



# 2010 OPTIMARA 2011 Grower Catalog



*Specialty tags are avail-*

- *African Violets*
- *Ferns*
- *Foliage*
- *Rex Begonias*
- *Elatior Begonias*
- *Poinsettias*

**Hermann Holtkamp Greenhouses, Inc.**  
1501 Lischey Ave. Nashville, TN 37207

**1-800-443-2290**

**[www.optimara.com](http://www.optimara.com)**

**[www.optimara.info](http://www.optimara.info)**

# 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



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.

Items marked with this logo are available for drop shipping anywhere within the continental USA.

# 6" EverFloris™



Ever Beautiful #10590



Ever Glory #10569



Ever Grace #10543



Ever Praise #10544



Ever Joy #10578



Ever Love #10545



Ever Special #10576



Ever Rejoice #10577



3 EverPrecious #10575



EverYoung #10559

Hermann Holtkamp Greenhouses, Inc.  
PO Box 78565 Nashville, TN 37216  
[www.optimara.com](http://www.optimara.com)

# 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](http://www.optimara.com)

1-800-443-2290

# OPTIMARA® 2" MINIATURE AFRICAN VIOLETS



Arapahoe



Azurite



Aztec



Blackfoot



Cheyenne



Chickasaw



Comanche



Creek



Hopi



Inca



Maya



Oneida



Ottawa



Pawnee



Wichita



Variety name and variety number



Andrea # 30225



Anika # 30748



AnnaBelle # 30820



Chico # 30244



Cindy # 30350



Connecticut # 30278



Colorado # 30063



Cora # 30014



Dali # 30728



Degas # 30763



Delaware # 30072



Evelyn # 30017



designates large variety plant also grown as a 6 inch variety



Variety name and variety number



Gauguin # 30783



Georgia # 30050



Gisela # 30299



Harlequin # 30397



Hawaii # 30096



Hiroshige # 30782



Indiana # 30040



Joan # 30147



Juliana # 30200



Kentucky # 30023



Louisiana # 30046



Maine # 30245







Variety name and variety number



Manitoba # 30002



Maui # 30285



Michaelangelo # 30717



Michele # 30298



Michigan # 30054



Miho # 30013



Millennia # 30013



Modesty # 30713



Monet # 30735



Montana # 30279



Natalie # 30250



North Carolina # 30069



designates large variety plant also grown as a 6 inch variety



Variety name and variety number



Ontario # 30748



Pennsylvania # 30073



Rebecca # 30014



Rita # 30399



Romance # 30751



Sami # 30241



Scarlet # 30070



Seurat # 30752



Stephanie # 30102



Susi # 30100



Tennessee # 30090



Teresa # 30057





Variety name and variety number



Wisconsin # 30016



Wyoming # 30019



Yellowstone # 30269



myViolet.com

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

**1-800-443-2290**

# 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.



# 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.

# 4 inch Variety Listing

	Name	Serial #	Color		Status
1	Andrea	10625	BC	PW	
2	Anika	10585	BC	PW	
3	AnnaBelle	10619	LB	LB	
4	Chico	10507	BC	BW	
5	Cindy	10586	P	P	
6	Colorado	10563	R	R	Imp
7	Connecticut	10109	L	L	Imp
8	Cora	10466	BC	BW	
9	Dali	10467	BC	LW	Imp
10	Degas	10488	BC	RW	
11	Delaware	10629	R	R	Imp
12	Evelyn	10594	B	B	Imp
13	Gauguin	10552	BC	LW	Imp
14	Georgia	10554	P	P	Imp
15	Gisela	10581	BC	PW	Imp
16	Harlequin	10573	BC	RW	Imp
17	Hawaii	10630	SE	BW	Imp
18	Hiroshige	10604	BC	BW	
19	Indiana	10562	P	P	Imp
20	Joan	10632	BC	PW	
21	Juliana	10602	BC	BW	
22	Kentucky	10603	B	B	Imp
23	Louisiana	10570	P	P	Imp
24	Maine	10174	BC	BW	
25	Manitoba	10440	LB	LB	
26	Maui	10213	BC	BW	
27	Michaelangelo	10548	BC	BW	
28	Michele	10565	BC	PS	
