A CUT ABO THE REST

Find out which cuts stand out from the rest in this annual cut flower trial report.

By John Dole

he specialty cut flower industry has succeeded in bringing many new and unusual cut flowers to the marketplace. Consumers, florists and wholesalers rely on specialty cuts to provide a fresh look to bouquets and arrangements. For the industry, it is a constant challenge to find new cut flower species and cultivars.

Breeders are an important source of new cut flowers — ranging from new colors and styles of well-established species to completely new categories, such as the hybrid dianthus 'Amazon Neon'. New cut flowers may also be older species already in cultivation that have been little used or resurrected by the addition of new colors, such as rudbeckia 'Prairie Sun'. Occasionally, a species is completely new to cultivation or new to cut flower production, such as Dicentra spectabilis.

Regardless of the source, the Association of Specialty Cut Flower Growers (ASCFG) annually conducts a National Seed and Perennial Trial Program to evaluate new cut flowers for the field

cut industry. This year the ASCFG National Cut Flower Trials had 35 cultivar submissions in the seed trial, 23 cultivars in the perennial trial, 10 participating breeders and suppliers and 42 trialers returning evaluations from the United States and Canada. Most of the trialers are commercial cut flower growers, while a few are universities, seed suppliers and other folks interested in supporting field cut production. The top performers in the trials are entered in the ASCFG Cut Flower of the Year contest. Read on to find out the winners.

SEED TRIALS

Lisianthus. Lisianthus has become a favorite cut flower in the industry and has progressed far from the original species, which is native to the southern Great Plains of the United States. Native lisianthus has medium-sized, single, purple flowers. This year's trial illustrates the change in the species. Two companies included a total of five series with colors ranging from pale greenish white to pink, rose and lavender.

Top honors were taken by 'Balboa Lavender' ▶



Above right 'Autumn Color' rudbeckia; above: 'Karley Rose' pennisetum. (Photos courtesy of John Dole)



PARTICIPATING SEED COMPANIES

American Takii (831) 443-4901 www.takii.com

Ernst Benary of America (815) 895-6705 www.benary.de

Fred C. Gloeckner (914) 698-2300 www.fredgloeckner.com

Goldsmith Seeds (800) 549-0158 www.goldsmithseeds.com

PanAmerican Seed (800) 231-4868 www.panamseed.com

PARTICIPATING PERENNIAL SUPPLIERS

Bent Oak Farms (503) 357-5774 www.hereandnowgarden.com

Green Leaf Enterprises/Benary (717) 299-0300

Grow'n Sell/Benary (215) 822-1276 www.gro-n-sell.com

Sunshine Farm & Garden

(304) 497-2208 www.sunfarm.com/tour

University of Nebraska (402) 472-1639 www.unl.edu

Walters Gardens (888) 925-8377 www.waltersgardens.com

for its color and large double flowers. The stems were strong and plants easy to grow. Respondents reported stem lengths averaging 18 inches (up to 28 inches for some) and yields of 4.8 stems per plant. Lisianthus is amazingly rugged in its native, rather harsh, environment, yet can be hard to grow in the relatively soft life of a cut flower bed. It is always nice to hear from those that have no problem growing quality lisianthus. 'Balboa Rose' and 'Catalina Rose' also received high marks for their great colors, double flowers and strong stems. New colors have been added to the Cinderella and Twinkle series. 'Cinderella Pink' performed the best with 20-inch stems (up to 30 inches for some participants) and 3.1 stems per plant. The flowers were large, full and dark pink. 'Cinderella Ivory' and Yellow also did well for most participants. 'Twinkle White' and Yellow did well for many trialers, but singles are typically less popular than doubles.

Rudbeckia. Another North American native wildflower is also one of the stars of the 2003 Cut Flower Trials: rudbeckia 'Prairie Sun'. This beautiful plant has many of the characteristics of the popular 'Indian Summer' — large, long-lasting flowers, strong stems and first-year flowering from seed. Prairie Sun adds bright green centers and striking two-tone pale yellow/dark yellow petals. In our postharvest trials, the cut stems lasted three weeks. Prairie Sun is productive (averaging 12.3 stems per plant), easy to grow, and has a long flowering period. However, for season-long flowering plant every 3-4 weeks. Rudbeckia 'Autumn Colors' also did well in the trial, but many trialers found 'Goldilocks Improved' too short and weak.

