

OPTIMARA *2009* Grower Catalog *2010*



** variety shown is New Improved Monet*

SPECIALTY TAGS ARE AVAILABLE



African Violets and more...

Hermann Holtkamp Greenhouses, Inc.

PO Box 78565

Nashville, TN 37216

800-443-2290

www.optimara.com

Consumer Support

Optimara can be helpful by providing various sources of information, reference and guidance for customers on the world wide web sites

<http://www.optimara.com> and <http://www.optimara.info>.

Certification



In 2002, Optimara applied for and received a certification for its foliage products. The certification "Proudly Grown in the USA" denotes quality and origin of products grown and sold in the USA. By displaying the official certification mark as shown here, Optimara is displaying the fact that it is creating jobs in the USA and producing a product in this country which meets or exceeds quality standards set forth by the Produce Marketing Association (PMA).

Social Responsibility

In 1997, Optimara developed a Social Responsibility Program covering those who provide imported goods and services to the company. This Program establishes strict working guidelines and humanitarian conditions under which items are to be manufactured in countries outside the United States.

The objective of this program is to assure a safe and equitable working environment for foreign workers and prevent their exploitation. Since the inception of the program, this objective has been met by resolving several issues where working conditions have significantly been improved above the normally required standards. The program has been successful for the employee, who has a more enjoyable working experience, and the employer, who has a more stable, productive workforce. The results of this program make it possible for Optimara and its customers to enjoy better products, consistent in quality, at a fair and reasonable price.

We are proud of the fact that we can not only offer a high quality value product, but we can proudly say that all Optimara products are produced in a *Socially Responsible* working environment.



myViolet.com will provide your customers with:

- Unique Access Code for each Violet sold
- Specific Variety Identification
- Detailed growing instructions
- Unique diagnostic tool of your African Violets health and potential
- Chat with an Expert
- No more guess work of what to do next
- Symptoms based recommendations from Dr. Optimara to help grow beautiful Violets.
- Progress analysis and recommendations of how to gown bigger, healthier and more beautiful African Violets.
- Insights into new and unique varieties to come out of Research and Development
- Consumer account setup and mailing list registration
- Pre-alerts of incoming shipments to favorite/closest Optimara retail location
- Downloadable screen savers of our many award winning Optimara African Violet varieties
- Join a growing group of African Violet lovers
- On-line Blogging
- **More to come.....**



The new and innovative website to help the consumer grow more beautiful African Violets. Optimara is expanding on its **company's tradition of EasyGrowing EasyCare** with **myViolet.com**



Everyone can enjoy the rewarding experience of growing beautiful Optimara African Violets One just needs to know how. Let **myViolet.com** guide your customer.

6" EverFlorisTM



Ever Beautiful #10590



Ever Glory #10569



Ever Grace #10543



Ever Praise #10544



Ever Joy #10578



Ever Love #10545



Ever Special #10576



Hermann Holtkamp Greenhouses, Inc.
PO Box 78565 Nashville, TN 37216
www.optimara.com



Ever Rejoice #10577



EverPrecious #10575



EverYoung #10559

EverFloris 6" African Violet

Introducing the Re-Evolutionary African Violet

Trial Pack Offer



Trial Pack Offer
150 Plugs

3 sets of 50 plugs
Assortment of
Available Varieties

\$139

Item #32007



* Each plant comes with a plant care tag and stake.



- New 50 cell tray provides larger plant.
- 15 weeks to finish in 6" pot.
- 8 weeks to finish in 4" pot.
- EverFloris violet produces more than twice the bud count as compared to standard violet varieties.
- Plants have thick curly leaves and larger plant mass than standard violet varieties.
- This variety is considered a "Space Baby" since its genetic background is descended from seeds that were in outer space for 5 1/2 years.
- Ideal plant for 6" production.

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Hermann Holtkamp Greenhouses, Inc. PO Box 78565 Nashville, TN 37216 www.optimara.com

