Blue: 9-11 wks. Rose: 8-10 wks.	8-10 in./ 20-25 cm	6-8 in./ 15-20 cm	4 to 8	Large, compact, well-branched plants are topped by deeply colored, long-lasting flowers.	Blue, Rose.
 <b>Scabiosa Blue Note</b>	March-May	6-8 wks.	Low 60s	Not required.	12-14 wks.	8-10 in./ 20-25 cm	8-10 in./ 20-25 cm	5 to 9	Basal-branching plants with dense, dark green foliage produce an abundance of short-stemmed, clear blue flowers.	
 <b>Scabiosa Pink Diamonds</b>	March-May	6-8 wks.	Low 60s	Not required.	13-15 wks.	8-10 in./ 20-25 cm	8-10 in./ 20-25 cm	5 to 9	Maintains its perfect shape all season, with dense, dark green leaves and long-lasting, soft pink blooms.	
 <b>Tiarella Silverado</b>	March-May	8-10 wks.	50s	Not required.	10-12 wks.	10-12 in./ 25-30 cm	8-10 in./ 20-25 cm	4 to 8	Displays delicate, creamy white flowers tinged with pink over silky green foliage with contrasting veins.	



Blue Note Scabiosa



Silverado Tiarella











New Dimension Blue Salvia



Arctic Fire Dianthus



# Mid-Season-Flowering Varieties: Starting Week 15 (South) - Week 19 (North)

Variety	Bloom Date	Plug Crop Time	Grow on Temp. (F)	Vernalization Treatment (weeks)	Transplant to Finish	Height	Spread	USDA Hardiness Zones	Description	Colors
 Coreopsis <b>Early Sunrise</b>	April-June	5 wks.	High 50s, low 60s	Not required.	9-12 wks.	24 in./ 60 cm	22-24 in./ 55-60 cm	4 to 9	Compact and uniform, with golden yellow, semi-double blooms that flower all Summer long.* All-America Selections Winner.	
 Coreopsis <b>Rising Sun</b>	April-June	5 wks.	High 50s, low 60s	Not required.	8-10 wks.	18-30 in./ 45-75 cm	24-26 in./ 60-65 cm	4 to 9	Naturally compact, flowers 1 week faster than Early Sunrise. Produces semi-double yellow blooms with red flecks.*	
 Coreopsis <b>Sunfire</b>	April-June	5 wks.	High 50s, low 60s	Not required.	8-10 wks.	24 in./ 60 cm	22-24 in./ 55-60 cm	4 to 9	Flowers 1 week faster than Early Sunrise. Large, single yellow blooms show off burgundy red centers.*	
 Delphinium <b>Diamonds Blue F1</b>	May-July	6-7 wks.	High 50s	Not required.	10-12 wks.	16-24 in./ 40-60 cm	10-12 in./ 25-30 cm	4 to 8	The first F1 spurless delphinium from seed, Diamonds Blue sparkles with lots of cerulean blue, "face up" flowers.	
 Delphinium <b>Guardian F1 Series</b>	May-July	6-7 wks.	High 50s, low 60s	Not required.	16 wks.	30-39 in./ 75-100 cm	10-12 in./ 25-30 cm	4 to 7	Uniform blooming across series makes it easy to program your crop. Excellent stem quality, makes a great cut flower.	Blue, Lavender, White, Mixture.
 Digitalis <b>Dalmatian F1 Series</b>	April-June	5-6 wks.	High 50s	Not required.	10-14 wks.	16-20 in./ 40-50 cm	12-14 in./ 30-35 in.	5 to 9	The fastest Digitalis on the market! Uniform in height and early flowering, well-branched Dalmatian has an excellent habit.	NEW Purple Improved, NEW White Improved, NEW Mixture, Crème, Peach, Rose.
 Echinacea <b>PowWow Series</b>	April-June	5-6 wks.	60s	Not required, but beneficial.	13-17 wks.	16-20 in./ 40-50 cm 1 <sup>st</sup> yr., 22-24 in./ 55-60 cm 2 <sup>nd</sup> yr.	12-16 in./ 30-40 cm	4 to 10	More flowers per plant than any other seed-grown Echinacea; also faster to flower and shorter, so it's easier to grow and ship.	White, Wild Berry.
 Echinacea <b>'Cheyenne Spirit'</b>	April-June	5-6 wks.	60s	Not required but beneficial.	13-17 wks.	18-24 in./ 45-60 cm 1 <sup>st</sup> yr., 22-30 in./ 55-75 cm 2 <sup>nd</sup> yr.	10-16 in./ 25-40 cm 1 <sup>st</sup> yr., 14-20 in./ 35-50 cm 2 <sup>nd</sup> yr.	4 to 10	For the first time, this incredibly vibrant color range is available from seed! Exceptionally well-branched with plenty of flower power.	

