

One New Look at Pot Plants

by Kenneth L. Goldsberry

A review of pot plant production throughout America indicates that several plants have fallen by the wayside. They include Cyclamen, Cineraria, and in some instances, the Hydrangea. The Chrysanthemum, Poinsettia, and Easter lily have gained in prominence and are more popular than ever. The geranium is associated with the bedding plant season; and the African violet, with ladies in violet clubs. Where do these conditions leave many of the pot plant producers?

The pot plant industry, like many other industries in our nation, needs to look to new sales and promotional material in order to regain some of the losses of the past few years.

In Hawaii, poinsettias are used for a two-fold purpose. In March, they propagate the previous season's canes and plant them in gallon cans. During December they are sold for Christmas plants and then many recipients plant them in their yards. Here on the mainland, tuberous rooted begonias have been used for

some time as pot plants and then planted outside. More recently, budded gardenias have been shipped into northern Colorado and sold for Mother's Day plants for outside planting and a full summer of fragrance.

Chrysanthemum producers have started using outdoor varieties for pot plants; thus people receiving them can plant them outside and obtain years of enjoyment from them instead of three or four weeks. There is only one thing lacking: Where is the promotional material for this new program? Each plant of this type should be marked as to this two-fold purpose.

Some of the older rose varieties were flowered in pots for spring sales, why not the latest varieties? History has shown that the public wants to buy blooming plants; this should meet some of the package competition in the mass market outlets.

With people thinking of beautifying their yards more than ever, the door is open for research on plants that will serve this two-fold purpose. It might involve breeding, selection, or just a little ingenuity; but why not consider some of our present and former pot plants and garden flowers for a two-fold purpose?