1984 CORNELL POINSETTIA GUIDELINES FOR NEW YORK STATE

Part 3 of a 3-part Series

SUPPLEMENTAL MOLYBDENUM: Molybdenum (Mo) deficiency is a potential problem on many of the newer cultivars of poinsettias. Leaves turn chlorotic on the top half of the plant and cup either upward or downward. Severe deficiency is seen as a scorch or burn of the leaf margin. Molybdenum is needed in extremely small amounts by poinsettias. Follow the recommendations given below.

Alternative 1. Some soluble "peat-lite special" fertilizers are formulated to provide 0.1 ppm molybdenum (Mo) at every watering if used at the proper rates. For example, a commercial 15-16-17 "peat-lite special" used at the same rate as 15-0-15 adequately meets the need for supplemental molybdenum.

Alternative 2. A grower may use non-trace-element-containing molydenum in a routine fertilization program. Because molybdenum is needed in small amounts, accurate weighing of the material is difficult. Therefore, a liquid concentrate should be prepared for use when refilling the fertilizer stock tank.

Step 1. Prepare a molybdenum liquid concentrate. Dissolve one (1) oz. (28.4 g) of ammonium or sodium molybdate in 1.25 qts (2 1/2 pts., 400 fl. oz. or 1200 ml) of water.

Step 2. Put the following amount of molybdenum liquid concentrate in each 10 gal of fertilizer in the stock tank for the *type proportioner used in your* constant or every week fertilization program.

Constant Fertilization (Supplies approximately 0.1 ppm molybdenum [Mo] every irrigation). For a Proportioner ratio of 1:15 (Hozon) use 0.3 fluid oz. or 6.7 milliliters of Mo liquid concentrate in 10 gal of fertilizer stock solution. For a proportioner ratio of 1:100, use 1.5 fluid oz. or 45.0 milliliters of Mo liquid concentrate in 10 gal of fertilizer stock solution. For a proportioner ratio of 1:200, use 3.0 fluid oz. or 90.0 milliliters of Mo liquid concentrate in 10 gal of fertilizer stock solution.

Fertilization once a week. (Supplies 0.2 ppm molybdenum [Mo] weekly.) For a proportioner ratio of 1:15 (Hozon) use 0.5 fluid oz. or 13.5 milliliters of Mo liquid concentrate in 10 gal of fertilizer stock solution. For a proportioner ratio of 1:100 use 3.0 fluid oz. or 90.0 milliliters of Mo liquid concentrate in 10 gal of fertilizer stock solution. For a proportioner ratio of 1:200 use 6.0 fluid oz. or 180.0 milliliters of Mo liquid concentrate in 10 gal of fertilizer stock solution.

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Alternative 3. A single, corrective molybdenum drench may be applied if molybdenum is not supplied routinely during crop production. This treatment is useful if low levels of molybdenum are found through foliar analysis or if deficiency symptoms begin to develop. Molybdenum deficiencies typically are seen in mid- to late October. The amount of molybdenum to apply for this single application is 1 ppm for a soil mix and 50 ppm for a peat-lite mix. If for some reason, no molybdenum was incorporated when the peat-lite mix was prepared and none was applied during the growing period, make a single application of 100 ppm Mo solution.

Soil mix-- A corrective drench is applied only once. Again, since the amount of molybdenum applied to a soil mix is small, use the molybdenum liquid concentrate preparation described in step 1 as follows: For a proportioner ratio of 1:15 (Hozon), use 2.3 fluid oz. or 67.5 milliliters of Mo liquid concentrate in 10 gal. of fertilizer stock solution; for a proportioner ratio of 1:100, use 15.0 fluid oz. or 450.0 milliliters of Mo liquid concentrate in 10 gal. of fertilizer solution; for a proportioner ratio of 1:200, use 30.0 fluid oz. of 900.0 milliliters of Mo liquid concentrate in 10 gal. of fertilizer solution.

Peat-lite mix-- For the 50 ppm molybdenum application to peat-lite mixes, weigh and dissolve the following amount of either ammonium or sodium molybdate and add it directly in each gallon of fertilizer stock solution for the specified proportioner ratio as follows: For a proportioner ratio of 1:15 (Hozon), use 2.0 ounces of 58.5 grams of ammonium or sodium molybdate/10 gal fertilizer stock solution; for a proportioner ratio of 1:100, use 13.5 ounces or 390.0 grams of ammonium or sodium molybdate/10 gal fertilizer stock solution; for a proportioner ratio of 1:200, use 27.0 ounces of 780.0 grams of ammonium or sodium molybdate/10 gal fertilizer stock solution.

DO NOT USE A CORRECTIVE DRENCH IF MOLYBDENUM IS ROUTINELY SUPPLIED IN YOUR FERTILIZATION PROGRAM.

The North Carolina Poinsettia Manual (1978) recommends spraying plants thoroughly with either sodium or ammonium molybdate solution at the rate of 69.5 g/100 gal of water (2 1/2 oz/ 100 gal of water.) Use a spreader-sticker. Apply the material either in early morning or late afternoon. This would be used in place of the corrective drench.

AFMC LAUNCHES 1984-85 ADVERTISING CAMPAIGN; NEW FILM AVAILABLE

A film featuring the new creative elements of the 1984-85 advertising and promotion campaign being waged by the AFMC and focusing on the "self-use" theme is now available from AFMC.

The 12 1/2-minute film shows the elements of the new campaign including posters and television ads, and also features "man-on-the-street" interviews. The major goal of the film is to promote the "self-use" concept to the entire industry. The film is available free of charge to all AFMC participants, and can be used in your shop, before groups of florists in your area or at meetings of allieds or floral associations. It is a perfect way to sell the message, "Give Flowers to Someone Special -- Yourself," and promote everyday sales of floral products. Self-purchase of plants and flowers is the theme of the AFMC 1984-85 advertising campaign. Everyone buys flowers for someone special but when that someone special is yourself, it is a new variation on an old theme.

"Many people only consider flowers and plants as something to give to others but there is another facet of the market. It is buying flowers and plants for yourself," says Salvy Guzzo, chairman of AFMC. "This strategy offers the greatest opportunity to increase everyday sales," he explains.

The new campaign is aimed at increasing sales between holiday buying periods. "The peaks and valleys in sales make it very hard for the industry to operate efficiently," says Guzzo. "Industry memebers are constantly either overstaffed during the valleys or understaffed during the peaks. We need to promote everyday sales and get consumers accustomed to buying floral products everyday."