

Dusty Miller

THE SILVER FOX!

By Emma Bradford, FloraLife U.K.

Grown for its stunning foliage rather than its modest flowers, *Jacobaea maritima* (previously named *Sinicio cineraria*), or simply Dusty Miller, provides the perfect backdrop in any bouquet to ensure your focal flowers pop!

Its velvety pale foliage is associated with purity, innocence and hope. In floral design, the silver down adds a touch of luxury and textural interest whether paired with some delicate pastels for a whimsical effect, or with bold hues for drama. These stems are sure to suit any brief.

Native to the Mediterranean, this drought tolerant plant, like so many other cut-flower crops, is a member of the Asteraceae family. Meaning it's related to Sunflowers, Chrysanthemums, and Gerbera just to name a few.

Fun fact, the correct botanical term for the 'fuzzy' leaves of Dusty Miller is 'tomentose', and the tomentum (or hairs) is used by some bee species in nest building. Historically, it was used medically for treating eye conditions, but only as an external application, and never ingested internally, which is not recommended.

Being very salt tolerant, Dusty Miller will thrive in coastal gardens where more needy plants struggle to survive, and its tomentose leaves protect it from wind damage, making it ideal suited to windy locations too.

On top of all that, this trusty foliage not only has an expected vase life of 7 to 10 days, it can also be dried and used without water too. So be sure to add Dusty Miller to your next floral creations!

Care and Handling Information

Shipping & Storage

- Shipping and storage temperatures should be 34 - 38° F (1-3° C).

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 (1- 3° C) 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 Dusty Miller or any other greens or flowers.

Vase Care

- 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® (the perfect solution for clear vases), or FloraLife® Express 300 (the no-cut premium solution).

Special Considerations

- Do not overcrowd buckets, allow plenty of air circulation around foliage to prevent botrytis.
- For drying, simply hang upside down in a warm, dry, and dark place. Allowing plenty of ventilation around the stems to prevent mold.

For more information, click here: www.FloraLife.com

