

Introduction:

Golden State Bulb Growers' Tech Sheets for Callaifornia Callas[®]

These individual Callaifornia Calla[®] Tech sheets in CD form are intended to help sales people and their clients design both pot and cut-flower production programs using our best-in-the-industry Callaifornia Callas[®]. Using our CD, you can print hard copies of our PDF-formatted copyrighted files from your own PC!

Through years of our own testing, as well as interviews with our clients, we have identified eight categories of information that are felt to be the most important considerations for planning a calla program. **For pot growers, the columns showing disease resistance, crop time, pot size and bonzi use will be extremely important. For cut-flower producers, the stem count, disease resistance, cut stem use and the cut stem height columns will be particularly important.** And, we hope that the symbols and bar graphs used to represent these information fields and their content will be readily understood by our international clients. At least, this was our intent. [See Symbol and Bar Graph Explanations in section following. Take special note of the headings Crop Time and Bonzi Use.]

We have grouped all varieties into **three Use categories of *small pots*, *medium pots* (includes large pots) and *cut use*.** So, if you are designing a **small pot program**, simply **click**, under Bookmark, ***small pots*** and all varieties suitable to small pot production are listed alphabetically and can be viewed by clicking each variety consecutively in "slide show" fashion or selectively.

The list of varieties shown under **medium pots** is a larger list than the *small pots* list because nearly all of those under *small pots* are included in *medium pots*. Please also **note that some of the individual varieties in the *medium pots* master list are noted as suitable for large pots on the individual tech sheets.** So, if you are planning a large pot or patio container program, search through the *medium pots* list and note only those marked as *large* under the *pot size* column.

Callaifornia Calla[®] varieties suited to **cut flower production** are listed under ***cut use***. Very few of these varieties will be found duplicated in the *small pot* listing.

Under the Bookmark heading, **Limited Availability**, are found those varieties not yet listed in our general commercial offerings. **These new yet-to-be-listed varieties are available in extremely limited quantities. Therefore, we sell these varieties only through brokers or their clients who attend our annual April Demonstration Trials.** If you or your organization visit our DemoTrials, you get access. Otherwise, these varieties are not available.

Among these Limited Availability varieties, you will find all categories of product...those suitable for small pots, medium pots and cut-flower use. But, remember, the per client limitations for these will range from a few trays to two or three cases per client. The limits placed on these Limited Availability items are only spelled out in our Demo Trials packets which are only distributed to our April visitors.

At the end of this Tech Sheet Guide, you will find the **Master Planning Document**. This is an "at a glance" guide for our entire Callaifornia Calla[®] product line. It will prove to be a valuable resource for both sales reps in the field and nursery production planners.