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## On The Cover:

**Adriana González**, Elite House Manager at Elit Flower (Colombia), next to **Lorca**, her favorite variety.



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## Seeing the Door in the Wall

Did you know that one of the world's most successful authors – J. K. Rowling with her Harry Potter Series – got more than 20 rejections of publishers? Today her books have been translated into 73 languages and sold more than 450 million copies!

Obviously most of the establishment did not see value in what she had written. Comments were: too long, not commercial! Yet there are always those that have the talent to see a unique opportunity, seeing a door where others see a wall too high to climb. Perhaps it was simply fear as the publishing industry is going through dramatic changes. However, it is difficult to discover new ways walking in existing footprints.

Our industry is also experiencing quite significant changes. I would think that those who are more creative, seeing opportunities, and executing those well will stay ahead and have nothing to fear.

At this point I would like to encourage all of us to walk around with open eyes discovering doors where others might see only a wall. And in that spirit I would like to invite you to leaf through our catalog. We are looking forward to getting into a discussion with you, our valued customer, to talk about opportunities that we may develop together, opening doors that lead us into a successful future.

Sincerely yours,

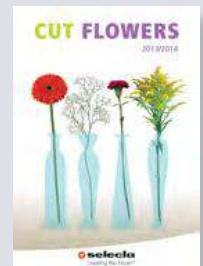
Nils Klemm

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## Our new Catalog has arrived!

Check out our new cut flowers catalog! **Flip through it now** and find a broad assortment of innovative, top-quality Carnations, Gerberas, Gypsophila, and Solidago. Learn all about Estelle, the whitest solidago on the market; explore about the Pearls® Series of Gypsophila; and browse the newest introductions for 2013. In the new catalog our customers are sharing with you their success stories and experiences with Selecta's varieties.

To request a catalog please click **here**.





By Dr. Yoseph Shoub

# Optimizing Gerbera Production

**How long is it advisable for a gerbera grower to keep his gerbera plants in the containers' media and still harvest an economical production? This issue is important for the plants-producers too, as they are interested in producing, selling, and keeping the reputation of their products. We are presenting here some morphological information that might describe the possible reasons for the significant decrease in flower production that starts 1.5 to 2 years after planting.**

**A**ll along the growth cycle of a gerbera plant, it continues to produce branches, leaves, and roots. Toward the period of a year and a half after planting, the plant already holds numerous branches and leaves and many roots that fill up the container volume almost totally (picture 1). This situation is encouraging leaf elongation above the efficient length, it reduces the aeration and the light intensity at the plant surroundings, it delays the growth-rate, and decreases gradually the flower production and their quality.

Along its growth, horizontal branches are continuously developed below the media surface, from the container center towards the container margins. (Pic. 2 A) This kind of growth is leaving behind "Nonproductive horizontal-branches"; in other words, branches that already produced leaves and flowers in the past. (Pic. 2 B)



Picture 1: Marinilla 2.5 years old in 4 Liter container.

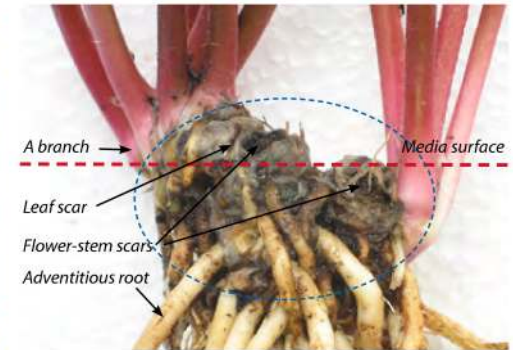
All images © Dr. Yoseph Shoub

At this stage the old branches are covered with many scars of historical flowers, stems, and leaves (Pic. 3).

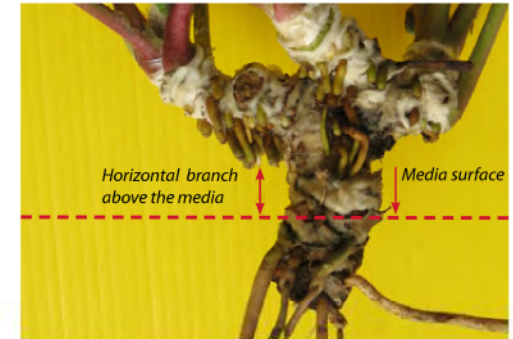
Furthermore, in many cases when the plants are kept longer than 3 years in the same container, and the horizontal branches are reaching the container margins, the branches change their horizontal-growth habit toward vertical growth in open air above the media. It means that the newly emerged roots are



Picture 2: A branch of 2.5-year-old of gerbera plant grown in container.



Picture 3: An old crown of 2.5-year-old gerbera plant.



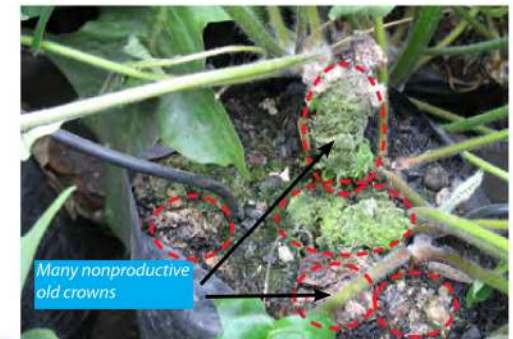
Picture 4: Roots of a 3-year-old gerbera are not able to reach the growing media.

not able to elongate anymore; they will not grow into the media, and they will not function as normal active roots (Picture 4).

Picture 5 shows an extreme state, but quite common situation in Colombian gerbera farms. It shows a gerbera plant kept longer than 3 years in a plastic bag. This nonproductive plant lost its production potential some time ago. Actually the production of gerbera plants at this age comes from only few branches per square meter, and this is not economical.

For more information visit [www.gerberaisrael.com](http://www.gerberaisrael.com)

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Picture 4: An "old" nonproductive split-up gerbera plant.