

Hooked on Hellebores: 3 Ways to Market

We've long known the beauty and versatility of Hellebores as a perennial standard in the off-season garden. Long blooming, hardy and deer resistant, they make a great evergreen ground cover. Thanks to diligent breeding efforts, we now have fantastic new cultivars that warrant the revitalization of the Hellebore market. The *Helleborus* Gold Collection®, from Heuger Trading in Germany, features:

- high-performance plants with first-year flowering
- loads of upward and outward-facing blossoms
- extended versatility providing for *three* separate markets

Follow the steps below to develop a targeted growing program for creating new sales opportunities and improved cash flow in the off season with the *Helleborus* Gold Collection®.

Step 1: CHOOSE YOUR MARKET



MARKET: HAPPY HOLIDAYS!

OBJECTIVE: florist quality, blooming plant to enjoy indoors, then out
USES: hostess gift; indoor, seasonal color; outdoor plant
SALES WINDOW: late November–December
CULTIVARS: Jacob
MARKET SEGMENT: florists, grocery stores, independent garden centers, mass merchants
RETAILER BENEFITS: higher margin crop; suitable for creating indoor merchandizing displays; cross-sales with Christmas cactuses, cyclamen and poinsettias



MARKET: WELCOME SPRING!

OBJECTIVE: natural-season, blooming plant for frost-hardy patio containers and the garden
USES: frost tolerant patio containers
SALES WINDOW: December–April
CULTIVARS: Champion, Cinnamon Snow, Josef Lemper, Pink Frost, Spring Breeze, Spring Party
MARKET SEGMENT: grocery stores, independent garden centers, mass merchants
RETAILER BENEFITS: higher margin crop; suitable for merchandising displays; cross-sales with early spring bulbs, pansies and primroses

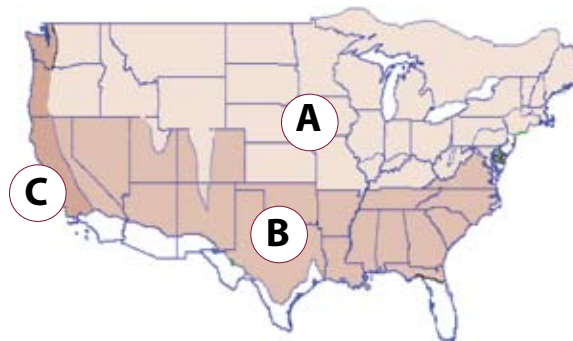


MARKET: PERFECT PERENNIAL!

OBJECTIVE: main-season perennial
USES: patio containers, borders, landscape
SALES WINDOW: March–October
CULTIVARS: all
MARKET SEGMENT: grocery stores, independent garden centers, landscapers, mass merchants
RETAILER BENEFITS: improved genetics result in more color first year

Step 2: IDENTIFY YOUR PLANTING DATE

Please note that using the planting date listed will produce a full, beautiful gallon plant. Planting even earlier will improve the quality.



White areas shown in the south are not suitable for growing *Hellebores*.

Gallon Finish	Plug Size	Region A Planting Date	Region B Planting Date	Region C Planting Date
HAPPY HOLIDAYS!	72-cell	Apr 15–May 1	Mar 1–Mar 15	Apr 1–Apr 15
WELCOME SPRING!	72-cell	Apr 15–May 15	Mar 1–Apr 1	Apr 1–May 15
	21-cell	Aug 15–Sep 1	—	Aug 15–Sep 15
PERFECT PERENNIAL!	72-cell	Apr 15–Jun 1 *Late transplant: Aug 15–Sep 15	Mar 1–Apr 1 *Late transplant: Apr 1–Jun 1	Apr 1–May 15 *Late transplant: Sep 1–Sep 15
	21-cell	Aug 15–Sep 1	—	Aug 15–Sep 15

*Late transplant results in more modest flowering

Skagit Gardens • Mount Vernon, WA

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Step 3: SELECT YOUR VARIETIES

Please ask for our *Grower's Notes* for these varieties. They contain detailed growing information for getting the most out of the Gold Collection cultivars.



Jacob

Height: 9–12" • Spread: 13"
USDA Zone: 4(-30°)

- Top choice for holiday color
- Pure white flowers atop burgundy stems
- Suitable for **HAPPY HOLIDAYS!** and **PERFECT PERENNIAL!**

H. niger 'HGC Jacob': USPP #17799



Josef Lemper

Height: 15–18" • Spread: 21"
USDA Zone: 4(-30°)

- Superior landscape performance
- Very large, white blooms
- Suitable for **WELCOME SPRING!** and **PERFECT PERENNIAL!**

H. niger 'HGC Josef Lemper': USPP #15615



Cinnamon Snow

Height: 15–18" • Spread: 24"
USDA Zone: 5(-20°)

- Very early to bloom
- Creamy white flowers age to cinnamon
- Suitable for **WELCOME SPRING!** and **PERFECT PERENNIAL!**

H. x ballardiae 'HGC Cinnamon Snow': USPPP



Pink Frost

Height: 12–15" • Spread: 24"
USDA Zone: 5(-20°)

- Burgundy and white buds open to soft pink shades
- As flowers age: a spectrum of white, pink and burgundy
- Suitable for **WELCOME SPRING!** and **PERFECT PERENNIAL!**

H. 'HGC Pink Frost': USPPP



Spring Breeze (Winter's Ghost)

Height: 12–15" • Spread: 15"
USDA Zone: 4(-30°)

- Crisp, white flower with attractive green shadow
- Gray green foliage
- Suitable for **WELCOME SPRING!** and **PERFECT PERENNIAL!**

H. 'HGC Spring Breeze': USPPP



Champion (Winter's Bliss)

Height: 15–18" • Spread: 24"
USDA Zone: 4(-30°)

- Large, creamy white blooms
- Suitable for **WELCOME SPRING!** and **PERFECT PERENNIAL!**

H. 'HGC Champion': USPPP



Spring Party (Moonlit Marble)

Height: 10–14" • Spread: 20"
USDA Zone: 5(-20°)

- Creamy white blooms
- Green and white, marbled foliage
- Suitable for **WELCOME SPRING!** and **PERFECT PERENNIAL!**

H. 'HGC Spring Party': USPPP

Step 4: ENJOY A PROGRESSION OF BLOOM!

November	December	January	February	March
	Jacob			
	Josef Lemper			
	Cinnamon Snow			
		Pink Frost		
		Spring Breeze (Winter's Ghost)		
		Champion (Winter's Bliss)		
			Spring Party (Moonlit Marble)	

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