Delphinium. Delphinium is one of our most

spectacular cut flowers. The ongoing transition from uneven biennial or perennial to fast-flowering, uniform, F1 annual is apparent in this year's trial. 'Aurora Light Blue' received excellent marks for its beautiful color and short crop time. Of the Guardian series, Blue received the highest marks, but Early Blue, Lavender and White also

performed quite well. All were productive with strong stems and full heads and stem lengths of up to 36 inches. Guardian delphiniums also work well as a greenhouse cut flower.

Sunflower. New sunflower cultivars are always popular in the trials. This year we had three cultivars from two companies. The favorite was 'Sunrich Gold' with its gold/green pollen-

Figure 1. 2003 ASCFG Seed Trial Results. The first row of data for each cultivar is the average, and the second row is the range of responses. Note when only one response is listed, either only one person responded for that category or several responded and all gave the same rating.

Cultivar	Yield (stems/plant)	Stem length (inches)	appı Whole.		rating* Consumer	Repeat again rating*	Ease of cultivation rating*	Average spacing (in.²/plant)
Ammi majus 'White Wonder' (Gloeckner)	6.4	19.4	5.0	3.8	3.3	3.1	4.0	136
	0-20	8-30	5	2-5	1-5	1-5	3-5	4-256
Antirrhinum Expt. G3,4 Rose (PanAmerican)	7.3 0-19	19.6 8-32	_	3.8 3-5	3.8 1-5	4.0 2-5	3.9 2-5	164 36-432
Antirrhinum Expt. G3,4 White (PanAmerican)	6.2 0-17	16.2 8-24	_	3.8 3-5	3.6 1-5	3.7 2-5	4.0 3-5	149 36-432
Antirrhinum Expt. G3 Lavender (PanAmerican)	7.2 0-15	17.8 8-32	_	4.2 3-5	3.5 1-5	3.9 2-5	4.2 3-5	150 36-432
Brassica F1 'Red Crane'	0.9	19	4.0	3.5	3.1	2.9	3.6	178
(Takii)	0.3-1.0	16-24	4	3-4	2-4	1-5	2-5	16-480
Celosia 'Supercrest Mix'	3.9	27.2	3.0	3.0	3.3	2.4	4.5	143
(Gloeckner)	1-7	16-48	1-5	2-5	2-5	1-5	3-5	36-208
Consolida 'Imperial White' (Gloeckner)	10.2 0-45	22.8 16-30	_	4.0 4	3.4 1-5	3.2 1-5	3.4 1-5	57 4-144
Consolida 'Imperial Dark Blue' (Gloeckner)	8.8	21.0	3.5	3.6	4.3	3.7	4.0	66
	1-45	11-40	3-4	2-4	3-5	1-5	3-5	4-144
Consolida 'Imperial Orchid'	11.2	21.3	4.0	4.5	3.8	3.0	3.3	78
(Gloeckner)	1-45	12-40	4	4-5	3-5	1-5	2-5	18-144
Consolida 'Pink Fantasies' (Gloeckner)	12.5	18.8	3.0	4.0	4.0	3.8	4.0	76
	1-45	11-24	3	3-5	2-5	2-5	3-5	36-96
Delphinium F1 'Aurora Light Blue' (Takii)	3.0 1-7	20.7 16-28	_	5.0 5	4.7 4-5	4.3 3-5	4.3 4-5	147 80-216 ▶

^{*1} to 5 scale, with 5 being the best. Market ratings are based on sales to wholesaler (Whole.), retailers or final consumers direct.

^{**}Ratings for this species should be viewed with caution as only one to three participants had enough information to provide ratings

