

# Making Money With Genesis Geraniums

Game-changing process gives you the shortest crop time in the greenhouse.

Trialing and testing the latest production methods keeps businesses on the leading edge, and efficiency in propagation is a key starting point in profitability. For the past two seasons, trials of Ball FloraPlant's Genesis™ direct-stick cuttings have demonstrated groundbreaking performance – from North to South.

George Sant & Sons is a Toronto-based young plant producer to the North American Industry. Ron Sant is a third-generation owner with his brothers Dan and Rick. Evaluating the plants and cuttings they propagate is an essential part of their operations. When they trialed the new Genesis direct-stick process from Ball FloraPlant, they recognized it as a game-changer.

"With Genesis, our geranium production is even easier and more profitable," says Ron Sant. "We're bringing retail-ready geraniums to market in about eight weeks."

## Prime cuts, ready to root

It all begins with top-quality Genesis cuttings that are preselected for consistency and strength.

"We time Genesis crops for uniformity, and harvest prime cuts for shipping," says Jim Kennedy, sales manager for Ball FloraPlant. "Presorted Genesis Geraniums come ready to root within 48 hours, and are timed per color, per variety – and basically eliminate the need to transplant."

Sant uses Genesis to cut his geranium propagation time by 10 to 14 days and save on labor, since they can be stuck into the finish container.

"Genesis cuts are consistent, and they let me bench run my geranium crop," says Sant. "I'm moving geraniums off the bench faster and getting more turns each season."

## Reliable quality and results

Altman Plants in Vista, California, supplies exciting plant programs to large retailers, and has produced Genesis geraniums for two years.

"The Genesis callus cutting has had reliable quality and good results for us. The fast root-out saves us time," says Matthew Altman. Faster rooting with minimal bottom heat means reduced temperatures can be applied sooner. Acclimated geraniums result in better habit and fewer PGRs.

"With less chemical and energy costs, direct-stick Genesis puts money back in your pocket," says Kennedy. "And freight on the inbound Genesis cuttings is the same as unrooted cuttings."

## Reenergizing the market

Dark-leaved, compact geraniums are one of the fastest growing categories today, and Ball FloraPlant's new Presto™ Geranium series is reenergizing the market. Growers and retailers trialing Presto now are amazed by its controlled

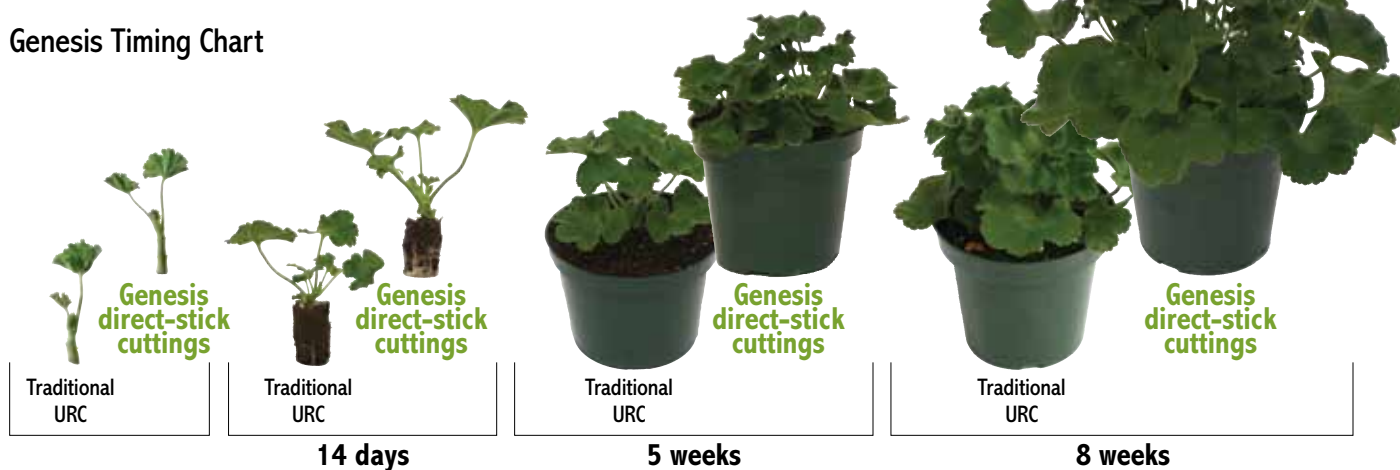
habit and impressive three flowers up on first flush. And with Genesis, Presto Geraniums can be moved to market even faster.

In warmer climates, Presto offers less stretch and a compact, controlled habit. In northern greenhouses, Presto can be grown high-density for better space utilization.

"Genesis works for everyone," explains Kennedy, who feels growers can be confident in the performance of Genesis cuttings. "Geraniums remain a steady, 'Old Faithful' crop. Now with top-quality genetics in series like Presto, and time and energy savings methods like Genesis, growers can find an efficient and profitable solution through Ball FloraPlant."

Geranium product manager Kris Carlsson demonstrates the benefits of Genesis cuttings at BFP-TV. To see the videos and for more information, visit [www.ballfloraplant.com](http://www.ballfloraplant.com).

## Genesis Timing Chart



# NEW Presto™

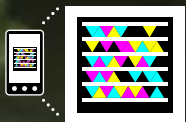
## Three flowers at first flush!

# NEW Presto™

And you get flowers fast when you grow Presto from Genesis cuttings, saving up to two weeks on crop time! Presto is also a space-saver, producing the most geraniums per square foot. This dark-leaved zonal features a naturally compact habit, strong core colors, amazing uniformity and excellent shelf life.

**See how Presto – and Genesis – can impact your profits. Call your Ball Seed sales rep today.**

Order at [ballfloraplant.com](http://ballfloraplant.com) or 800 879-BALL.



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