



COOL CROPS LINERS 2023



WAGNERS

A growing tradition since 1901



Front Cover:
Ranunculus Magic Pink & Peach ^B

Back Cover:
Ranunculus Maché Lemon Rose Bicolor ^B

This Page:
Primula acaulis Dania Mix ^A

New Varieties

Primula vulgaris Bonneli Mix

Bonneli is a vulgaris-type primula with very early flowering. The plants have a compact growth habit with large flowers. Finish 4" pots from our 72s in 10-14 weeks. (72)

Primula vulgaris Elodie Mix

Elodie is a mid-early vulgaris-type primula with double flowers. The flowers ruffled edges create a unique novelty look. Finish 4" pots from our 72s in 10-14 weeks. (72)

Primula vulgaris Fruelo Mix

Fruelo is an early vulgaris-type primula with a wide range of colors and a vigorous habit. Also suitable for outdoor production. Finish 4" pots from our 72s in 10-14 weeks. (72)

Primula polyanthus Sibel Mix

Sibel is a mid-early polyanthus-type primula with large blooms that sit atop strong stems above the foliage. The plant still maintains a compact, uniform appearance. Finish 4" pots from our 72s in 10-14 weeks. (72)



About Wagner Greenhouses

Wagner Greenhouses operates out of Minneapolis, Minnesota. Our fifth generation family company supplies young plants to growers nationwide through the broker system. Known for quality and service, Wagner's excels in producing spring bedding plugs, summer fall pansy plugs, cyclamen liners, cool crop liners, specialty florist liners, and prefinished cyclamen.

Wagner's also operates two garden centers, which gives some unique perspectives to our young plant production. First, we finish our own products, so we truly understand the important qualities in a plug. Second, we can actually interact with the gardening public and closely observe their buying decisions. We integrate what we learn into the young plant programs, strengthening our products for you, the grower.



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Variety Listing



Cineraria Early Perfection Mix®



Cineraria Planet Mix®



Primula Danova Mixed®

Calceolaria

Dainty Formula Mix

Use: 4" pots
Available July 31 - Feb 2
Compact, uniform
•72•

Cineraria

Early Perfection Mix

Use: 4" pots
Available July 31 - Feb 2
Early, pure colors
•72•

Planet Mix

Use: 4-6" pots
Available July 31 - Feb 2
Mounded form, novelty colors
•72•

Primula acaulis

Dania Mix

Use: 4" pots
Available July 31 - Feb 2
Early season
•72•288•

Danova

Use: 4" pots
Available July 31 - Feb 2
Mid-early season
•72•288•
Mixed
Grower Select Mix

Hethor Giant Mid Mix

Use: 4" pots
Available July 31 - Feb 2
Mid season, large flowers
•72•288•

Hethor Giant Late Mix

Use: 4" pots
Available July 31 - Feb 2
Late season, large flowers
•72•288•

Princessa Mix

Use: 4" pots
Available July 31 - Feb 2
Early season, large flowers
•72•288•

Primula malacoides

Prima Mixed

Use: 4-6" pots
Available July 31 - Feb 2
Masses of dainty blooms
•72•



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Primula obconica

Touch Me Large Mix

Use: 4½-6½" pots
Available July 31 - Feb 2
Primin-free, strong plant
•72•

Touch Me Midi Mix

Use: 4-5" pots
Available July 31 - Feb 2
Primin-free, compact
•72•

Primula polyanthus

Lighthouse Mix

Use: 4" pots
Available July 31 - Feb 2
Flowers held above foliage
•72•

Sibel Mix - *NEW*

Use: 4" pots
Available July 31 - Feb 2
Large blooms, mid-early
•72•

SuperNova Mix

Use: 4" pots
Available July 31 - Feb 2
Uniform habit, early
•72•

Primula vulgaris

Bonnelli Mix - *NEW*

Use: 4" pots
Available July 31 - Feb 2
Compact, early flowering
•72•

Elodie Mix - *NEW*

Use: 4" pots
Available July 31 - Feb 2
Double flowers with ruffled edges
•72•

Fruelo Mix - *NEW*

Use: 4" pots
Available July 31 - Feb 2
Early, vigorous habit
•72•

Ranunculus

Bloomingdale II Mix

Use: 4" pots
Available Nov 27-Feb 2
Uniform, compact habit
•72•

Maché

Use: 4" pots
Available Nov 27-Feb 2
Uniform with good vigor
•72•

Mixture
Bicolor Mix
Pastel Mix
Fire
Lemon Rose Bicolor
Orange
Pink
Purple
Red
Rose
Vanilla Bicolor Medley
Yellow