Cultivar	Yield (stems/plant)	Stem length (inches)	appı Whole.	Market eciation Retail	rating*	Repeat again rating*	Ease of cultivation rating*	Average spacing (in.²/plant)
Eustoma 'Cinderella Ivory'	3.0	19.6	4.0	4.3	4.0	3.9	3.3	41
(Goldsmith)	1-8	14-30	4	3-5	3-5	2-5	1-5	12-80
Eustoma 'Cinderella Pink' (Goldsmith)	3.1 1-8	20.1 14-30	3.0 3	4.0 3-5	4.3 3-5	4.4 3-5	3.7 2-5	43 12-80
Eustoma 'Cinderella Yellow' (Goldsmith)	3.0 1-7	17.6 12-30	3.0	3.7 3-5	3.9 2-5	3.6 1-5	3.6 2-5	100 12-80
Delphinium 'Guardian Blue' (PanAmerican)	2.6 1-8	25.3 17-36	4.0 4	3.7 2-5	4.3 2-5	4.2 1-5	4.0 3-5	124 36-216
Delphinium 'Guardian Early Blue' (PanAmerican)	2.1 1-4.5	23.4 20-30	_	3.5 3-4	3.9 3-4	3.9 2-5	3.1 2-4	109 36-192
Delphinium 'Guardian Lavender' (PanAmerican)	2.6 1-6	25.7 17-36	_	3.6 3-4	3.9 3-5	4.1 3-5	4.0 3-5	124 36-216
Delphinium 'Guardian White' (PanAmerican)	2.1 1-5	25.3 16-36	_	3.3 3-4	3.8 3-5	3.9 3-5	3.9 3-5	108 36-192
Eustoma 'Balboa Rose' (PanAmerican)	4.0 1-12	17.9 6-30	_	5.0 5	4.5 4-5	4.1 1-5	4.0 2-5	59 36-144
Eustoma 'Balboa Lavender' (PanAmerican)	4.8 1-10	18.1 6-28	_	5.0 5	4.6 2-5	4.5 1-5	4.0 2-5	61.6 36-144
Eustoma 'Balboa Yellow Improved' (PanAmerican)	2.9 1-8	20.6 14-33	_	5.0 5	3.8 2-5	3.7 1-5	3.6 2-5	61 25-144
Eustoma 'Catalina Rose' (PanAmerican)	4.2 1-8	18.7 6-24	_	4.3 3-5	4.7 3-5	4.6 1-5	3.7 2-5	107 25-144
Eustoma 'Malibu Green' (PanAmerican)	2.6 1-7	17.0 11-28	_	5.0 5	3.8 2-5	3.1 1-5	3.5 1-5	52 24-96

^{*1} to 5 scale, with 5 being the best. Market ratings are based on sales to wholesaler (Whole.), retailers or final consumers direct.

less centers, bright petal color and good flower size. Plants were uniform and easy to grow. The other two cultivars, 'Full Sun Improved' and 'Golden Glory' did well for many participants but tended to get excessively tall with too large of heads for some participants.

PERENNIAL TRIALS

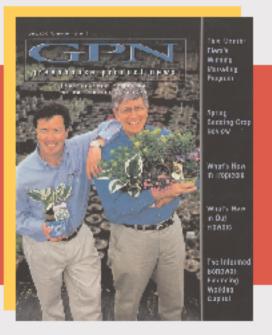
Helianthus. One of the stand-out cultivars was Helianthus salicifolius 'First Light' (also labeled as Helianthus angustifolius by some companies). This perennial, relative of the common annual sunflower, produced a great show late in the season when most other cuts were winding down. The strong, uniform, vigorous plants produced 8.8 stems per plant in the first season. We look forward to seeing what this species will produce in the second year. The stems were long and topped with clusters of bright yellow flowers with dark centers. In our postharvest trials, the vase life was 12 days in water and up to 17 days in floral preservative.

Orchid. One of the more unusual plants had to be Spiranthes cerna 'Chadds Ford' — the first orchid we have tested. Orchids are usually thought of as delicate, tropical greenhouse crops but many species are hardy garden

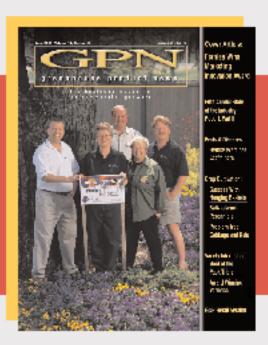


What is MMIA? MMIA stands for MasterTag Marketing Innovation Award.

Each year MasterTag and GPN magazine sponsor MMIA. This award showcases the best examples of merchandising in the Horticulture Industry. Winners are announced at the Ohio Florists Association Short Course and are featured in the June issue of GPN magazine. MMIA winners will choose from a variety of pre mium prizes.*



2000 - Etera



2001 - Femlea



2002-Altmans Specialty Plants

^{**}Ratings for this species should be viewed with caution as only one to three participants had enough information to provide ratings

perennials. While it is too soon to tell, the long spikes of small intricate flowers produced by Chadds Ford may be beautiful but not large enough to be worth growing.