1-800-443-2290

2" Violet Varieties



Azurite Item # 30516



Aztec Item # 30567



Blackfoot Item # 30561



Cheyenne Item # 30590



Comanche Item # 30512



Creek Item # 30552



Hopi Item # 30550



Inca Item # 30505



Maya Item # 30563



Oneida Item #



Ottawa Item # 30593

2" Violet Varieties



Seneca

Item # 30555



Shoshone

Item # 30547



Wichita

Item # 30553



* variety shown #30552 Creek

1-800-443-2290

4" Violet Varieties



designates large variety plant also grown as a 6 inch variety



Anika # 30748



Arkansas # 30068



Candy # 30247



Chico # 30244



Colorado # 30063



Cora # 30014



Dali # 30728



Degas # 30763



Evelyn # 30017



Gauguin # 30783



Georgia # 30050



Glacier # 30283

4" Violet Varieties



designates large variety plant also grown as a 6 inch variety



Gisela # 30299



Harlequin # 30397



Hiroshige # 30782



Indiana # 30040



Juliana # 30200



Kentucky # 30023



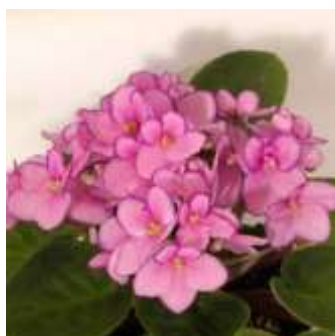
Louisiana # 30046



Maine # 30245



Manitoba # 30002



Michele # 30298



Michigan # 30054

4" Violet Varieties



designates large variety plant also grown as a 6 inch variety



Miho # 30013



Millennia # 30013



Modesty # 30713



Montana # 30279



North Carolina # 30069



Patricia # 30145



Rebecca # 30014



Rita # 30399



Scarlet # 30070



Seurat # 30752



Stephanie # 30102



Tennessee # 30090

4" Violet Varieties



designates large variety plant also grown as a 6 inch variety



Teresa # 30057



Wisconsin # 30016



Wyoming # 30019



**OPTIMARA Premium Collector's tags
available item # 70096**

Violet Grower Program

Optimara now offers its customers an even greater selection of its already unsurpassed Violet program. The Optimara varieties are easy-to-grow and come in many captivating colors. With over 100 varieties available in six stages Optimara offers a program no other grower offers to their customers. The Holtkamp Greenhouses is the proud recipient of the 1999 SAF Gold Medal Award honoring the originator of a widely-distributed plant that has become established as having an outstanding horticultural and commercial value.



Un-rooted Baby Item # 29990:

A premium un-rooted Baby (Cutting) 2" to 2 1/2" in length, featuring a strong center heart, handpicked and graded for constant caliper. Six to seven weeks to potting. Only 9 to 10 weeks after potting for a premium Finished product. 4000 Minimum Order.



Starter / Liner Item # 30000:

Only 9 to 10 weeks to finish. Large selection of over 75 varieties in the 4 inch series. Also available is the **NEW**, economical, and streamlined, yet exciting **BASIC** program with 25 specially selected core varieties. Tray of 84 (6 tray min). Additional sizes are the super-sized 6 inch series and the 2 inch miniature varieties.



Box# 55B-492-IA



4" Grower Program



Unspaced

Item # 40010

Only 4-5 weeks to finish. Assorted colors and strong vivid plants. Planted in premium block harvested sphagnum for optimum drainage and superior growth. Full root development. Variety label is already attached with care information.



Small Pre-Finished

Item # 40020

Only 3-4 weeks from Finished. Assorted varieties. Vigorous growth with many visible buds. Set to final spacing.



Large Pre-Finished

Item # 40030

Only 2 weeks from Finished. One to two open blooms with many visible buds ready to open quickly.



Finished Item

Item # 40040

Plants all full size with 5 to 7 open flowers. Ready for the impulse shopper and loaded with buds for extended shelf life.

Grower Program

4 inch Variety Listing

	Name	#	Color		Status
1	Anika	10585	BC	PW	New
2	Arkansas	10574	R	R	Imp
3	Candy	10492	BC	PW	
4	Chico	10507	BC	BW	
5	Colorado	10563	R	R	Imp
6	Cora	10466	BC	BW	
7	Dali	10467	BC	LW	Imp
8	Degas	10488	BC	RW	
9	Ellen	10566	P	P	Imp
10	Gauguin	10552	BC	LW	Imp
11	Georgia	10554	P	P	Imp
12	Gisela	10581	BC	PW	Imp
13	Glacier	10592	W	W	New
14	Harlequin	10573	BC	RW	Imp
15	Hiroshige	10604	BC	BW	New
16	Indiana	10562	P	P	Imp
17	Juliana	10602	BC	BW	New
18	Kentucky	10603	B	B	Imp
19	Louisiana	10570	P	P	Imp
20	Maine	10174	BC	BW	
21	Manitoba	10440	LB	LB	
22	Michele	10565	BC	PS	New
23	Michigan	10078	P	P	
24	Miho	10024	B	B	
25	Millennia	10579	BC	RW	Imp
26	Modesty	10377	B	B	
27	Montana	10596	W	W	New
28	North Carolina	10561	R	R	Imp
29	Patricia	10143	L	L	
30	Rebecca	10598	LB	B	
31	Rita	10589	BC	RW	New
32	Scarlet	10571	R	R	Imp
33	Seurat	10580	BC	PLW	Imp
34	Stephanie	10595	B	B	
35	Tennessee	10591	BC	BW	Imp
36	Teressa	10416	P	P	
37	Wisconsin	10549	B	B	Imp
38	Wyoming	10555	B	B	Imp