Magic

Use: 4" pots
Available Nov 27-Feb 2
Naturally dwarf
•72•

Mixed
Fireball
Golden Yellow
Orange
Pink & Peach
Purple
Red
Rose
Rose Delight
White
Yellow

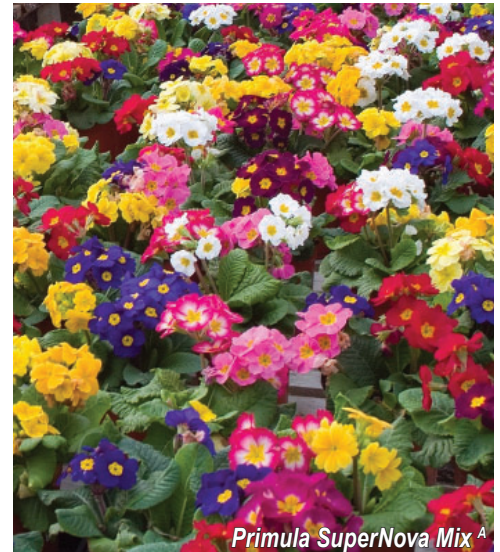
Sprinkles Mix

Use: 4" pots
Available Nov 27-Feb 2
Compact, few PGRs needed
•72•

Schizanthus

Atlantis Mix

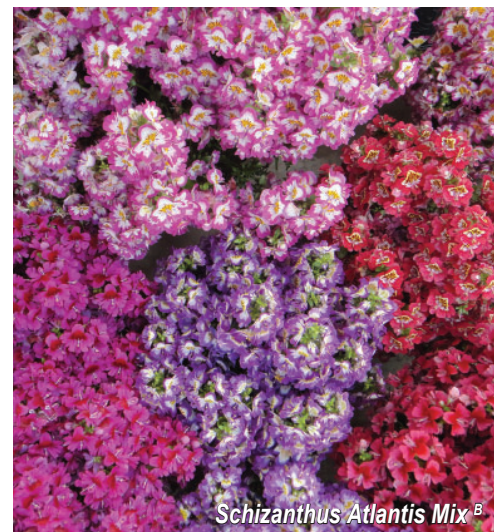
Use: 4-6" pots
Available July 31 - Feb 2
Small, orchid-like flowers
•72•



Primula SuperNova Mix ^A



Ranunculus Magic Golden Yellow ^B



Schizanthus Atlantis Mix ^B



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Cool Crops Program Information

All product ships July 31, 2023 through February 2, 2024, except Ranunculus ships November 27, 2022 through February 2, 2024.

Every young plant that leaves Wagner Greenhouses carries with it the evidence of our dedication to producing top quality products to help your season get a great start. We start by working closely with your sales person to ensure accurate order entry. We test every seed lot that comes through our doors to avoid surprises during production. We sow to order, and grow the plants under carefully controlled conditions, with a staff skilled at managing fertilizer, moisture and temperature to achieve ideal plant growth. Our picture of an ideal plant includes short hypocotyls, well-developed roots and compact top growth, all with minimal chemical use. We then ship the young plants to arrive in good condition on the date you expect. After shipping, we continue to support our product with technical expertise. Your success is important to us, and we are dedicated to helping you achieve it.

Wagner Greenhouses

6024 Penn Avenue South • Minneapolis, MN 55419
612-922-1262 • Fax 612-927-7126
www.wagnergreenhouses.com • info@wagnergreenhouses.com

Please contact your favorite broker to place an order.

Tray Specifications

All trays are patched to 100% fill.