Helenium. Helenium 'Helena Red Shades' and 'Helena Gold' scored well in the trials. These tall, vigorous plants are cold hardy, drought tolerant and productive, producing more than 13 stems per plant in the second year. The stems were more than 40 inches long, with some trialers harvesting 48- to 50-inch stems. Helena Gold has dark-yellow, daisy-shaped flowers, and Helena Red Shades has red flowers edged with varying amounts of yellow. The latter cultivar can be rather variable, with some plants producing solid red flowers and others solid yellow. The only problem with these plants appears to be that their colors sell better in the fall than the summer when they normally flower. This species may be a good candidate for early season cutting back, when shoots are 6-10 inches tall, to delay flowering. One respondent also noted that plants may reflower if cut back prior to the end of the first harvest, when about 10 percent of the flowers are still present.

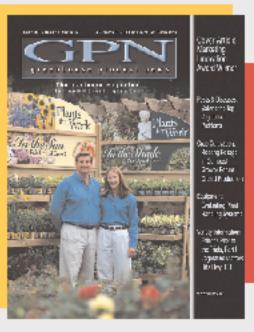
Lysimachia. The strikingly variegated foliage of lysimachia 'Alexander' made a great cut foliage. The plants are prolific and vigorous.

	Yield	Stem length	Market appreciation rating*			Repeat again	Ease of cultivation	Average spacing
Cultivar	(stems/plant)	(inches)	Whole.	Retail	Consumer	rating*	rating*	(in.²/plant)
Eustoma 'Twinkle White'	2.7	17.7	4.0	4.5	3.6	3.1	3.4	53
(Goldsmith)	1-7	12-26	4	4-5	2-5	1-5	2-5	12-144
Eustoma 'Twinkle Yellow'	2.6	17.3	2.0	3.5	3.1	2.4	3.3	42
(Goldsmith)	1-7	12-24	2	2-5	2-5	1-5	1-5	12-80
Helianthus 'Golden Glory'	1.1	35.7	3.3	3.8	3.8	3.0	4.3	95
(Gloeckner)	1-12	10-72	3-4	3-5	1-5	1-5	1-5	9-216
Helianthus 'Full Sun Improved'	1.0	40.8	2.0	3.0	3.7	3.3	4.7	84.9
(Gloeckner)	1	18-60	2	2-5	1-5	1-5	2-5	9-180
Helianthus F1 'Sunrich Gold'	1.0	38	3.5	3.5	4.3	4.9	4.7	84
(Takii)	1	18-48	3-4	3-4	3-5	3-5	4-5	4-59-180
Helichrysum bracteatum 'Giant Ball N	lix' 6.3	23.8	3.0	2.7	3.5	3.4	4.5	170
(Benary)	1-12	11-48	1-5	1-4	1-5	1-5	1-5	36-480
Iberis odorata 'White Pinnacle'**	5.0	9.0	_	_	3.5	3.0	3.5	122
(Gloeckner)	4-6	8-10			3-4	3	2-5	100-144
Matthiola 'Quartet Mix'	2.0	14.8	2.0	2.7	3.7	2.8	3.7	56
(Gloeckner)	0.5-1	6-19	1-3	1-4	3-5	1-5	1-5	9-144
Rudbeckia hirta 'Autumn Colors'	10.8	15.5	2.5	2.8	3.8	3.2	4.5	165
(Benary)	0-30	8-24	2-3	1-4	1-5	1-5	2-5	36-432
Rudbeckia hirta 'Goldilocks Improved	' 10.2	15.2	3.0	2.5	3.0	2.6	4.2	142
(Benary)	0-30	4-28	3	1-4	1-5	1-5	2-5	36-432
Rudbeckia hirta 'Prairie Sun'	12.3	18.0	3.5	3.8	4.0	4.4	4.5	137
(Benary)	3-30	8-27	3-4	2-5	3-5	3-5	3-5	36-360
Trachelium 'Jemmy Royal Purple'	4.3	14.0	4.0	4.0	3.4	2.8	3.1	136
(Benary)	1-7	10-20	4	4	2-5	1-5	1-5	36-360

^{*1} to 5 scale, with 5 being the best. Market ratings are based on sales to wholesaler (Whole.), retailers or final consumers direct.
**Ratings for this species should be viewed with caution as only one to three participants had enough information to provide ratings.

Are you this year's MMIA winner?





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'Goldilocks Improved' rudbeckia.

Cut this plant primarily for the foliage, as the pellow flowers do not add much and tend to shatter in the vase. While stems were short for some folks, others cut up to 36-inch stems.

