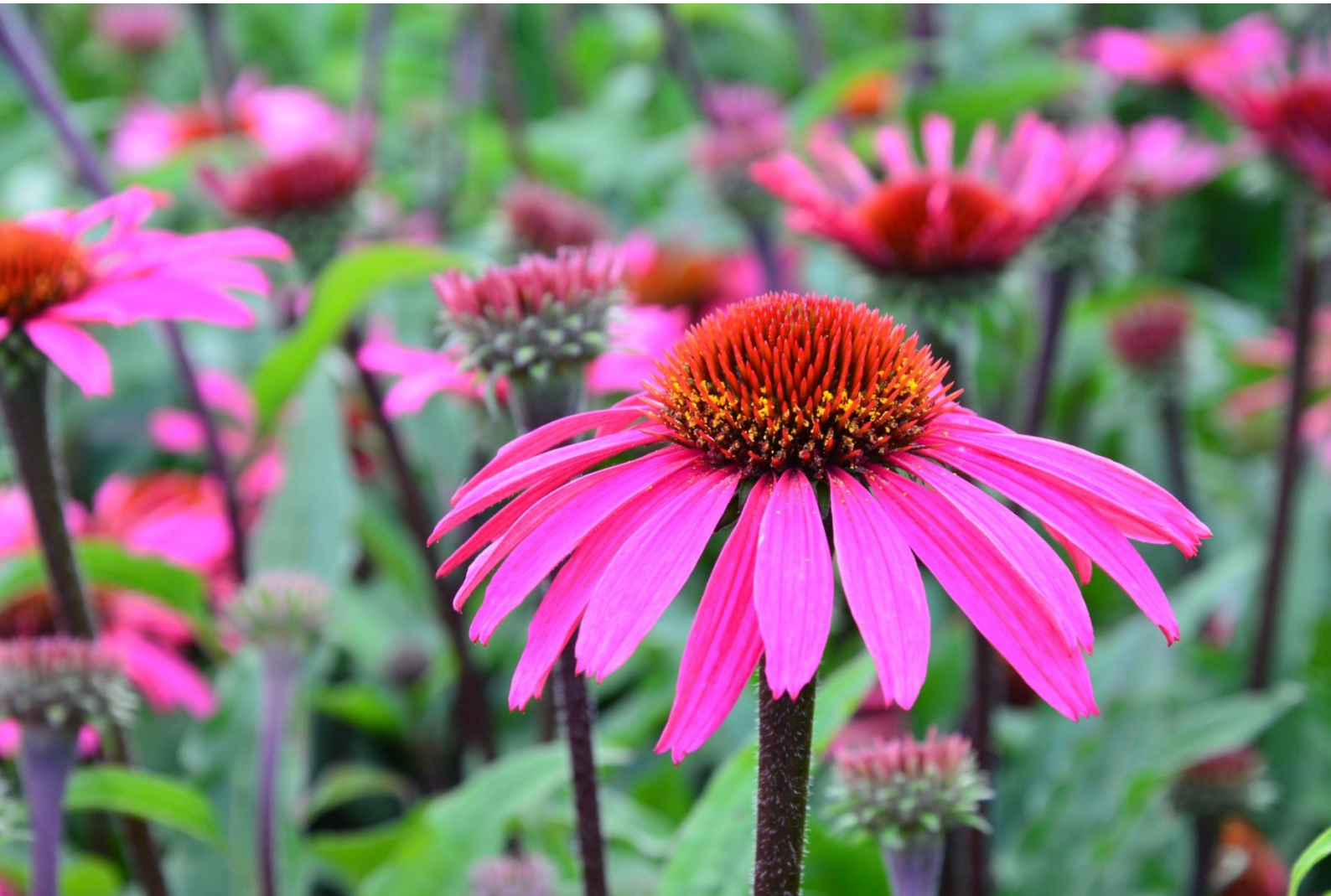


MOOODZ[®]

Cultivation Guide

(Echinacea)



MOOODZ® (Echinacea) Cultivation Guide

Origin

Echinacea is a hardy perennial that is grown both for its ornamental value and for its medicinal qualities. It was originally native to the North American Midwest.

Compact varieties

The MOOODZ varieties sold by HilverdaKooij are unique because of their compact growth and very short cultivation period from potting up to finished plants. These varieties are very floriferous and are available in various colours. They bloom from early July through to September. For July/August flowering, there is no need to pot up the previous autumn (biannual cultivation), unlike most Echinacea varieties. This range is unique in that the plants only need to be set out from week 6 to week 20 to ensure flowering in July/August of the same year.

Flowering

- Pot up in February – for flowering in early July
- Pot up in March – for flowering in late July
- Pot up in April – for flowering in mid-August
- Pot up in May – for flowering in late August/early September

Substrate

Well-drained potting soil with an effective capillary action is essential. Too wet, sticky soil should be avoided at all costs. Echinacea likes a potassium-rich mixture. Root systems tend to be poorly developed, but HilverdaKooij varieties stand out for their strong roots, making them less prone to problems. Since the root system is sensitive, good potting soil is essential!

Start off with pH 6.5 – max. 7.0.

Pinching back

Potting up is done in February and March to mid-April. The plants remain in the greenhouse throughout this period. Pinch back the central main shoot after about 6-8 weeks. This is important for encouraging the plants to branch and fill out nicely. After pinching back, move the plants outdoors. You can do this from approximately early May onwards. The weather needs to be good so that the transition is not too extreme. Too great a contrast in the weather conditions can cause the leaves to discolour slightly. Propagation material delivered between late April and late May can be potted up outdoors straight away and left there.

Watering

This is very important! An ebb and flow system is preferable but not usually feasible. Watering (with fertiliser) from above is fine, if possible in the early morning. Never let the pot ball dry out; make sure you water regularly.

Fertilising

The plants like plenty of potassium and magnesium and not too much nitrogen.

Potassium/nitrogen ratio 1 : 1. Also monitor the supply of trace elements. We recommend adhering to a feeding schedule with A and B tanks, with an EC of 1.8, rising slightly to 2.4 later after flowering.

The ideal pH value is between 6.5 –7.0.

Growth regulation

MOOODZ varieties have a very compact growth habit. However, this is not the case with MOOODZ orange and yellow. If necessary, growth can be regulated with Tilt or Cycocel.

Inhibition treatment should be discussed with your supplier and depends on the development stage of the crop.

Pest control

MOOODZ varieties are not susceptible to fungal diseases. If necessary, plants can be treated for Botrytis and Pythium as a preventative measure.

Insects that can occur are aphids and thrips, but here too, the threat of infection is generally low.

Prevention

Always work hygienically to avoid problems. Spacing out plants at the right time and at the right distance avoids leaves turning yellow.

We hope this brief cultivation guide goes some way to helping you grow a successful MOOODZ crop. Please note that all information is based on trial plantings carried out in the Netherlands. Although this information has been compiled with the utmost care, we cannot accept any responsibility for mistakes or omissions; the information is provided for general guidance purposes only.

For more information, please contact your representative.

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