29	Michigan	10078	P	P	
30	Miho	10024	B	B	
31	Millennia	10579	BC	RW	Imp
32	Modesty	10377	B	B	
33	Monet	10636	BC	BW	
34	Montana	10596	W	W	
35	Natalie	10631	SE	BW	
36	North Carolina	10561	R	R	Imp
37	Ontario	10607	W	W	Imp
38	Pennsylvania	10624	R	R	Imp
39	Rebecca	10598	LB	B	
40	Rita	10589	BC	RW	
41	Romance	10383	P	P	
42	Sami	10506	BC	BW	
43	Scarlet	10571	R	R	Imp
44	Seurat	10580	BC	PLW	Imp
45	Stephanie	10595	B	B	
46	Susi	10557	BC	WR	Imp
47	Tennessee	10591	BC	BW	Imp
48	Teressa	10416	P	P	
49	Wisconsin	10549	B	B	Imp
50	Wyoming	10555	B	B	Imp
51	Yellowstone	10197	SE	BW	Imp



# NeverFloris

daring name, dazzling results!

TM

Let your mind wander into NeverLand with NeverFloris inspired creations of unlimited possibilities.

*"NeverFloris" stands for one of the most unique and exciting creations, our Research and Development has released to the market.*

*Featuring the typical characteristic of an African Violet with an abundance of flower stems and hundreds of tiny buds which will NEVER flower, hence the most daring floral name of all times: "NeverFloris"*



*NeverFloris™ keeps this bizarre, yet uniquely attractive, decorative appearance for many months making it perform like a foliage plant. This avant-garde plant and its beautiful look and texture of the NeverFloris allows this plant to enter a new area that the professional Florist world is truly excited about.*

*Neverfloris is recommended for use with multiple types of floral arrangements. A platform, the canvas, the playground for the ever creative mind of a Florist.*



*In 2009, the Hermann Holtkamp Greenhouses of Germany accepted the Taspo Award in Berlin. NeverFloris received the distinguished "Rabensteiner Award for the "Best Marketable Plant Novelty for 2009"*

NeverFloris, Optimara are trademarks of the Optimara Group Nashville, TN



35001 Andrea



35003 Camelot



35004 Celia



35005 Dew Drop



35026 Fairy



35006 Helen Tuepel



35007 Her Majesty



35027 Ester



35010 Lilliam



35011 Marion Louise



35012 Merry Christmas



35013 Michelle



35014 Mikado



35016 Pink Charming



35018 Red Heart





# Rex Begonia Listing

Name	#	Color
ANDREA	35001	SILVER WITH BURGUNDY VEINS
CAMELOT	35003	RUBY HEART WITH GREEN AND SPOTS
CELIA	35004	METALIC BLUE WITH RED HEART
DEW DROP	35005	METALLIC BLUE WITH MAROON VEINS
ESTHER	35027	RUBY HEART BORDERED IN PINK, WHT, GR
FAIRY	35026	CRIMSON WITH DARK 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

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



1-800-443-2290



### Tropical



### Garden



# myFern.com

*making its August 2010 debut*



# Elatior Begonias



Baladin # 36072



Balamon # 36073



Barkos # 36032



Batik # 36002



Berseba # 36074



Berseba Light Pink # 36064



Berseba Red # 36055



Binos # 36075



Binos Pink # 36058



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



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

myBegonia  
.com

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
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
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 Zeritol 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 CO<sub>2</sub> 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, Phytium, 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 68° F of air and floor temperature. Flower formation in 65° to 68° F. Floor temperatures of 64°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.