Broker List

For Your Nearest Distributor call:
1.800.443.2290



Ball Seed

662 Town Road
West Chicago, IL 60185
800-879-2255
Fax: 630-231-3605

Eason Horticulture Resources

350 Thomas More Pkwy
Suite 190
Crestview Hills, KY 41017
800-214-2221
Fax: 859-578-2266

EC Geiger Co.

189 Main Street
Route 63, P.O. Box 285
Harleysville, PA 19438
800-443-4437
Fax: 800-432-9434

E.C.G.C. Distributors, Ltd.

P.O. Box 873
Charles Town, WV 25414
804-378-4277
Fax: 804-378-4278

Express Seed Co.

51051 U.S. Route 20
Oberlin, OH 44074
800-221-3838
Fax: 440-774-2728

Fred C. Gloeckner & Co., Inc.

600 Mamaroneck Avenue
Harrison, NY 10528
914-698-2300
Fax: 914-698-0848

Griffin Greenhouse and Nursery Supplies

200 Mountain View Road
PO Box 709
Morgantown, PA 19543-0709
800-732-3509
Fax: 610-913-3091

G S Grimes Seeds

11335 Concord-Hambden Rd.
Concord, OH 44077
800-241-7333
Fax: 440-352-1800

McHutchison Hort. Distributors

64 Mountain View Blvd.
Wayne, NJ 07470
800-943-2230
Fax: 866-234-8884

Henry F. Michell Co.

Box 60160
225 West Church Road
King of Prussia, PA 19406
800-422-4678
Fax: 610-265-4208

Messick Company

39 North Central Ave.
Campbell, CA 95008
408-871-9816
Fax: 408-871-9839

Bill Moore & Co., Inc.

P.O. Box 1587
Brandon, FL 33509
800-237-7794
Fax: 813-684-5859



Original Saintpaulia ionantha variety as found in nature in East Africa.
(not offered for sale)

1-800-443-2290

Rex Begonia Varieties



Camelot # 35003



Dew Drop # 35005



Helen Teupel # 35006



Her Majesty # 35007



Lilliam # 35010



Marion Louise # 35011



Merry Christmas # 35012



Michelle # 35013



Mikado # 35014



Pink Charming # 35016



Red Heart # 35018



Fairy # 35026

Grower Program

Rex Begonia Listing

Name	#	Color
CAMELOT	35003	RUBY HEART WITH GREEN AND SPOTS
DEW DROP	35005	METALLIC BLUE WITH MAROON VEINS
HELEN TEUPEL	35006	LIGHT GREEN WITH BROWN VEINS
HER MAJESTY	35007	LARGE RUBY HEART, WHITE, GREEN
LILLIAM	35010	SILVERY BLUE , RUBY HEART
MARION LOUISE	35011	DUSTY SILVER BLUE BLUSHED RED
MERRY CHRISTMAS	35012	RUBY HEART, WHITE, GREEN, RED EDGE
MICHELLE	35013	ROUND LIGHT GREEN, DARK PATTERN
MIKADO	35014	RUBY HEART, PALE CRIMSON, BORDER
PINK CHARMING	35016	DUSTY CRIMSON, SILVER EDGE
RED HEART	35018	BURGUNDY CENTER, RED LEAF
FAIRY	35026	CRIMSON WITH DARK VEINS
ESTHER	35027	RUBY HEART BORDERED IN PINK, WHT, GR



ESTHER # 35027

Rex Begonias are primarily grown and enjoyed for their spectacular foliage. Flowers are produced in shades of pale pink to white, but the colorful foliage intensity and remarkable leaf patterns are the main attraction. These "painted leaf" begonias come in so many variations they are difficult to describe. Descriptions include such things as – spiraled, variegated, banded in color, silver, lacy, frosty, deep emerald, spotted, ruby-hearted, dusted in silver, blue metallic, purple bordered, maroon colored, pebbled, blushed, and velvety.