\* Can also be marketed as an annual in premium packs.



Blue Diamonds F1 Delphinium



Dalmatian Peach Digitalis



PowWow Wild Berry Echinacea











Sunfire Coreopsis



'Cheyenne Spirit' Echinacea

# Mid-Season-Flowering Varieties: Starting Week 15 (South) - Week 19 (North)

Variety	Bloom Date	Plug Crop Time	Grow on Temp. (F)	Vernalization Treatment (weeks)	Transplant to Finish	Height	Spread	USDA Hardiness Zones	Description	Colors
 Gaillardia <b>Mesa™ F1 Series</b>	April-June	5-6 wks.	High 50s, low 60s	Not required, but beneficial.	11-13 wks.	14-16 in./ 35-40 cm	20-22 in./ 50-55 cm	5 to 10	Strong, early-flowering, well-branched plants show intense, non-fading color all season in landscapes and mixed containers.	NEW Peach, Bright Bicolor, Yellow (All-America Selections Winner).
 Gaura <b>New 'Sparkle White'</b>	May-August	5 wks.	High 50s, low 60s	Not required.	7-8 wks.	12-24 in./ 30-60 cm	12-20 in./ 30-50 cm	5b to 9	Early-blooming, naturally compact and free-flowering variety is easy to grow, with no pinching needed. Durable and drought tolerant.	
 Lavender <b>Ellagance Series</b>	April-June	5-6 wks.	Low 60s	Not required.	10-14 wks.	12-14 in./ 30-35 cm	10-12 in./ 25-30 cm	5 to 8	Excellent branching fills pots quickly and finishes with large, dense flower spikes on very strong stems.	Ice (white w/lt. blue edges), Pink (unique color for seed <i>L. angustifolia</i> ), Purple (purple-blue), Sky (lt. blue), Snow (white).
 Penstemon <b>Carillo Series</b>	April-June	6-8 wks.	High 50s, low 60s	Not required.	Purple/Red: 12-14 wks. Rose: 13-15 wks.	8-10 in./ 20-25 cm	10-12 in./ 25-30 cm	5 to 7	Economical, high-quality choice for growers features shiny foliage and clear, strong flower colors.	NEW Red, Purple, Rose.
 Salvia <b>New Dimension Series</b>	April-June	6-8 wks.	Low 60s	Not required.	Blue: 9-11 wks. Rose: 8-10 wks.	8-10 in./ 20-25 cm	6-8 in./ 15-20 cm	4 to 8	Large, compact, well-branched plants are topped by deeply colored, long-lasting flowers.	Blue, Rose.
 Scabiosa <b>Blue Note</b>	April-June	6-8 wks.	Low 60s	Not required.	12-14 wks.	8-10 in./ 20-25 cm	8-10 in./ 20-25 cm	5 to 9	Basal-branching plants have dense, dark green foliage produce an abundance of short-stemmed, clear blue flowers.	
 Verbascum <b>Southern Charm</b>	April-June	4-5 wks.	High 50s, low 60s	Not required.	12-13 wks.	24-30 in./ 60-75 cm	12-18 in./ 30-45 cm	5 to 8	A unique blend of creamy yellow, soft lavender and peachy rose blooms on tall, graceful flower stems.	
 Veronica <b>Blue Bouquet</b>	April-June	5-6 wks.	High 50s, low 60s	Not required.	14-16 wks.	12 in./ 30 cm	12 in./ 30 cm	5 to 8	Versatile bedding plant features tapered blue spikes with many small florets on top of deep green foliage.	



