

Gerbera

2024 | USA edition

Garvinea.
GARDEN GERBERA

 HilverdaFlorist



“The one and only true **Garden Gerbera** series that just keeps on flowering”

With its natural weather, pest and disease resistance, Garvinea® is the only true Garden Gerbera. No other Gerbera can match the vigor and flower power displayed by the Garvinea® Series from early spring to beyond the first frost. You can produce them at relatively low temperatures, without PGR's and little to no intervention of pesticides. Garvinea® is quick to bloom with flowers up to 4 inch. Discover the Sweet colors, Majestic double flowers and Cheeky petite blooms within the Garvinea® Series.

Great to offer with Echinacea MOOODZ® and Salvia Salgoon®, or to mix in large planters with sun-loving annuals.

Gardeners will love your Garvinea® Garden Gerbera

- An impressive amount of successive flowers for months on end
- Robust plants, tolerant to extreme weather conditions
- Ideal for adding bright colors to borders and patio containers
- Inviting to butterflies and other friendly pollinators
- Lovely flowers with sturdy stems, great for hand-picked bouquets



attracts pollinators



sun loving



deer resistant



heat tolerant



cool season plants



Garvinea® Sweet Blaze



Garvinea® Cheeky Hot Pink

Garvinea. MAJESTIC SERIES

Large, long-lasting
double flowers

 Flower size
2.5 - 3.5 inch



Garvinea® Majestic
Burgundy



Garvinea® Majestic
Light Pink



Garvinea® Majestic
Purple



Garvinea® Majestic
Yellow

TRUE TO SIZE

Garvinea® Majestic
Purple



Gerbera Garvinea Majestic®

 Pot size
6 - 8 inch

 Height
12 - 16 inch

 Crop time
Spring: 8 - 12 weeks
Winter: 12 - 14 weeks



Garvinea® Majestic mix

 Flower size 2.5 - 3.5 inch



NEW

Garvinea® Sweet
Blaze



Garvinea® Sweet
Femmy



Garvinea® Sweet
Fiesta



Garvinea® Sweet
Frosting



Garvinea® Sweet
Glow



Garvinea® Sweet
Heart



Garvinea® Sweet
Honey



Garvinea® Sweet
Joy

Gerbera Garvinea Sweet®

 Pot size
6 - 8 inch

 Height
12 - 16 inch

 Crop time
Spring: 8 - 12 weeks
Winter: 12 - 14 weeks



Garvinea® Sweet
Love



NEW
Garvinea® Sweet
Maggie



Garvinea® Sweet
Memories



Garvinea® Sweet
Smile



Garvinea® Sweet
Sparkle



Garvinea® Sweet
Spice



Garvinea® Sweet
Sunset



Garvinea® Sweet
Surprise



Garvinea® Sweet
Vibe

Garvinea. CHEEKY SERIES

Quick to finish in
smaller pots.

An abundance of petite
flowers.

 Flower size
2.5 - 3.5 inch



Garvinea® Cheeky
Hot Pink



NEW Garvinea® Cheeky
Magenta



Garvinea® Cheeky
Red



Garvinea® Cheeky
Yellow



Pot size
4.5 - 6.5 inch



Height
12 - 16 inch



Crop time
Spring: 7 - 11 weeks
Winter: 11 - 13 weeks



Culture Guidelines

Gerbera

Garvinea® Series



Plant profile

Genus & species Gerbera x hybrida
Family Asteraceae
Common name Garden Gerbera
Life cycle Tender perennial
USDA Hardiness Down to Zone 7

Use Garden beds and borders, pots and containers, pick your own flowers.
Habit Upright, mounding
Sun/shade Full sun or part shade
Flowering First year flowering, ongoing from early spring to beyond the first frost.

Propagation guidelines

Start material Tissue culture ex agar
Source HilverdaFlorist
Tray size range 24 - 112 cell trays recommended
Propagation time 6 - 7 weeks
Soil EC: 1.0 - 1.2 / pH: 5.5 - 5.8
Temperature Start with 75°F, then lower to 66°F
Humidity Keep the plugs slightly moist. Start with 99% RH, then gradually lower to 80%.
Light Ideally around 3,200 fc.
Fertilizing Target EC 1.5. Maintain a pH of 5.5 - 5.8.

Finishing guidelines

Pot size range 6 - 8 inch pots (1.5 Qrt - 1.0 Gal), 1 ppp.
Crop time 8 - 14 weeks from transplanting to finish.
Location Start in greenhouse, hardening outdoors
Soil EC 1.0 - 1.5 / pH 5.5 - 5.8
Temperature Start at 59 - 68°F day and night, then slowly go down towards 46 - 64°F day and 46 - 54°F night during flowering stage.
Light / Shade Start with 3,200, slowly raise towards 5,000 fc at flowering stage.
Watering Moderately moist with mild dry cycles. Start with overhead watering. When flower buds appear, drip lines or ebb/flow is preferred. Watering in the morning is highly recommended.
Humidity Maintain a RH of around 80%.
Fertilizing Initial target value EC: 1.5 - 2.0 (max 6 weeks). Target value EC during flowering: 1.8 - 2.5. Use a basic NPK fertilizer, such as 18 - 9 - 18 with micro elements. Keep pH at 5.5 - 5.8.
Pinching Not needed. Just remove spent flowers.
PGR Not needed.
Challenges If needed take preventative measures against botrytis and pythium. Scout for mites and thrips.
Key tips & tricks Water management is key. Use an airy, well-drained substrate, avoid overwatering and make sure the crop is dry before nightfall. Cool finishing saves energy, promotes good bud set and improves plant quality by reducing leaf expansion and stem stretching.



24 cell trays



112 cell trays



TC stage 3

Ordering information

Source HilverdaFlorist. Please contact your preferred broker or rooting station.
 Lead time TC: 10 weeks (+ 6 to 7 wks for propagation).

Tags Order your tags at your preferred supplier or MasterTag, Westrock, e.g.

Seasonal timeline

Pot size	Transplant	Finish
6 - 8 inch / 1.5 Qrt - 1.0 Gal	Spring / summer	8 - 12 weeks
6 - 8 inch / 1.5 Qrt - 1.0 Gal	Winter	12 - 14 weeks

NOTE: These culture guidelines can be used as a reference only. Timing and performance will vary depending on the climate, local circumstances, time of the year and other factors. HilverdaFlorist BV doesn't accept any liability.

HilverdaFlorist

Boost your product range with the advanced genetics of our premium potted, patio & garden plants.



Alstroemeria
Dianthus
Echinacea
Gerbera
Helleborus
Salvia

Scan the QR-code and discover more.



While travelling and working closely together with trusted brokers and rooting stations throughout North America, we are here to help you grow. We assist you in composing a tailored variety selection, provide you with detailed crop advice and share ideas with you on market approach. Don't hesitate to contact us for more information.

Come meet us at shows and events during the year, such as MANTS, CAST and Cultivate, or FlowerTrials at our office in the Netherlands.

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