Pennisetum. For sheer numbers of cut stems pennisetum 'Karley Rose' was a top producer, with an average of more than 36 stems per plant and at least one respondent cutting 75 stems per plant. Stem length was also good, averaging 34 inches. The prolific plants can be a bit difficult to harvest, and as with many grasses, some people love them while others, especially wholesalers, give them a pass.

Phlox. Phlox is always a favorite cut flower, and *Phlox paniculata* 'Miss Violet' did well in the trials. An average of 6.1 stems per plant were produced with a length of 26.3 inches. Respondents noted the color, fragrance and mildew resistance.

ASCFG CUT FLOWERS OF THE YEAR

Each year the ASCFG membership selects one cultivar to recognize as the "Fresh Cut Flower of the Year" and another as "Dried Cut Flower of the Year." Plant materials are selected on the basis of reliability, adaptability, overall quality and suitabil-

Figure 2. Trial Results for year 1 of Perennials Planted in 2003. First row of data for each cultivar is the average, and the second row is the range of responses. Note when only one response is listed in the range line, either only one person responded for that category or several responded and all gave the same rating.

	Plants flowering	Plants dead at end of summer	Yield	Stem length		Market preciation rating**		Repeat again	Ease of cultivation
Cultivar	(%)	(%)	(stems/plant)*	(inches)*	W	R	С	rating**	rating**
Adenophora 'Amethyst' (Walters Gardens)	41 0-100	17 0-100	1.9 0-5	25.6 18-44	4.0 4	3.5 3-4	3.7 3-4	3.6 3-5	4.1 4-5
Andropogon 'Silver Sun (University of Neb.)	rise' 80 0-100	0 0	1.3 1-3	29.6 32-48	2.0 2	2.0 2	1.0 1	3.0 1-4	5.0 5
Campanula 'Kent Belle' (Walters Gardens)	65 0-100	29 0-100	2.2 1-4	24.2 9-40	5.0 5	3.5 2-5	4.0 3-5	3.0 2-5	3.7 2-5
Careoptris 'First Choice' (Walters Gardens)	55 0-100	35 0-100	5.0 0-15	15.5 12-20	3.0 1-5	3.0 1-5	3.3 1-5	3.8 1-5	4.0 3-5
Digitalis 'Pam's Choice' (Grow'n Sell/Benary)	40 0-100	20 0-80	_	_	_	_	_	4.0 3-5	4.0 3-5
Eupatorium rugosum 'Chocolate' (Grow'n Sell/Benary)	10 10	90 90	4.0 3-5	22.0 20-24	_	4.0 4	_	2.5 1-4	3.0 1-5
Helianthus salicifolius 'First Light' (Walters Gardens)	58 0-100	30 0-100	8.8 5-20	28.4 14-36	4.0 3-5	5.0 5	4.5 4-5	4.3 3-5	4.4 3-5
Heliopsis helianthoides 'Summer Sun' (Grow'n Sell/Benary)***	50 0-100	63 0-100	14.0 14	24.0 24	3.0	3.0	_	3.0	4.0 4
Helleborus x hybridus (Sunshine Farm)***	0 0	11 0-33	_	_	_	_	_	3.0 3	4.0 4
Kniphofia thompsonii snowdenii (Sunshine Farm)***	15 0-30	0	_	_	_	_	_	_	_
Lupinus 'Morello Cherry (Grow'n Sell/Benary)	' 56 0-100	65 0-100	0.4 0-2	10.2 7-24	2.5 1-4	2.5 1-4	3.5 3-4	2.2 1-3	3.8 3-4
Phlox 'Jeana' (Sunshine Farm)***	50 0-100	0 0	0.7 0-1	21.5 19-24	_	_	5.0 5	5.0 5	5.0 5
Rudbeckia triloba (Grow'n Sell/Benary)	81 20-100	51 0-100	6.6 0-20	29.9 8-48	3.0 1-5	3.7 1-5	4.6 4-5	3.7 1-5	3.6 1-5
Spiranthes cerna 'Chadds Ford'	67	0	1	18	_	_	2.0	1.0	3.0
(Sunshine Farm)***	0-100	0	1	18			2	1	3

^{*}Data shown are from those respondents who harvested stems. Some respondents may not have harvested stems because they were too short. Flowering stems may be longer next year after plants are established.

^{**1} to 5 scale, with 5 being the best. Market ratings are based on sales to wholesaler (W), retailers (R) or final consumers (C) direct.

^{***}Ratings for this species should be viewed with caution as only one to three participants had enough information to provide ratings.

ity as a cut flower.

