

Cultural Information for: Shasta Daisy Snow Lady Half Hardy
Perennial

Common Name: Shasta Daisy
Botanical Name: Leucanthemum superbum
Seed Count: 23,500 /ounce 830 /gram
Optimum Germination Temperature: 70-75°F / 21-24°C
Optimum Growing Temperature: 59-70°F / 15-21°C

Plug Culture - 6 weeks (288 12 x 24 tray)

Stage 1 (days 1-14) Direct sow seed into plug trays filled with a well-drained sterile media and a pH between 5.5 –6.2. Select a media with a low starter charge (< 0.6 mmhos 1:2 slurry) as Snow Lady is sensitive soluble salt levels. Thorough leaching of the germination media and the use of irrigation water with low salts is mandatory. Seed requires light so lightly cover with medium vermiculite and keep the temperature between 70-75°F/ 21-24°C. Water the seed in with terrazole (etidiazole) to prevent disease problems from damping off. *Chilling the seed in advance will enhance germination.

Stage 2 (days 15-21) After emergence, lower the day temperature to 68-70°F/20-21°C with an ideal night temperature of 58-62°F/14-17°C. Temperatures as low as 45-50°F/7-10°C can be tolerated but will increase the time needed to produce a saleable plug. Snow Lady benefits from high light levels, similar to that recommended for Gerbera. Provide up to 7,000 foot candles/75,000 lux of light.

Stage 3 (days 22-35) The true leaves are beginning to form. Apply a light feed of 75 ppm N from a calcium nitrate-based fertilizer targeting a media EC between 0.6 and 0.8 mmhos (1:2 slurry) and a media pH of 5.5 – 6.2. Leaching once a week with fresh water is recommended to prevent salt build up. Provide good air movement to prevent disease.

Stage 4 (days 36-42) The plugs are now reaching transplant size and have 3 true leaves. Avoid late transplanting which delays development and flowering.

NOTE: Snow Lady is hyper-sensitive to the chemical **Abamectin** (trade names Avid & Vertimec). If spraying is required for other crops, remove Snow Lady plants from the greenhouse to avoid plant damage.

Transplanting

Potting: Transplant one plant per 4-5 inch/10-12.5 cm. pot using a well drained media with a pH of 5.5-6.2.

Fertilizer and Watering: Optimum media E.C. level is 0.8 to 1.0 mmhos (1:2 slurry). Apply 150 ppm N using of a well- balanced calcium nitrate based fertilizer to promote strong and healthy plants. Adequate leaching is needed to prevent salt accumulation. It is also recommended to leach with fresh water periodically. Maintain even moisture and avoid allowing the plants to wilt which damages the root system resulting in poor quality flowers.

Temperature: It is best to maintain the night temperature at 58-60°F/15-16°C with day temperatures from 65-70 °F/18-21°C.

Plant Growth Regulator: Snow Lady is naturally compact and no chemical growth regulation or pinching is necessary.

Flowering: Snow Lady is a facultative long day plant that naturally flowers for spring from an early winter sowing. Snow Lady will flower under short days but crop time is longer and flowering less uniform.

Northern Hemisphere Schedule

Type	Sowing	Photoperiod	Flowering
Indoor–no heat	Sept.-Oct.	Natural	Mid May
Indoor-heat-lighting	Dec.-Jan.	Lighting*	May/June
Indoor-no heat-lighting	June	Lighting*	Late October

*Apply mum lighting (10 foot candles/110 lux) from 10 PM to 2 AM after transplanting when laterals are ½ inch/1.25 cm. long. Continue night interruption until visible flower bud.

Vernalization: Drs. Raymond Kessler, Jr. and Gary J. Keever of Auburn University demonstrated that combining a 6 week cool period with lighting resulted in visibly higher quality plants with a height of 11 inches/27 cm. and double the number of flowering shoots. Below is a schedule for 6 inch/15 cm. pot production.

Sowing	Transplant	Cooling**	Lighting	Flowering
Oct. 15	Dec. 1	Feb. 15	April 1	May 15

**40°F/4°C

Provide 10 foot candles/110 lux for 9 hours if using a chamber for cooling.