

Leucanthemum Madonna F₁

(*Leucanthemum x superbum*)

Perennials Culture (revised 03/20/19)

More uniform for more saleable plants

Send better-looking containers to retail with NEW Madonna! It offers better uniformity in height and habit over its seed counterparts, plus it's an excellent alternative to vegetative leucanthemum that doesn't need vernalisation or have a risk for bacterial infection. The result is picture-perfect containers on the bench and in the store.

Plug crop time: 5 to 6 weeks

Transplant to finish: 10 to 14 weeks

- Madonna offers better uniformity in height and habit over the competition.
- Compact, first-year-flowering F₁ shasta is an alternative to vegetative varieties that doesn't require vernalisation and has no risk of bacterial infection.
- Features excellent vigour and leaf quality for optimal finishing in quarts to large containers using multiple plugs.
- It also offers a reduced percentage of "too small" plants compared to standard seed varieties.
- With a larger percentage of saleable plants, Madonna requires less labour for harvesting and grading.
- Up to 15% of petals may have laced-edge petals for a unique look.

General Information

Exposure	Bloom Season	Height	Spread	Spacing
Sun	Summer, Autumn	8-10 in. (20-25 cm)	8-12 in. (20-30 cm)	12 in. (30 cm)

Germination

Seed Form	Recommended Plug Size	Seeds/Cell	Plug Crop Weeks	Days to Germinate	Initial Media pH/EC	Cover Seed
RAW	288	1	6-7	4-10	5.5-6.2 pH 0.2-0.5 mmhos/cm	Light cover
	72	4	7-8			

Plug Production

	Stage 1	Stage 2	Stage 3	Stage 4
Moisture	Level 4	Level 3-4	Level 2-3	Level 2-3
Temperature	65-72°F (18-22°C)	65-68°F (18-20°C)	65-68°F (18-20°C)	60-65°F (16-18°C)
Light	Optional	3,000-5,000 f.c. (32,300-53,800 Lux)	5,000-7,000 f.c. (53,800-75,300 Lux)	5,000-7,000 f.c. (53,800-75,300 Lux)
Fertilizer	Less than 100 ppm N - Less than 0.7 EC		100 to 175 ppm N - 0.7 to 1.2 EC	175 to 225 ppm N - 1.2 to 1.5 EC

Vernalization

No

Juvenility

Needs a minimum of 10 true leaves before forcing via night interruption (preferred forcing method) or day extension (min. 16 hr.).

Fertilizer Notation

Use well-balanced Calcium Nitrate-based fertilizer. Target EC: 140 to 160 ppm. Do not give continuous feed to prevent high salt levels. Best to leach with fresh water periodically.

Propagation Key Tips

Avoid high soluble salt level. Provide an active climate, including air movement and relatively high light levels. Do not grow too long, as old plugs show irregular growing after transplant.

Growing on to Finish

Growing on Temperature	Target Media pH/EC	Fertilizer	Daylength
(day) 65-72°F (18-22°C) (night) 14-16°F (-10--9°C)	5.5-6.2 pH 0.9-1.1 mmhos/cm	175 to 225 ppm N - 1.2 to 1.5 EC	Obligate Long Day

Daylength Notation

Obligate Long Day Plant, needs minimum of 14.5 hr daylength to initiate flowering. Reacts very well to night interruption (4 hrs. between 10 pm and 2 am) for Spring Forcing. Please check that juvenility stage of 10 true leaves has passed.

Crop Scheduling

Crop Type	Container Size	Plugs/Pot	Crop Time	Season	PGR
Annual	4"/4.5"/Quart	1 (ppp)	12-13 (weeks)	Autumn, ADT 68°F (20°C)	paclobutrazol 20-30 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	11-12 (weeks)	Summer, ADT 68°F (20°C)	paclobutrazol 20-25 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	11-12 (weeks)	Summer, ADT 68°F (20°C)	uniconazole 5 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	10-11 (weeks)	Summer, ADT 78°F (26°C)	daminozide 5,000-6,000 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	11-12 (weeks)	Summer, ADT 68°F (20°C)	daminozide 2,500-3,000 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	10-11 (weeks)	Summer, ADT 74°F (23°C)	uniconazole 5-10 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	10-11 (weeks)	Summer, ADT 78°F (26°C)	paclobutrazol 20-30 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	10-11 (weeks)	Summer, ADT 78°F (26°C)	uniconazole 10 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	11-12 (weeks)	Summer, ADT 68°F (20°C)	-
Annual	4"/4.5"/Quart	1 (ppp)	12-13 (weeks)	Autumn, ADT 68°F (20°C)	daminozide 2,500-3,000 ppm Spray
Annual	4"/4.5"/Quart	1 (ppp)	12-14 (weeks)	Late Spring, ADT 65°F (18°C)	-
Annual	5"/6"/1 Gallon	1-3 (ppp)	12-15 (weeks)	Late Spring, ADT 65°F (18°C)	-
Annual	5"/6"/1 Gallon	1 (ppp)	11-12 (weeks)	Summer, ADT 68°F (20°C)	-

Fertilizer Notation

Use a well-balanced Calcium Nitrate-based fertilizer. Target EC: 140 to 160 ppm. Do not use continuous feed to avoid high soluble salt levels. Best to leach with fresh water periodically.

Chemical Sensitivity

Do not use Abamectin (trade name Avid/Vertimec) or allow it to be in contact (even gas from a neighboring compartment). This will kill the crop.

Common Problems

Irregular growth can result from old plugs or high salt levels. Variable finishing can occur due to natural daylength being below critical, or not providing night interruption.

Bulking Strategy

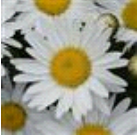
Use advised temperatures, grow below 12-hour daylength and watch out for light pollution from neighboring departments.

Finishing Key Tips

Provide an active climate, with high light and air movement. For Larger than 1 Gallon use multiple plugs (i.e. 2Gallon : 3-4 plugspp)

NOTE: Growers should use the information presented here as guidelines only. PanAmerican Seed recommends that growers conduct a trial of products under their own conditions. Crop times will vary depending on the climate, location, time of year, and greenhouse environmental conditions. It is the responsibility of the grower to confirm the treatment is available in their region as well as read and follow all the current label directions relating to the products. Nothing herein shall be deemed a warranty or guaranty by PanAmerican Seed of any products listed herein. PanAmerican Seed's terms and conditions of sale shall apply to all products listed herein.

Variety Pictures



Madonna



Madonna

PanAmericanSeed™

PanAmerican Seed Co.
622 Town Road, West Chicago, Illinois, USA, 60185-2698
630 231-1400 Fax: 630 231-3609 PanAmSeed.com

™ denotes a trademark of and ® denotes a registered trademark of Ball Horticultural Company in the US. It may also be registered in other countries.
©2019 Ball Horticultural Company