

6-28-2006

# Catalog Gardening

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## Recommended Citation

Wilson, Blaine, "Catalog Gardening" (2006). *All Archived Publications*. Paper 1378.  
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# Catalog Gardening

By Blaine Wilson



# Seed Catalogs

- They are more than a list of products and seeds they want to sell.
  - They are encyclopedias of information, that tell us what doesn't grow in Utah
  - Contain information a good seed, and nursery company should provide.
  - They teach us how to grow what we want to grow.
- New plant introductions.

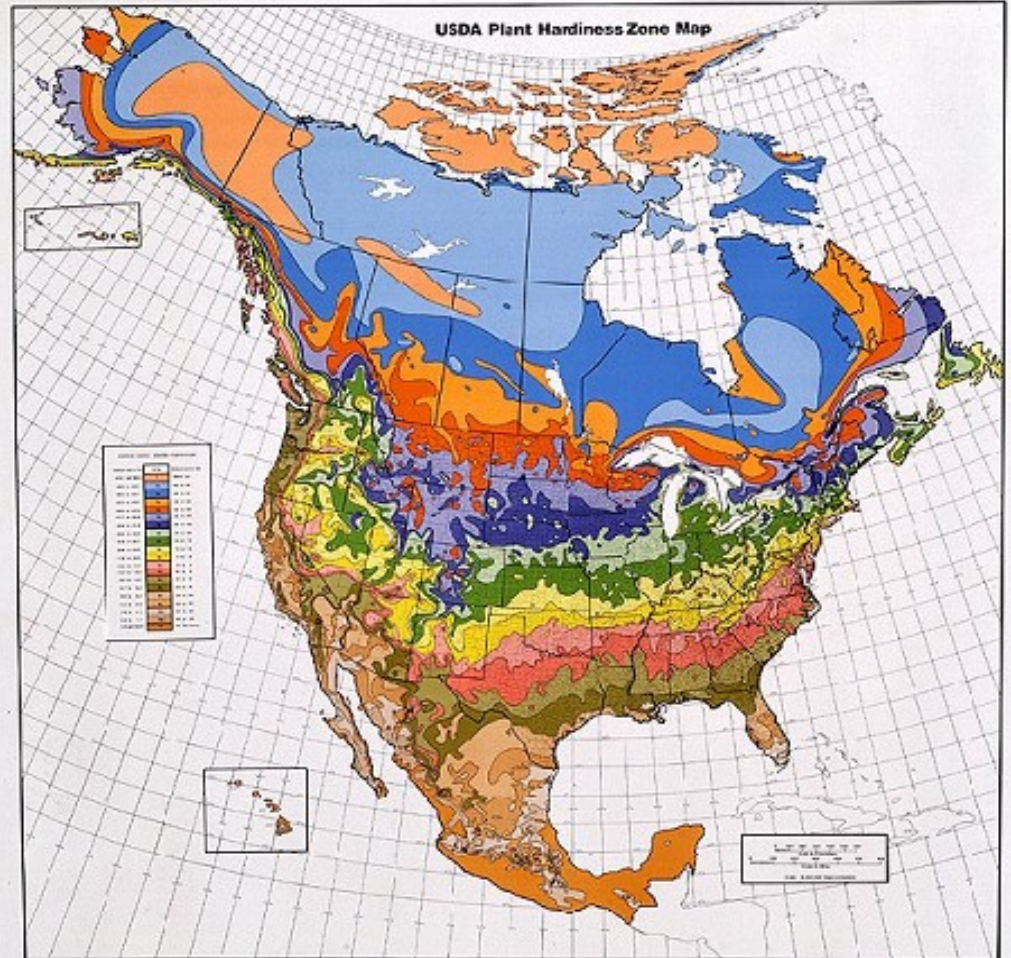
# Plant Names

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- Botanical Names
  - Indicates Genus & Species
- Common Names
  - Varieties
- Trademark Names

# Hardiness Ratings

- USDA Plant Hardiness Map
  - Annuals
  - Perennials
  - Tender Perennials
  - Special Features



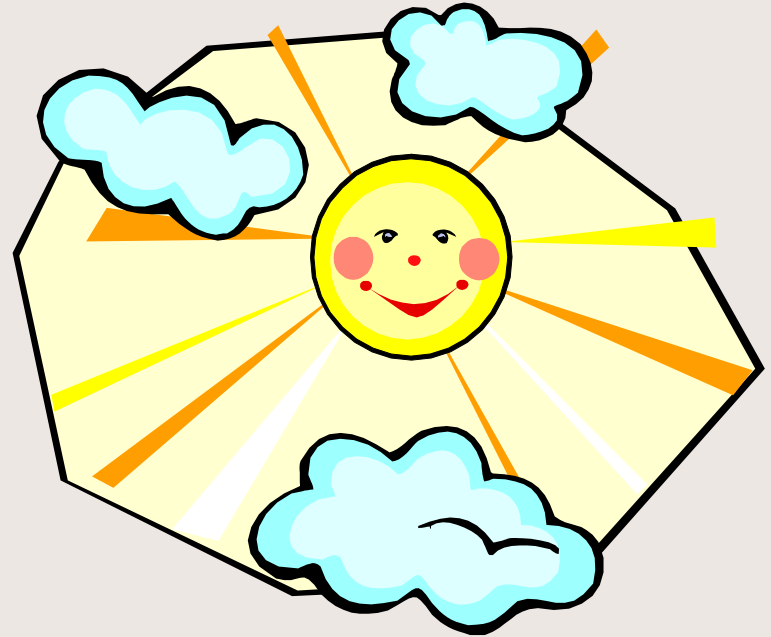
# Pollination Information

- Open Pollinated
- Hybrid
- Heirloom



# Environmental Requirements

- Sun
- Water
- Heat
- Days to maturity
  - Length of growing season
  - Day length



