# Campanula medium nanum
# Appeal

Appeal is a high value pot crop bursting with bell shaped flowers with a delicate appearance. Elegant plants have huge retail appeal. This crop is economical to produce and stands out in Spring and Summer assortments.

- Excellent retail appeal, ideal gift plant item
- Christmas tree shaped plants with unique flower form
- Good addition to Spring and Summer assortment
- Can be sold for indoor colour or for patio table top
- Deep Blue is a traditional favourite, delicate Pink offers even more wow at retail
- Sow August to February for flowering January to June
- Long day response so Appeal can be programmed to choice

| | | | |
|---|---|---|---|
| | Annual | | Pot Plant |
| | Indoor + patio | | - |
| | Upright | | - |
| | 30 cm | | Pellet |
| | 25 cm | | 9-15 cm |

## Culture Guide

**Plug Culture**

**Stage 1** (days 1-10) Single sow pelleted seed into a 288 plug tray using a sterile and well-drained media with a pH of 5.8 to 6.2. Cover the seed lightly with vermiculite and maintain high humidity and sufficient moisture to melt the pellet. Optimum germination temperature is 18-20°C. For the highest germination, maintain an even temperature of 20°C for four days after sowing.

**Stage 2** (days 11-21) After the seedlings emerge, place the plug flats in a bright and cool greenhouse with good air circulation. Apply a light feed of 100 ppm Nitrogen using a well-balanced fertilizer. Maintain moderate air temperatures, 20-22°C, to avoid stress and prevent rosetting.

**Stage 3** (days 22-34) Seedlings are beginning to fill in the plug tray. Fertilize as needed to maintain a media EC of 0.7 to 1.0 mmhos (1:2 slurry) using a well-balanced fertilizer. The use of a Calcium Nitrate-based fertilizer is beneficial in helping to build strong and healthy transplants.

**Stage 4** (day 35) Seedlings should now have 2-3 true leaves and are now ready to transplant into pots.
Note: To prevent pre-mature flower bud initiation, avoid long day conditions in the plug stage (>11.5 hours) by using black out material.

**Pack & Pot Culture**

**In general** Note: below schedule is a rough indication. Results can differ per way of cultivation, pot size, climate, etc.

**Transplanting** Weeks 6-8:
Place one plant per 10-15 cm pot using a well-drained organic media. Grow the plants at 20°C for three weeks to establish. Fertilize the pots weekly with 150 ppm of a well-balanced Calcium Nitrate-based fertilizer. Ideal EC is 0.7-1.0 mmhos (1:2 slurry).
Weeks 9-11:
The plants should now be established and ready for flower bud initiation. Drop the temperature to 10-12°C and provide long day treatment for 3 weeks (total 16 hour day length). Night interruption

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from 22.00- 02.00 works well using incandescent (mum) lighting. For fuller pots and a rounder look make a soft pinch as the plants begin to elongate vertically. Pinching will increase crop time for about 1 week.

Weeks 12-14:

Maintain cool temperatures of 10-12°C, but stop day length manipulation (turn off the lights). This will help keep the plants more compact and promote better branching. Campanula Appeal is naturally dwarf so no chemical growth retardant is necessary. In case there is need for PGR application, Alar is advised.

Weeks 15-18:

Raise the temperature to 15°C.

Week 19:

Pots should begin flowering. Pots can be sold in the bud stage (big and puffy) as the buds will open nicely indoors; especially if placed near a lamp or bright window.

**Crop schedule**

Scheduling:

| | Sow | Flower* |
|---|---|---|
| Northern Hemisphere | August - February | December – June |

*Mid-February sowings in the Northern Hemisphere will initiation flower buds naturally without supplemental lighting.

Note: Sowing schedule is totally dependent upon the ability to maintain optimum temperatures. In mid to late spring the longer photoperiod, higher light levels and warmer temperatures will accelerate flowering.

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