

Proven Harvest™

PROVEN HARVEST



NEW

BERRIED TREASURE™ *Fragaria ananassa*

LANDSCAPE   30-41cm (12-16") Vigor: 2

Plants that serve a dual purpose of being ornamental and edible are wildly popular with new consumers. Stock up on these fast, easy crops of everbearing, daylength neutral strawberries. Compared to standard garden strawberries, Berried Treasure varieties have short runners, showy double flowers and sugary sweet, snack-sized fruits. They are ideal for growing in patio pots but also are attractive plants for garden beds.

BERRIED TREASURE™ Pink *Fragaria ananassa*

Double, pink flowers appear alongside sweet, snack-sized berries from early summer through late summer. New this year.

BERRIED TREASURE™ Red *Fragaria ananassa*

Double, red flowers appear alongside sweet, snack-sized berries from early summer through late summer. New this year.

Growing Tips for BERRIED TREASURE™

- 150 ppm N for optimal growth.
- Pay close attention to watering. Strawberries do not tolerate wilting and the soil must be kept moist but not soggy.
- Bright light and cool nights are best for peak flowering and fruit set.
- Avoid high temperatures in production. Plants should be kept below 80°F to avoid a reduction in fruit quality.
- Watch for spider mites, especially when humidity is low. Spray both the undersides and tops of the foliage.
- Depending on conditions, allow about four weeks from flowering to ripened fruit.
- In growing group BC (see page 149).

Notes: Reduced runner formation results in a more mounding habit and more energy to put into flowers and fruit.



BERRIED TREASURE™ Pink
Fragaria ananassa

BERRIED TREASURE™ Red
Fragaria ananassa

NEW

Garden Gem and Garden Treasure *Lycopersicon esculentum*

LANDSCAPE   71-91cm (28-36") Vigor: 4

How do you make a tomato that is worthy of the Proven Winners name? You work with accomplished scientist Dr. Harry Klee who has spent nearly three decades at the University of Florida researching the flavor chemistry of tomatoes. After studying 398 modern, heirloom and wild varieties, more than 500 professional taste testers declared Klee's 'Garden Gem' and 'Garden Treasure' among the very best they had ever tasted.



Dr. Klee's research on tomato flavor was published in the January 2017 issue of Science.

But tasting great is only one part of the equation. Strong disease resistance and extended season yields were also top considerations in Klee's trials. Developing and trialing these plants in the hot, humid South has resulted in heat tolerant tomatoes that fruit over an extended period. We are proud to offer these tomatoes exclusively to our grower and retail customers.

'Garden Gem' *Lycopersicon esculentum* ^{USPVP}

This semi-determinate selection yields large amounts of snack-sized fruits that are juicy and smooth in flavor. They are delicious eaten fresh. It takes 58 days to mature, about two weeks earlier than Better Boy®. New this year.

'Garden Treasure' *Lycopersicon esculentum* ^{USPVP}

This indeterminate selection produces a heavy yield of large fruits that have versatile uses, as they are delicious eaten fresh and cooked in sauces. It takes 72 days to mature, about the same as Better Boy®. New this year.



'Garden Gem'
Lycopersicon esculentum



'Garden Treasure'
Lycopersicon esculentum

Growing Tips for Garden Gem and Garden Treasure

- 100-150 ppm N for optimal growth.
- A complete micronutrient balanced fertilizer is essential for best growth and flavor.
- Most tomatoes perform well with additional calcium, or a CalMag fertilizer.
- Avoid soil pH higher than 5.0 or micronutrient deficiencies will begin to show.
- Though these tomatoes are disease resistant, watch for signs of virus. Wash hands before handling the crop.
- Good air circulation is essential for pollination of flowers. Ensure good air flow through the greenhouse and keep humidity relatively low for best fruit set.
- In growing group BA (see page 149).



'Garden Treasure'
Lycopersicon esculentum

PROVEN HARVEST

NEW

AMAZEL™ Basil *Ocimum*

LANDSCAPE   51-91cm (20-36") Vigor: 4

AMAZEL™ *Ocimum*

This is truly a game-changing plant – the first downy mildew-resistant variety of Italian sweet basil. If that weren't reason enough to grow it, this vegetative selection is also quick to mature, up to three weeks faster than post-transplant seed-produced varieties. Once it reaches harvestable size, it remains in a vegetative state longer and sets sterile seed. Vigorous, large, well-branched plants produce a high yield. It's time to make the switch from the old, disease-prone varieties to Amazel. You'll never look back! New this year.



AMAZEL™ *Ocimum*

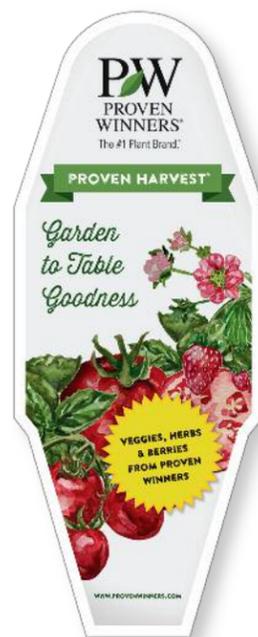


Meet the new Amazel™ Basil Proven Package.

Designed to tell the story behind this unique new basil, this specialty container and label is required for all Amazel Basil liners. Orders for liners placed without orders for this Proven Package will not ship.

Growing Tips for AMAZEL™ Basil

- 150-200 ppm N for optimal growth.
- Pinch floral buds during early plant establishment to promote vegetative growth.
- Grow under high light conditions with good air circulation.
- Avoid temperatures below 40°F.
- Good water management practices are critical to healthy growth; avoid late day overhead watering.
- Employ good sanitation practices including keeping the greenhouse clean, eliminating weeds and debris, keeping hose-ends off the floor, and disinfecting equipment as often as possible.
- Scout for thrips and botrytis.
- In growing group BC (see page 149).



Don't Forget the POP!

Distinguish the new Proven Harvest product line in your merchandising with this specially designed POP signage. Large diecut signs, benchtape and more will be ready to ship to Canada in time for 2019 sales.

(Final designs are subject to change.)