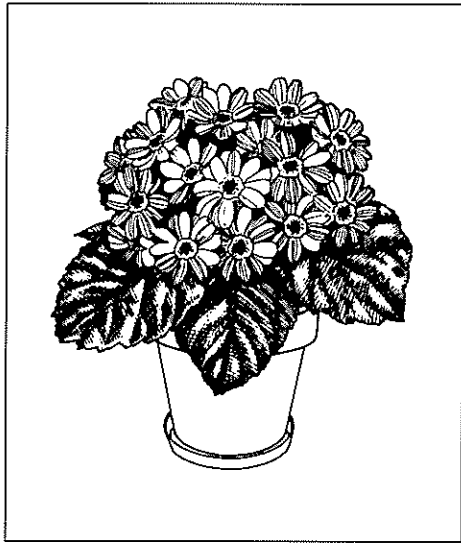


CINERARIA



This large genera, with at least 3,000 plus species, is spread throughout the world.

Botanical Name *Pericallis x hybrida*

Ethylene Sensitivity Unknown

Interior Light 100 foot candles. Effects of higher or lower light levels are not known.

Storage 33-35°F Storage time is three to five days. Flowers will fade with extended storage times.

Purchasing Hints Plants should be sold when 50 to 60 percent of the flowers are open.

Consumer Life One to two weeks

Special Concerns Flowers and leaves are sensitive to *Botrytis*. Moist storage and shipping conditions may exaggerate disease problems. Keep plants moist.

Additional Information Plants are short-lived under normal interior conditions. Care should be taken to provide high light levels and cool temperatures indoors.