New Dimension Rose Salvia



Carillo Red Penstemon



New Mesa Peach Gaillardia











Ellagance Purple Lavender



New 'Sparkle White' Gaura



# Late-Season-Flowering Varieties: Starting Week 23 (South) - Week 28 (North)

Variety	Bloom Date	Plug Crop Time	Grow on Temp. (F)	Vernalization Treatment (weeks)	Transplant to Finish	Height	Spread	USDA Hardiness Zones	Description	Colors
 <b>Carex Red Rooster</b>	June-August	6-7 wks.	High 60s, low 70s	Not required.	8-9 wks.	20-30 in./ 50-75 cm	12 in./ 30 cm	6 to 9	Red bronze grass has curled tips and upright habit. Foliage only.	
 <b>Eragrostis Wind Dancer</b>	June-August	3-4 wks.	High 60s, low 70s	Not required.	5-6 wks.	3-4 ft./ 90 cm-1.2 m	3-4 ft./ 90 cm-1.2 m	To at least Zone 6	Drought-tolerant grass has a graceful form and narrow, bluish green foliage. Best in landscapes /large containers. Foliage only.	
 <b>Juncus Blue Dart</b>	June-August	6-7 wks.	60s, low 70s	Not required.	7-8 wks.	14-16 in./ 35-40 cm	10-12 in./ 25-30 cm	4 to 10	Linear blue plant adds texture to small containers and in-ground plantings. Low-maintenance. Foliage only.	
 <b>Hibiscus Luna F1 Series</b>	June-August	3-4 wks.	High 60s, low 70s	Not required.	10-13 wks.	2-3 ft./ 60-90 cm	2 ft./60 cm	5 to 9	Produces bushy, well-branched plants with numerous 6 to 8-in./15 to 20-cm flowers. Ideal for large containers, landscapes.	Pink Swirl, Red, Rose, White, Mixture.
 <b>Lavender Lavance</b>	June-August	5-6 wks.	60s, low 70s	Not required.	14-16 wks.	10-20 in./ 25-50 cm	10-12 in./ 25-30 cm	5 to 8	The most intense spike and flower color of all seed lavenders! Uniform, compact plant with good base-branching habit.	
 <b>Penstemon Tubular Bells Series</b>	June-August	6-8 wks.	60s	Not required.	13-16 wks.	14-16 in./ 35-40 cm	10-14 in./ 25-35 cm	7 to 10	First series of this type of available in separate colors. Self-cleaning, upright, robust and strong-stemmed.	Red, Rose, Wine Red with White Throat, Mixture.
 <b>Rudbeckia Goldsturm</b>	June-August	6-8 wks.	60s	Not required.	20-24 wks.	24-28 in./ 60-70 cm	14-18 in./ 35-45 cm	3 to 9	Noted for its large, single, scentless golden yellow blooms with dark center, on upright plants with tight, dark green foliage.	
 <b>Tiarella Silverado</b>	June-August	8-10 wks.	50s	Not required.	10-12 wks.	10-12 in./ 25-30 cm	8-10 in./ 20-25 cm	4 to 8	Features delicate, pink-tinged white blooms on densely set flower spikes over silky green foliage with contrasting veins.	



Wind Dancer Eragrostis



Blue Dart Juncus



Red Rooster Carex



Goldsturm Rudbeckia



Tubular Bells Red Penstemon



Luna White Hibiscus



Luna Pink Swirl Hibiscus



seed

Contact your preferred distributor to order First-Year-Flowering Perennials seed and plugs.

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