288 cell trays sold as 275, octagonal cells (East Jordan, 21" x 11 $\frac{1}{8}$ ")

72 cell trays sold as 70, octagonal cells (Blackmore, 20.69" x 10.56")

Certifications

Wagners is in compliance with the provisions of the Domestic Japanese Beetle Harmonization Plan, Shipment to Category 1 States. Inspections and/or other documentation from a certified agency are available.

Production Lead Times (in weeks)

	72	288
Calceolaria	10	
Cineraria	8-10	
Primula	11-15	8-9
Ranunculus	16	
Schizanthus	8	

Lead times are provided in weeks. This is the approximate number of weeks in advance an order for this item would need to be placed. Please note that lead times will vary based on season.



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Packing

Boxes

Boxes are constructed with recyclable, moisture-resistant corrugation. Boxes are packed using one tube size per box with approximate tray packing as follows:

5 trays per box for 288 cell size

3-4 trays per box for 72 cell size

Regular Packing:

	Standard Box	Courier Box*
Dimensions	22"x12"x14"	22"x23"x14"
Weight	20 lbs.	40 lbs.

Insulated Packing**

	Standard Box	Courier Box*
Dimensions	23"x13"x15"	23"x25"x15"
Weight	23 lbs.	46 lbs.

*Courier box is two standard boxes inserted into a larger overlap box

**Insulation utilized when necessary to prevent plant damage from frost

Customer Owned Carts

Customers may drop off their own carts prior to scheduled pickup date. Ownership labels must be on each cart and the carts must be clear of all plant debris.

Wagner Owned Carts

Sanitized carts may be used for deliveries to customers able to handle and unload at the time of delivery as temperatures permit. Our ability to drop carts for an extended period of time depends on the truck's route.

Order Minimum

Order minimum is 6 trays per order across all Wagner's young plant programs.

Order Cutoff

The deadline for order additions and order changes is Thursday at noon the week before ship or sow.

Shipping Options

Wagner's will ship your order using the most economical option for the size of the order, delivery location and weather. Wagner's reserves the right to choose and/or change the ship via at our discretion for any reason. These are the current shipping methods available:

Courier To Door - Small to Medium Shipments

-FedEx Priority Overnight Service

All parcel shipments during cold season (November-April) will be sent FedEx Priority Overnight at Wagner's discretion.

-FedEx Second Day Service

Not available during cold season (November-April).

-Regional Courier: Speedee Delivery Service

Service only available in upper Midwest including MN, ND, SD, WI, IA and IL.

Not available during cold season (November-April).

Trucked To Door - Medium to Large Shipments

-Grower Truck LTL: Carted or boxed

Available for orders that can be pooled within a region. Ship-to's must accommodate a 53 ft. trailer.

-FedEx LTL From Hub

Grower truck drop at Hub followed by next day FedEx LTL delivery before 5:00 P.M. Requires pooled orders totaling more than 2,500 pounds of freight.

-LTL from MSP: Shrink-wrapped pallets.

-Via Fed Ex Freight: Not available during cold season (November-April)

Not temperature controlled. Ship-to locations beyond 400 mile radius usually qualify for two day delivery.

Ship-to locations within 400 mile radius qualify for next day delivery.

-Via Grower or Contracted Truck

Temperature controlled. Requires pooled orders totaling more than 2,250 pounds of freight.

To Nearest Airport Delivery

Phone On Arrival delivery to nearest major airport. If a local trucking company is contracted to provide delivery from the airport at an additional charge paid by consignee, please provide the trucking company name and contact information to allow proper preparation of waybills.

Customer Pickup

Pickup times are available on Wednesdays and Thursdays. Please coordinate your preferred pickup time in advance with Wagner's shipping department.

Substitution List

Item no longer listed:

Primula Sweet 16 Pink Shades

Primula Touch Me Large Galaxy Magenta

Ranunculus Mache Chocolate

Available Sub:

No Sub

Primula Touch Me Large Mix

Ranunculus Mache Orange

Photo Credits:

A Sakata Seed

B Syngenta Flowers

C Ball Horticultural

D Benary



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**Ask your broker about other high
quality young plants from Wagners**