Leaf color will vary from young to mature plants, and with more or less exposure to sun or shade. They are very suitable for summer outdoor potting in shaded areas such as porches, under trees, or shaded patios.







Rex begonias are easily propagated in greenhouses from leaf cuttings under controlled conditions. Holtkamp Greenhouses, Inc. in Nashville, TN, grows thirteen selected varieties for sale as either plugs or as finished 4" and 6" plants. Rex begonias are also very colorful in basket arrangements and with ferns and green foliage.

Protect from direct, hot, mid-day sunlight. Let soil become slightly dry between watering. Use a light porous potting mix. Remember, begonia roots are fine, so do not press potting mix hard or pack it. Feed plants regularly, using a well balanced fertilizer following the care instructions on product labels. Fertilizer may be increased during spring and summer, when plants are actively growing, depending upon the size of the plant. (Larger plants can handle more fertilizer.)

*** OPTIMARA Rex Begonia tags
available item # 70097**



Ferns

	Description	Item #
	Boston Compacta	34001
	Boston	34002
	Japanese Holly	34003
	Western Queen	34004
	Albo Lineata	34005
	Japanese Painted	34006

Elatior Begonias



Baladin # 36072



Balamon # 36073



Barkos # 36032



Batik # 36002



Berseba # 36074



Berseba Light Pink # 36064



Berseba Red # 36055



Binos # 36075



Binos Pink # 36058



Binos Soft Pink # 36059



Blitz # 36095



BonBon # 36088

Elatior Begonias



Bonbon White # 36167



Borias # 36048



Britt Dark # 36003



Camilla # 36004



Carneval # 36005



Cindy Fringed # 36017



Clara # 36006



Clara Fringed # 36018



Daisy Fringed # 36019



Dragone # 36066



Dragone Champagne # 36084



Eva # 36117

Elatior Begonias



Janny Fringed # 36020



Julia # 36001



Kristy Fringed # 36021



Nadine # 36013



Nelly # 36014



Netja Dark # 36015



Netja Fringed # 36023



Peggy # 36069



Sandrine # 36090



Veronica # 36085

1-800-443-2290

Elatior Variety Listing

Name	RC # *	Color	Royalty
Baladin	36072	Red/Dark	\$0.05
Balamon	36073	Red/Orange	\$0.05
Barkos	36032	Red/Dark	\$0.05
Batik	36002	Orange/Dark	
Berseba	36074	Pink/Dark	\$0.05
Berseba Light Pink	36064	Pink/Dark	\$0.05
Berceba Red	36055	Red	\$0.05
Binos	36075	Pink/Light	\$0.05
Binos Pink	36058	Pink	\$0.05
Binos Soft Pink	36059	Soft Pink	\$0.05
Blitz	36095	Yellow/Med	
Bonbon	36088	Soft Pink	\$0.05
Bonbon White	36167	White	\$0.05
Borias	36048	Pink/Bi-Clr	\$0.075
Britt Dark	36003	Orange/Bi-Clr	
Camilla	36004	Pink/White	
Carneval	36005	Orange/Bi-Clr	\$0.05
Cindy Fringed	36017	White/Red	\$0.05
Clara	36006	White/Red	\$0.05
Clara Fringed	36018	White	\$0.05
Daisy Fringed	36019	White	\$0.05
Dragone	36066	Pink	\$0.05
Dragone Champagne	36084	Pink	\$0.05
Eva	36117	Yellow	\$0.05
Janny Fringed	36020	Orange/Apric	\$0.05
Julie	36001	Yellow/Bi-Clr	\$0.05
Kristy Fringed	36021	Pink/Light	\$0.05
Nadine	36013	Yellow/Dark	\$0.05
Nelly	36014	Pink/Med	
Netja Dark	36015	Pink/Bi-Clr	
Netja Fringed	36023	Pink/Bi-Clr	\$0.05
Peggy	36069	Pink/Bi-Clr	\$0.05
Sandrine	36090	Pink/Dark	\$0.05
Veronica	36085	Red/Dark	\$0.05



Rooted Cutting to Finish Growing Schedule										
Pot Size	# of plugs per pot	Long Days								
		GROWING SCHEDULE WEEKS								
4 - 4 1/2"	1	1	2	3	4	5	6	7	8	9
5"	1	1	2	3	4	5	6	7	8	9
6+"	3	1	2	3	4	5	6	7	8	9

