



Calibrachoa Caloha Series

This Israel-bred calibrachoa boasts bright colors and a good habit — and strict adherence to quality certification standards

By Asaf Cohen

The calibrachoa Caloha series was bred by Breier in Israel, exclusively for Cohen, in 2004-2005. The first four varieties were introduced commercially in Europe and North America for 2006.

The idea was to create a range of varieties that would fit Cohen's assortment with good habits and a nice color range. Caloha was bred under hot climate conditions, which resulted in varieties with stronger roots and durability in warmer conditions.

Cohen did the selection, naming and marketing according to the company's long experience in production of other calibrachoa varieties.

All the calibrachoa Caloha varieties are kept in Cohen's certified lab under Special Quality/Naktuinbouw certification standards.

The nuclear stock is checked for a list of 25 viruses, including PCR tests for viroids. During the production season the stock is checked three times for a list of various viruses.

The mother stock is built yearly in week 25 from certified in-vitro elite material produced by Cohen's lab; they're kept in our modern, level-A facilities in Israel.

The cuttings are supplied on a weekly basis, year round, from Israel to all our European and North American clients. The line also is promoted and sold to the local Israeli market by the company Hishtil.

The Assortment

The Calibrachoa Caloha series for season 2010-2011 are available from two groups:

Caloha Classic includes 14 different colors. The general habits are half-hanging to hanging with a more vigorous growth. The flower size is equal between all varieties. The Classic group includes three new introductions: Aubergine, Rose Improved and Yellow. This group includes also bestsellers such as Coral Eye, Red, Orange and Silver Sky.

Caloha Compact includes four varieties: Blue, Red Orange, Red and White. Those varieties have much more compact habits and were bred

especially for small pot production (4- to 5-inch containers). Compact varieties can be grown in these pot sizes without any plant growth regulators. Flower size within the group is equal among varieties.

Propagation

Caloha's rooting, in general, is simple and fast. You can reach a good, solid young plant after four weeks. Ideal air temperature is 75-82° F but should not exceed 86° F also under maximum lighting.

Recommended humidity level is between 90 and 95 percent. Manage irrigation carefully during the rooting stage.

The time schedule for growing pots:

- One plant: seven to eight weeks in a 4- to 5-inch pot
- Three plants: nine to 10 weeks in a 6-inch pot
- Five plants: 12 to 13 weeks in a basket

Pinch once after rooting is completed and again after the plant is established in the pot.

Recommended growth regulator for the Classic group is 2,000- to 5,000-ppm B-Nine (daminozide) after planting or 300- to 400-ppm Florel (ethylene).

After pinching, reduce the need for growth regulators with high radiation and low temperature.

Pests and Diseases

Calohas are not highly sensitive to pests, but thrips and whiteflies are occasionally present. Ensure that cuttings arrive with all the necessary certification documents to prove that the material is free of viruses and viroids.

Availability

The calibrachoa Caloha series is offered by all the leading brokers in North America as unrooted cuttings directly from Israel or as young plants from local producers. For more information, visit www.cohennur.co.il.

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'Caloha Aubergine'