# Plant Characteristics

- Size
- Shape
- Soil requirements
- Flower Color
- Blooming season





# Descriptions to look For

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- Taste
- Yield
- Reliability
- Disease Resistance
- Days to Harvest
- Space Required

# What Descriptions Might Mean

(Read between the lines)

- “Mild-tasting” could mean bland
- “Vigorous” it might take over the garden
- “Beauty” may not be very tasty
- “Pungent” may mean an offensive smell
- “Late-maturing” could be risky in cold climates
- “Gorgeous, or lovely” may be meaningless
- Photos can be misleading

# Favorable Descriptions

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- Highest Quality
- Best-tasting
- Unsurpassed
- Earliest
- Easiest to grow
- All-American selection
- Most Popular
- Consistent

# Culture Notes!

## Contain Helpful Information.

- How to Grow the Plant
- Diseases & Pests
- Harvest & Storage
- Seed Specs
- Fertilizer needs
- Other important Facts

### A GARDEN OF ZINNIAS

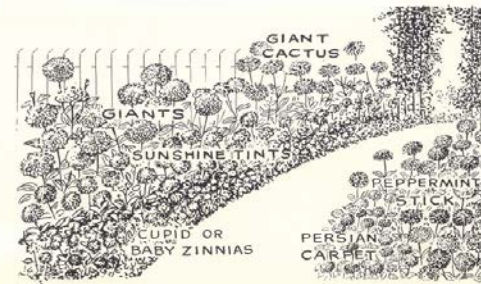
... is the easiest thing you can grow from seeds for wealth of color and bloom all Summer long. This carefully chosen group of annuals gives you little zinnias for edging, medium-sized zinnias for cutflowers and giant zinnias for show; enough to fill one entire flower bed with color.

#### CULTURE: The 5 "golden" rules:

1. Wait 'til the ground is really warm, then choose a spot with full sun at least 8 hours each day.
2. Dig your soil deep and pulverize it. Form up "beds" six inches high.
3. Water thoroughly, wait 24 hours, then plant your seeds  $\frac{1}{4}$ " deep. Don't water any more until seeds sprout (about 7 days).
4. Water only once a week, but don't sprinkle. Let water soak deep down in the furrows. Summer rain may do this job for you.
5. Start thinning when plants are 2" high, first to 6" apart, then to 12" for dwarf zinnias, 18" for tall ones.

Now sit back and relax. You'll have first flowers in 50 days, a riot of bloom two weeks later.

#### HERE'S WHAT YOU GET IN THIS COLORFUL COLLECTION OF ZINNIAS



1. **Giant zinnias** in mixed colors, the biggest flowers of them all. Plants grow 3 to 3½ feet tall.
2. **Giant Cactus zinnias**, with fluffy, informal petal shape. Plants grow 3 to 3½ feet tall. Mixed colors.
3. **Peppermint Stick zinnias**, gay cutflowers striped in all colors. Plants grow 2 to 2½ feet tall.
4. **Sunshine Tints**, pastel mixture of formal cutflowers. Plants grow 1½ to 2 feet tall. Will cut-and-come-again.
5. **Persian Carpet miniature zinnias**, all colors on neat 12" mound-shaped plants.
6. **Baby zinnias**, the smallest of all, with tiny button-shaped flowers in all colors. 12" tall plants.

# Vegetable Planting Charts

- Provide Excellent Planning information:
  - Planting Dates
  - Days to Maturity
  - Planting Depth
  - Plant Spacing
  - Suggested Row Length
  - Germination Temperature
  - Days to Germination
  - Seeds/Ounce
  - Direct Seed or Transplant

# Planning your Garden

- Some Questions to think about:
  - Will this plant grow in my area?
  - Do I have a place to put it?
  - Will it really look good, the way I want it to look?
- Prepare beds in advance so you can plant when the plants arrive.
- Planning is a great winter pastime.

# Other Things to Know

- All Seed Catalogs have personalities.
  - Identify their specialty.
- A good seed company should be able to answer your questions.
- Guarantees shouldn't be a big factor.
- Organic Seed.
  - Usually is a system of growing.
  - It doesn't always mean better.

# Shopping Information

- Use reader ratings
  - [Gardenwatchdog.com](http://Gardenwatchdog.com)
- Know the substitution policy
- Know the delivery date
- Keep a record of your order
- Order early
- Compare Prices





# Quality

- Legal Requirements on Packets:
  - Type & Variety of seed.
  - Company name & address.
  - Hybrid labeled as such.
  - Germination percent, if it is lower than the standard for that vegetable.
- Flower standards are not as strict as vegetables.

# Some Ideas to Consider

- Use Good Seed:
  - Time is wasted if you plant bad seed.
  - Don't always buy the cheapest thing.
- Buy in Quantities & Save:
  - Most seeds last 2-4 years.
  - Test Germination if you don't know.
- Treated or untreated:
  - Less is being done now days.
  - It is a good idea to Protect against disease.

# There are other good Ideas

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- Listen to others Successes and likes.
- Don't be Afraid to Experiment.
  - Don't put all your efforts in unproven varieties.
- Past Success:
  - Plant your old favorites.
  - Try some new Varieties.
- Use Books, computers, and any other information to help you make wise decisions.

# When Your Order Arrives

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- Have a Plan.
- Unpack and care for immediately.
  - Check for accuracy and damage.
  - Live plants need care.
    - A good company will give instructions how to care for these plants.
- Store properly.

A spiral-bound notebook with a light beige, textured cover. The spiral binding is on the left side. The text "Have Fun Ordering" is centered on the cover in a black, serif font.

Have Fun Ordering