

SEPTEMBER 2024

AGERATUM JJ

Bail SB[®]



PRODUCT



The **Ageratum**, also known as "floss-flower" for its dental floss-like petals, has small flowers resembling fluffy pompons.

The flowers are produced in dense clusters in purple color, adding a touch of freshness and vitality to any floral arrangement. Its delicate and abundant flowers stand out for their durability.

-
- **Annual. From planting to harvest: 13 weeks. Harvesting span: 4 weeks**
 - **Plant material: cuttings**
 - **It stands out for its unique variety in the world of cut flowers.**
 - **Its purple colors possess a singular and distinctive texture.**



GROWER FACTS

- Native range: México to América central. It grows primarily in the subtropical biome.
- Family: Asteraceae. Optimum growing temperature. 18°C
- Soil pH: 5,5 – 6,2. Well drained.
- Planting density: 28 pl/m²
- Productivity: 3,5 stems/plant

GROWER FACTS

- Planting: keep the plants well moistened. Use overhead irrigation at least for one week after planting



AGERATUM JJ

GROWER FACTS

- Pinch at two pair of leaves one week after planting.



AGERATUM JJ

GROWER FACTS



Three weeks after planting

AGERATUM JJ

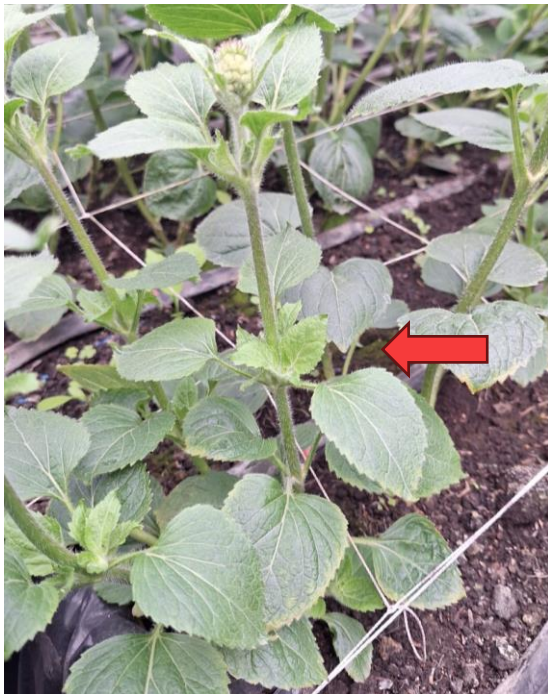
GROWER FACTS



Four weeks after planting

GROWER FACTS

- Deshoot: start 5 weeks after planting when the first lateral shoots have grown enough to be removed. Take out the laterals as the stem grows. Only let the apical inflorescence. (Do it 4 – 5 timer per cycle)



AGERATUM JJ

GROWER FACTS

- Fertilization: use a well-balanced formula. Avoid excess on Nitrogen.



AGERATUM JJ

GROWER FACTS

- Harvest when most of the flowers are opened. Remove the leaves of the stem at time of harvest
- Hydrate in chrysal optigyp : 25 gr/liter + OVB : 2cc/liter x 12 hours



California Grown

AGERATUM JJ

MARKETING

SUPPORT



Technical sheet

AGERATUM



AGERATUM JJ

Ageratum houstonianum



The *Ageratum*, also known as "floss-flower" for its dental floss-like petals, has small flowers resembling fluffy pompons. The flowers are produced in dense clusters in purple color, adding a touch of freshness and vitality to any floral arrangement. Its delicate and abundant flowers stand out for their durability.

- It stands out for its unique variety in the world of cut flowers.
- Its purple colors possess a singular and distinctive texture.
- Furthermore, they are ideal for traveling due to their resistance and durability.



COLORS



TECHNICAL SHEET

PRODUCT TYPE

Annual



CUTTINGS

FERTILIZATION

A general fertilization formula can be the following:

CROP TIME

From planting to harvest: 13 weeks.

Harvesting span: 4 weeks

N: 80 ppm , P: 50 ppm, K: 100 ppm, Ca: 100 ppm, Mg: 40 ppm, S: 50 ppm, Fe: 2 ppm, Mn: 2.5 ppm, Cu: 0.2 ppm, Zn: 0.2 ppm, B: 0.2 ppm.

PLANTING DENSITY

28 plants m² net

HARVEST

Peel the stems at harvest time. It should be cut when 90% of the flower heads are open.

PRE-PLANTING

Soil: Well drained
Netting: 2 levels

pH: 5.5 – 6.2

POST-HARVEST

Hydrate in Chrysal Optigyp 25 gr per liter + OVB (2 cm³/Lt) for 12 hours.

PINCH

Pinch 1 week after planting and leave 2 pairs of leaves on the plant.

PESTS & DISEASES

- Thrips
- Whitefly

DESHOOT

Start 5 weeks after planting when the first lateral shoots have developed. Remove the laterals as the stem grows. Only let the apical inflorescence.



Promotion - Sales Sheet

BallSB

Ageratum JJ

The Ageratum JJ is a distinctive filler flower featuring small, fluffy blooms in shades of purple. Its depth, texture, and volume enhance any arrangements and bouquets. The dainty appearance and complementary nature of Ageratum JJ make it a perfect addition to a variety of floral compositions.

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- All top fuzzy flower
 - Does not produce pollen
 - Stems with consistent and uniform structure



Promotion - Trade Activities



OPEN DAYS COLOMBIA 2024



IFPA BREEDERS SHOWCASE CA 2024



WWFSA SHOW MIAMI 2024



FLOWER TRUCK MIAMI 2024



SAF ANNUAL CONV. MIAMI 2024



SAF VARIETY COMPETITION

Promotion - Trade Activities



ALBERSTON'S SHOW BOISE 2024



HEB SHOW TEXAS 2024



FUN N SUN CA 2024



Promotion

SOCIAL MEDIA

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6503 publicaciones

30,9 mil seguidores

7476 seguidos

Jet Fresh Flower Distributors

@jetfreshflowers



jetfreshflowers · Siguiendo
Audio original



jetfreshflowers · 1 sem
If you heard our podcast episode with Carmen of @ballsbcutflowers, you might have heard about these cool, new Ageratum flowers. Listen in to hear Mike thoughts about them during the @societyofamericanflorists 2024 Outstanding Varieties Competition.
Ver traducción



intrigue_designs · 1 sem
I don't know why either @ballsbcutflowers I am OBSESSED. I think these need my touch
2 Me gusta Responder Ver traducción



ballsbcutflowers · 1 sem



303 Me gusta
23 de ago.



petunias.floral · 1 sem
omg i looove that!!!
1 Me gusta Responder Ver traducción



beckydiaz99 · 1 sem
Most incredible ageratum I've ever seen
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flowerdude · 1 sem
Stunning! I haven't seen it in the list.
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wildflowermd1 · 1 sem
Oh yesssss I would so franks-red-hot put that on everything



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@ballsbcutflowers we'll make it happen!
Responder Ver traducción



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Love them
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Gorgueos
2 Me gusta Responder





**Color
the
world.**