2004 Fresh Cut Flower of the Year: Dianthus 'Amazon Neon Duo'. One of the top performers in the 2002 ASCFG National Cut Flower Seed Trials, Amazon Neon Duo showed outstanding potential as a cut flower. Its strong, thick stems and vivid purple and cherry colors contrast with green, glossy foliage. Stems can be up to 30 inches long. While this newly-developed hybrid dianthus has large flower clusters similar to Sweet William, it has

none of the drawbacks. This cultivar performs well in Southern zones and does not require vernalization to come into flower. It will produce a highly marketable flower the first year from seed. Amazon Neon Duo handled the heat of Southern summers quite well, producing all season long in Raleigh, N.C. It also has great cold tolerance and handles tough winter weather with few losses. The foliage turns dark purple during cold temperatures and returns to green when growth

Figure 3. Trial Results for year 2 of Perennials Planted in 2002. First row of data for each cultivar is the average, and the second row is the range of responses. Note when only one response is listed in the range line, either only one person responded for that category or several responded and all gave the same rating.

	Plants Surviving	Yield Stem length		Mar	ket appreci rating**	Repeat again	Ease of cultivation	
Cultivar	(%)	(stems/plant)*	(inches)*	W	R	C	rating**	rating**
Calamagrostis 'Karl Foerster' (Walters Gardens)	100 100	20 10-30	26 24-28	_	4.0 4	2.0 2	3.0 1-5	5.0 5
Crocosmia 'Emily McKenzie'	47	7	28	4.0	4.5	4.0	3.3	4.0
(Bent Oak Farms)	0-100	1-10	24-32	4	4-5	4	1-5	3-5
Gentiana makinoi 'Royal Blue'	70	3.3	22.5	5	5	5	4.3	3.0
(Bent Oak Farms)	0-100	0-10	8-40	5	5	5	3-5	1-4
Helenium 'Helena Gold'	100	13.4	41.2	4	4.3	3.4	3.8	4.6
(Green Leaf/Benary)	100	2-40	24-50	3-5	2-5	2-5	1-5	4-5
Helenium 'Helena Red Shades' (Green Leaf/Benary)	100	13.7	42.0	4.5	4.3	3.8	4.3	4.8
	100	3-40	36-48	4-5	2-5	2-5	2-5	4-5
Lysimachia 'Alexander'	99	17.1	23	4.0	4.5	3.0	4.0	5.0
(Walters Gardens)	95-100	10-26	14-36	4	4-5	2-4	1-5	5
Nepeta subsessilis	67	43.5	21.5	1.0	1.0	3.3	3.5	4.8
(Walters Gardens)	0-100	6-18	14-24	1	1	1-5	1-5	4-5
Pennisetum 'Karley Rose'	75	36.7	34	3.0	4.0	3.5	4.7	5.0
(Walters Gardens)	0-100	10-75	24-50	3	3-5	3-4	4-5	5
Phlox paniculata 'Miss Violet' (Bent Oak Farms)	100	6.1	26.3	4.5	5.0	4.8	4.5	4.4
	100	1-12	20-36	4-5	5	4-5	3-5	3-5

^{*} Data shown are from those respondents who harvested stems. Some respondents may not have harvested stems because they were too short. Flowering stems may be longer next year after plants are established.

starts anew in the spring.

2004 Dried Cut Flower of the Year: Paeonia 'Sarah Bernhardt'. Sarah Bernhardt has long been a favorite of peony fans. The very large, rose-pink flowers are up to 7 inches across and have lighter pink edges. The fragrant flowers open in May or June depending on the climate. Dried, the flowers offer a soft color palette that can warm up almost any setting. Alice Vigliani of Maple Ridge Peony Farm in Conway, Mass., said "Sarah Bernhardt is a success because it has so many petals so symmetrically placed that even when dried it is very full." Others have said it is "gorgeous dried with a beautiful symmetric form and works well cut in any stage from bud through totally open." This heritage plant is cold hardy to Zone 3 and productive, producing many strong stems per plant. GPN

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Author's Note: A hearty thank you to all of the evaluators who returned their trial reports and to the seed companies for providing such great cultivars. I would also like to thank Betty Coleman for laboriously typing in everyone's comments, Diane Mays and Ingram McCall for taking care of the North Carolina State University portion of the trials, Ingram McCall for data entry, and Frankie Fanelli, Lane

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^{**1} to 5 scale, with 5 being the best. Market ratings are based on sales to wholesaler (W), retailers (R) or final consumers (C) direct.