

Specific Crop Treatments

Gerbera



Gerbera, Transvaal Daisy
Family: *Compositae*
Species: *Gerbera jamesonii*
Origin: South Africa & Asia

Grower Recommendations

Use Floralife's Hydraflor®/100 for 1/2 hour immediately after harvest. Then transfer flowers into a holding solution of a properly mixed Floralife® Brand Fresh Flower Food or Professional formula.

Wholesaler/Retailer Recommendations

Buying Tips:

- **Ask:** Variety name. Different varieties have different flower qualities. Learn the varieties that work best at your location.
- **Avoid:** Flowers with limp stems and/or petals, brown stem tips, brown centers, more than half pollen shed in center; stems that are soft/slimy in lower half-inch.
- **Look for:** Firm, straight stems and firm petals; approximately 2 rows of anthers exhibiting pollen.

Processing:

Unpack immediately to prevent wilting. Recut stems.

Pretreatment:

Use Floralife Hydraflor to promote water uptake and hydration. This treatment will help increase bud opening and decrease flower wilting and bent neck and helps keep flower stems free flowing.

There are two Floralife Hydraflor products to consider:

- 1.) Hydraflor®/100: A concentrate, generally recommended for maximum results, especially with hard-to-hydrate flowers like roses. The treatment is usually for one half hour at room temperature.
- 2.) Floralife Quick Dip®: A ready-to-use version which requires no mixing or measuring. This quick one second dip may be more suitable to retail flower shops.

Holding Solution:

Use fresh flower food at recommended rate: Use Floralife® Crystal Clear™, Floralife® Professional or Clear Professional, or depending on water test results, Floralife® Original, Special, Blend Hard Water® or Special Blend Pure Water®.

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Gerbera (continued)

To have water tested, send a plastic quart bottle of your water to: Floralife, Inc., 751 Thunderbolt Drive, Walterboro, SC 29488, Attn. Laboratory.

Hold flowers at room temperature for 1-2 hours (2-4 if flowers are limp or exhibiting bent neck) prior to storage in cooler or designing. As a finishing touch to any floral design, spray Floralife FloralMist® over entire project.

Storage:

Place in a 34-38°F cooler with 80-90% humidity. There is research that suggests that some varieties may be chill sensitive.

Cleaning:

Use Floralife Formula D.C.D.™ to clean buckets, vases, coolers etc. D.C.D. is specifically formulated to kill microbes over an extended period.

Customer Satisfaction:

Always give a packet of a Floralife Brand Fresh Flower Food with your designs. Five gram packets treat one pint of water. Ten gram packets treat one quart of water.

Troubleshooting:

Problem:

Limp necks won't recover

Reason/Solution:

Can be due to water stress. Make sure flowers are not out of water for an extended period. Recut under water, use Hydraflor Quick Dip or Hydraflor/100, one of Floralife's Fresh Flower Foods, clean water and clean buckets.

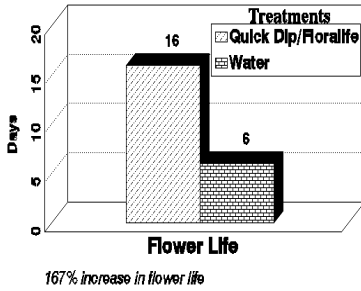
Necrotic (brown) petal tips

Can be due to having older flowers, fluoride damage from tap water, or use of incorrect fresh flower food type or amounts. Check with supplier on flower age. Check if local water is fluoridated. If high fluoride levels are present, purified water may be needed. Learn your varieties, some are more susceptible to damage than others. Ensure proper Floralife blend and concentration.

Flower bends toward light

Gerberas are phototropic. The head will turn towards the strongest light. Store gerberas straight up in a bucket and reinforce the heads with chicken wire or a similar structure.

'Regina'



'Party'

