

# Marigolds

## THE BOTANICAL EL DORADO!

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Native to Mexico and Guatemala, *Tagetes erecta*, commonly known as Marigolds, is a member of the Asteraceae family. Other common names for this majestic flower include Aztec Marigold, and Mexican Marigold further alluding to its land of origin.

The Mayans and Aztecs were known to have cultivated Marigolds for many different uses ranging from ceremonial to medicinal. Being very aromatic, there is evidence that Marigolds were used in incense burners inside temples, and to this day they are used to decorate altars and tombs when celebrating the Day of the Dead. Thus Marigolds are also known as Flor de Muertos.

Medicinally, Marigolds have been used to treat a number of ailments from gastrointestinal complaints to heart disease, and even cataracts due to the high level of carotenoids found in their petals. In addition to this, they make a fantastic natural dye producing a color that ranges from bright yellow to deep orange.

Spanish explorers brought Marigold seeds back to Europe after their encounters with the Aztecs. Many sailors would place Marigold flowers on altars of the virgin Mary, hence the name Marigolds, derived from Mary's gold. However, Marigolds were destined to travel even further, as they were then introduced into India by the Portuguese, where it usurped *Calendula* as the preferred ceremonial flower and remains popular to this day.

And if that lengthy provenance was not enough, Marigolds have a vase life of seven days or more, and are super versatile as they can be used for everything from hand tied bouquets, to centerpieces, and even garlands or leis.

So, celebrate in style this fall season, and be sure to include this striking bloom in all your creations!



## Care and Handling Information

### Shipping & Storage

- Shipping and storage temperatures should be 34 - 38° F.
- If foliage has been removed, Marigolds should be stored wet.

### Re-hydration at Store Level

- Start processing with a clean bucket, sanitized with FloraLife® D.C.D.® Cleaner.
- If received dry packed, conditioning of stem ends is recommended to prevent blockage and promote uptake. Cut approximately 1" or more off stems. Use clean, sanitized clippers or knife, and treat with FloraLife® Quick Dip.
- Place flowers in a flower food holding solution such as FloraLife® Express 200. Do not put flowers directly in metal/galvanized buckets. Use clean, high-quality water that has not been treated with a water softener.
- Store in a cooler at 34 - 38° F with 75 - 85% relative humidity.
- Allow minimum 2 hours to hydrate placing buckets in an area with good airflow.
- Always remember FIFO (first in/first out) when rotating Marigolds or any other flowers.

### Vase Care

- Remove foliage that would be below the flower food solution level.
- If received dry, cut approximately 1" or more off stems. Use clean, sanitized clippers or knife, and treat with FloraLife® Quick Dip.
- Immediately place flowers in properly dosed vase solutions (flower food and water) containing FloraLife Crystal Clear® Flower Food (the perfect solution for clear vases), or FloraLife® Express 300 Flower Food (the no-cut premium solution).

## Special Considerations

Marigolds are especially susceptible to early wilting if exposed to drafts or excessive heat, so make sure you advise your customers to keep them away from air vents, fans, radiators, television sets and windows exposed to full sun.

**For more care and handling information, check [www.FloraLife.com](http://www.FloraLife.com)**



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