* *OPTIMARA Elatior Begonia* tags available item # 70098

Growing Elatior Begonias

Today's assortment offers the possibilities to grow a good quality Elatior Begonia all year round. A good planning of the varieties scheduling of the growing periods and the correct application of the cultural measures are very important. We hope the following outline will be of assistance in your Elatior Begonia crop

Substrate

The potting media should be of a well aerated and coarse structure. We recommend a coarse peat, well decomposed leaf mold and perlite. On capillary matting we recommend about 10% perlite and for ebb-and-flow irrigation 15% perlite should be added to the mix. The optimum pH is 5.8 - 6.0

Disinfecting of Benches

Benches need to be cleaned and disinfected every time a new crop is placed on the table. We recommend Greenshield or Zerotel for fungus control. Drench tables before plants are placed on the table with 1 ppm.

Temperature

After potting 72F should be maintained (night and day). As soon as the plants are well rooted, 68F is sufficient (night and day). During the last stage of the crop 65F (day) can be maintained in order to get a more intensive flower color (night temperature 68F). Growth regulation by negative DIF is possible.

Shading

The shading screen should be adjusted to allow for 1600 to 1800 foot candle.

Artificial Light

For lighting Begonias there are several possibilities. It is however not necessary to light the plants to make them bloom.

1. Assimilation lights for entire crop period. Light intensity should be 250 to 300 foot candles. Total day length should be 14 to 16 hours. The lamps should be programmed to come on when natural radiation intensity is lower than 400 fc.

2. Another method when growing under assimilation lights is to use lights only during the first 4-5 weeks. After this period plants are spaced and can be placed at about 8W per square yard.

When using assimilation lights dosing of CO₂ can be continued during the period of lighting. A dose of 650 ppm is most economical, never exceed more than 800 ppm.

After Potting

Use Fungicide drench after potting to control Rizoctonia and Pythium.

Pest and Disease control

Common Pest problems are with Aphids, Mites, White Fly, Thrips, and Fungus gnats.

Common Disease problems are with Powdery Mildew, Botrytis, Phythium, Foliar nematodes and Xanthomonas Begoniae (bacterial blight)

For more information or technical assistance call

1-800-443-2290 and request to speak to our Technical Advisor—Gundolf at Ext 210

** These cultural notes on Elatior Begonia are, to the best of our knowledge, valid and true. However, Floremara can not be held responsible for the results of any crop grown under these guidelines.

1-800-443-2290

5" Gardenia Plugs



- item 88001

Gardenia jasminoides Rubiaceae

Botany:

Botany: Approx. 200 species are part of the genre. Growth form: Evergreen bush, up to 60" high.

Leaf: Up to 4" for a long timely, brilliantly dark green.

Flower: Single stationary waxen, smelling strong plate-shapely.

Origin: Japan on the Riukiu islands, resident in Taiwan and China.

Culture:

Potting: 6 to 8 weeks after sticking.

Pot size: Place one plug in 5 to 6 inch pot.

Substratum: Peat substrate or comparable mixtures. The pH value is 5.

Temperature: At first, 70 to 72 F degrees air and floor temperature.

Further culture at 72 to 74 F and at night 68 to 70 F. In winter at 65 to 68F of air and floor temperature. Flower formation in 65 to 68 F. Floor temperatures of 64 degrees F leads to Bleaching.

Water: Keeping evenly damp. In winter drier culture leadership.

Air damp: Increased air moisture during the main growth time. On sunny days mist the plants.

CO₂: Not required.

Fertilizer: Beginning fertilizer: 1 to 2 lbs. of increase nutrient fertilizer per yard. In the main growth time's, apply weekly 1000 ppm a balanced increase nutrient fertilizer. As of October every 3 weeks 1000 ppm.

Light: Of light shade after 2500 - 3000 foot candles.

Growth inhibitors: Basacel: First application 4 weeks after the last one trims, if the drives are about 4 to 6 cm long splash with 0.3 to 0.4%, repeat after 8 to 10 days.

Stopping short: Stopping short except for two pairs of leaves.

Plants/spacing: 6 inch pots spaced 2.7 pots per sq ft.

Culture duration: From a well developed plug as provided by Holtkamp Greenhouses, Inc. - range of 12 to 15 weeks for first bloom period.

notes for the sale

Gardenias require a year-round bright, sunny light, which has to be protected from a blazing sun in summer. They can be in the open in beautiful summers as of the beginning of July, however, should be taken into the house at the beginning of September.



800-443-2290

NOTES

[illegible]



Grower Catalog

2009 - 2010



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