Garden Mum Facts

Yoder® brand Varieties Offer Excellence in Garden Mums

- **Keeping quality.** The longer the flowers retain their color, the happier consumers are with their mums. Flower color and flower form retention are important attributes being sought through breeding along with durability to survive winter frost.

- **Extended flowering times.** Extending plant flowering times extends the blooming season for garden mums from just a few weeks in September until Halloween. Early varieties begin flowering in early to mid- September, mid-season varieties from mid- to late September, late season varieties from early until mid-October and Season Extenders from mid- to late October.

- **New colors.** Color has a strong influence on consumer purchase decisions. Breeding is continually looking to expand the palette of garden mum colors and color combinations.

- **Flower form.** Demand continues strong for decoratives and daisy flower forms followed by spiders, anemones, buttons and pompons.

- **Plant habit or shape.** Yoder garden mum varieties feature a rounded and mounded habit with many flowers that bloom evenly across the plant.

- **Branch flexibility.** The stronger and less brittle the better. Stems that are flexible to withstand the rigors of shipping, yet strong enough to support the heavy canopies of blooms during fall rains are positive characteristics of Yoder garden mums.

- **Foliage durability.** Foliage is clear and healthy to the interior of the plant.

- **Disease and insect resistance.**

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