

vegetative matters

Figure 1. Responses from survey.

	Response 1	Response 2	Response 3	No Response
Cyclamen (white and red)	146	60	31	97
Christmas Cactus (white)	142	64	37	91
Caladium 'White Christmas'	141	64	34	95
Gloxinia (white and red)	139	66	31	98
Fuji Chrysanthemum (white)	136	58	36	104
Anthurium 'Tropic Fire' (red)	103	73	52	106
Caladium 'White Queen'	95	70	40	129
Bougainvillea (white)	95	65	73	101
Caladium 'Jackie Suthers' (white)	92	88	49	105
Anthurium 'Red Giant'	88	76	57	113
Snapdragons (white)	85	91	55	103
Gerbera Daisy (pink)	81	70	65	118
Anthurium 'Cleopatra' (white)	78	83	62	111
Kalanchoe (red)	69	87	72	106
Verbena (red)	66	94	65	109
Viola (white)	66	87	64	117
Anthurium 'Misty Rose'	64	96	65	109
Anthurium 'Gemini' (red)	59	96	52	127
Anthurium 'Miss June' (purple)	58	70	61	145
Petunia (red)	57	74	91	112
Anthurium 'Red Hot'	54	93	46	141
<i>Exacum affine</i> (blue)	53	109	67	105
Crown of Thorns (salmon)	45	102	70	117
<i>Russelia equisetiformis</i> (red)	45	83	81	125
Odontonema Firespike (red)	35	79	109	111

Participants were asked to group plants in three categories:
Response 1. Looks good with poinsettias; I would buy this as a holiday plant.
Response 2. No strong feelings; I probably wouldn't buy this plant.
Response 3. Oh, now that is just wrong; that should not be a holiday plant!

hydrangeas is Spring Meadow Nurseries. White hydrangeas, both standard and mop-head types, make a great addition to red poinsettias, and while production and scheduling will be a bit different in fall to winter, the crop is an unexpected novelty amidst holiday flowering plants.

The point is that there are actually many options for increasing sales at the holidays; it just takes a bit of creativity to come up with the crops that best augment the poinsettia and other traditional crops. Think about white orchids (Phalaenopsis and Dendrobium), pure white Oriental hybrid lilies, cyclamen and even brugmansia. Don't stop there; how about incorporating herbs in the holiday mix? This is the main cooking season of the year for most families; how about a rosemary and poinsettia mix. I guess that would be a "Roseietta"? ^[GPN]

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