**CO<sub>2</sub>:** 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.

# Broker List



## *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 the forests of East Africa.  
( not offered for sale )

For Your Nearest Distributor call:

**1.800.443.2290**

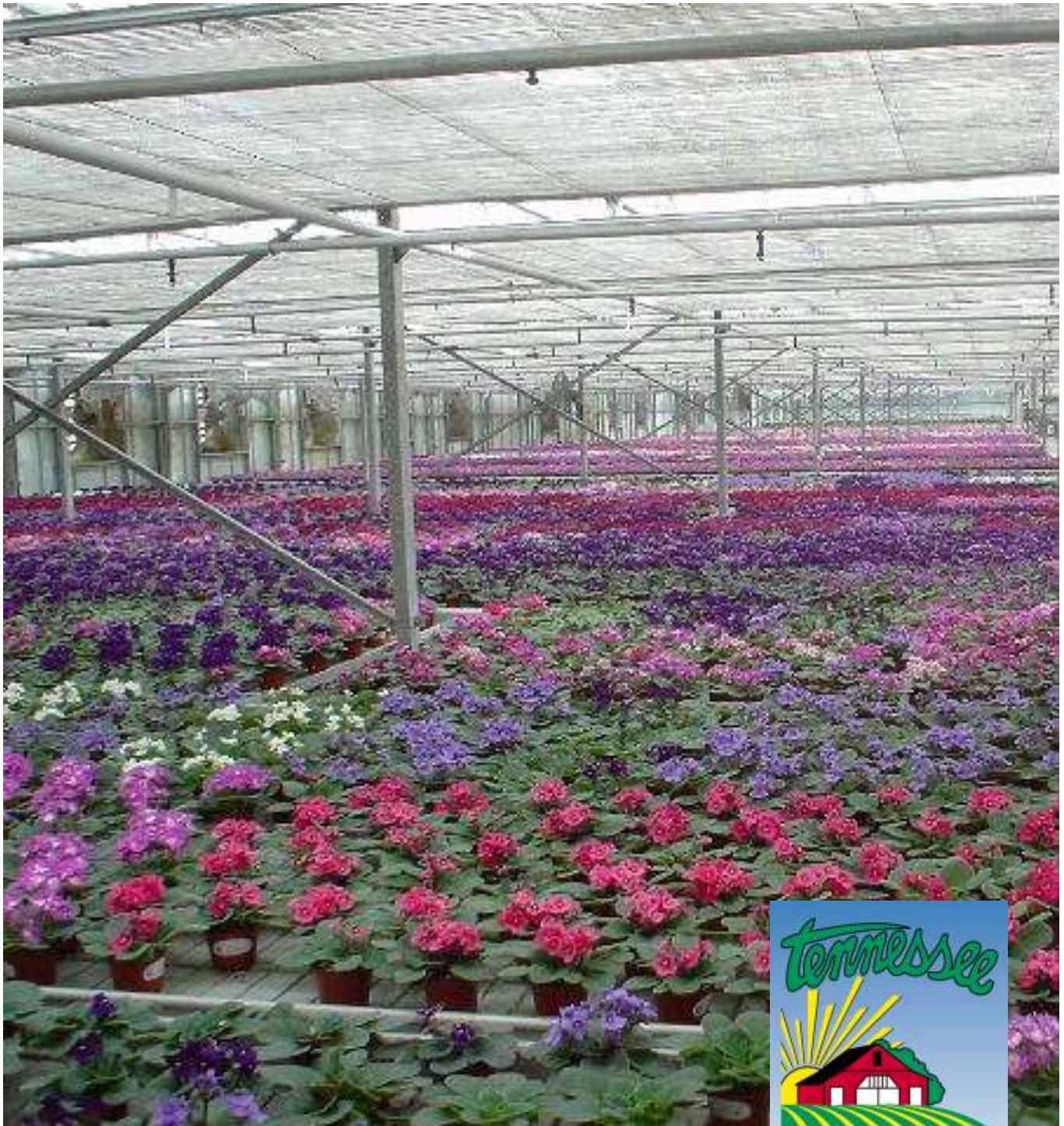




# Grower Catalog



2010 - 2011



***African Violets and more...***

Hermann Holtkamp Greenhouses, Inc.

800-443-2290

[www.optimara.com](http://www.optimara.com)