

# MEGA WATT™

BEGONIA

**IT'S NOT JUST BIG, IT'S MEGA!**

PanAmericanSeed®

# Bigger-than-life begonias deliver the ultimate garden power!

All-new Megawatt opens the door to MEGAselling opportunities: Unique Pink Bronze Leaf and partner Rose Bronze Leaf go to market faster to grab Spring sales. Megawatt Green Leaf varieties pump out extra vigor for bigger flower explosion.



**NEW Rose Bronze Leaf**



**NEW Pink Bronze Leaf**  
First-of-its-kind color in interspecific begonias



**NEW Red Green Leaf**



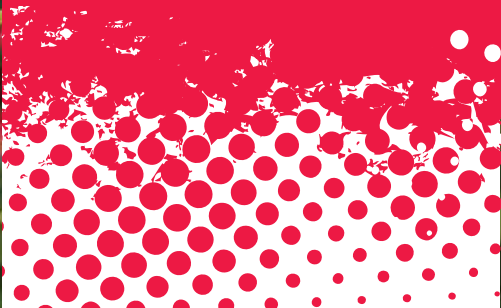
**NEW Rose Green Leaf**

PanAmerican Seed®

Order your Megawatt seed and plugs today from your preferred supplier.

**OPEN NOW! ►**

MEGAsize  
+  
MEGAcOLOR  
=  
MEGAsales!



**NEW Rose Green Leaf**





# MEGA WATT<sup>™</sup> BEGONIA

NEW Megawatt pushes the must-have begonia class to a whole new level, with great timing benefits, a unique color and more!

## USE THE POWER OF FRESH, HIGH-ENERGY OPTIONS

The entire seed begonia market continues to boom – especially in *Interspecific Begonias*. Great for gardeners and landscapers, these standouts deliver huge vigor, color and last-ability.

- Striking, non-stop flowers keep plants covered in MEGAcOLOR from Spring through Fall...even in heat and drought.
- Sturdy flower stems hold flowers above the foliage for superior show versus others.
- Shows well at retail and perfect for landscapes, baskets, big tubs and borders.

Lively in-store campaign will make some noise at retail!



FREE POP shows off Megawatt's bigger-than-life potential.

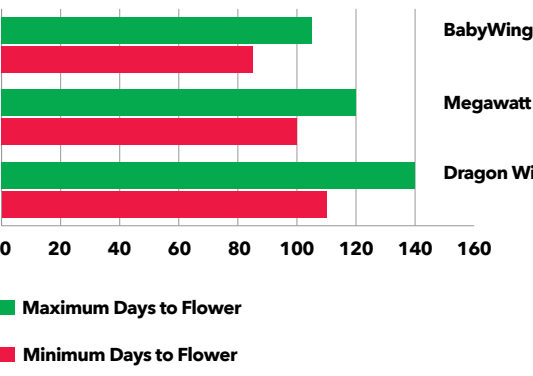
Bold, in-your-face Megawatt Pots & Tags shout "Buy Me!" Order from your preferred supplier.



## ALL-SEASON SUPPLY

You're positioned to supply your landscaper and garden center customers with the high-impact *Interspecific Begonia* lineup from PanAmerican Seed. **BabyWing®** is fast to market and perfect for earliest sales. Ship and sell **Megawatt™** containers next, then follow up with main-season baskets of **Dragon Wing®**. (More on popular Dragon Wing and BabyWing begonias at panamseed.com)

### Crop timing for scheduling landscape begonia programs



Megawatt is a facultative short-day plant - flowers faster under short days (10 to 12 hours).

All interspecific begonias are daylength sensitive – long days will delay flowering. Megawatt Green Leaf varieties are 2 to 3 weeks slower to flower in long days. Megawatt Bronze Leaf varieties are less daylength sensitive than others, and long days will only delay flowering 4 to 7 days.

Offer the earliest color to early-bird gardeners!



NEW Pink Bronze Leaf  
First-of-its-kind color in interspecific begonias

MEGAWATT F <sub>1</sub> BEGONIA <i>Interspecific begonia</i>	
Height	20 to 28 in. (50 to 70 cm)
Spread	16 to 24 in. (40 to 60 cm)
Plug Production	Find complete plug production details at panamseed.com.
Container Size	4.5 and 6-in. (12 and 15-cm) pots: 1 plant per pot 12-in. (30-cm) pots: 3 plants per pot
Media	Use well-drained, disease-free, soilless medium (pH 5.4 to 6.0, electrical conductivity [EC] 1.0 mS/cm).
Temperature	<b>Nights:</b> 62 to 67°F (16 to 19°C) <b>Days:</b> 65 to 75°F (18 to 24°C) <b>Average Daily Temperature (ADT):</b> 65 to 70°F (18 to 21°C)
Light	Daily Light Integral (DLI) of ≥10 moles · m <sup>-2</sup> · d <sup>-1</sup>
Photoperiod	Facultative short-day plant - flowers faster under short days (10 to 12 hours). See details at left.
Irrigation	Produce on the drier side to help prevent any fungal or water mold-type diseases. However, allowing plants to wilt even slightly between waterings will delay flowering, reduce branch number and result in pale foliage.
Fertilizer	Apply fertilizer at rate 2 (100 to 175 ppm N / 0.7 to 1.2 mS/cm) once a week as soon as the plugs have begun to root out. Apply a balanced ammonium and nitrate-form fertilizer as needed to encourage growth and balance the media pH.
Growth Regulators	Megawatt Green Leaf varieties are more vigorous than Bronze Leaf varieties. They require slightly heavier growth regulator rates than Bronze Leaf varieties.  Apply Paclobutrazol (Bonzi, Piccolo, Piccolo 10X) spray for height control, especially for 6-in. (15-cm) or smaller containers. Spray rate can be up to 5 ppm, depending on environmental conditions, plant growing stage and varieties.  Start with Paclobutrazol 2 to 3 ppm (0.5 to 0.75ml/l 0.4% formulation) spray about 2 weeks after transplant. If needed as plants grow bigger, apply higher rate of Bonzi 4 to 5 ppm (1.0 to 1.25ml/l 0.4% formulation) 2 weeks later when grown under warmer or longer daylength conditions.
Pinching	No pinch needed.
Common Problems	No major problems with pest and disease if using good cultural and IPM practices. A wide range of insecticides have been tested on Megawatt plants with little or no phytotoxicity.

CROP SCHEDULING	Container Size	Plants per Pot/Basket	Weeks from Transplant
	4.5-in. (12-cm) pot	1	7-8
	6-in. (15-cm) pot	1	7-9
	12-in. (30-cm) pot	3	8-9
NOTE: Due to daylength sensitivity, when producing during Summer with daylength 13 hours or longer, add 2 to 3 more weeks for Megawatt Green Leaf varieties.			



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IT'S MEGA!**



# MEGAwatt™

Easy, bigger-than-life color for your  
gardens, planters & baskets.

PanAmerican Seed®



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**panamseed.com**



**PLUG INTO HUGE GROWING POWER!  
OPEN NOW TO MEET MEGAWATT™...  
YOUR NEW BEGONIA OPPORTUNITY**