



*Argyranthemum  
haouarytheum*

Nathan Goebel  
Hort 5051: Floriculture Crop  
Production  
4/27/05

© P. Schönfelder

[http://www.biologie.uni-regensburg.de/Botanik/Schoenfelder/kanaren/flora\\_canaria\\_A.html](http://www.biologie.uni-regensburg.de/Botanik/Schoenfelder/kanaren/flora_canaria_A.html)

# Marguerite Daisy

- Family: Asteraceae
- Genus: *Argyranthemum*
- Species: *haouarytheum*
- Common Name:  
Marguerite Daisy, Paris  
Daisy



# Origins and Roots

- Unsure as to the exact location, but the seed packet implicates Tenerife
- Tenerife is an island of the Spanish Canary islands which is located off of the coast of Morocco
- The Canary islands are a series of volcanic land masses, which plays an important role with this genera.



<http://www.canaries-live.com/UK/canaries-map.html>



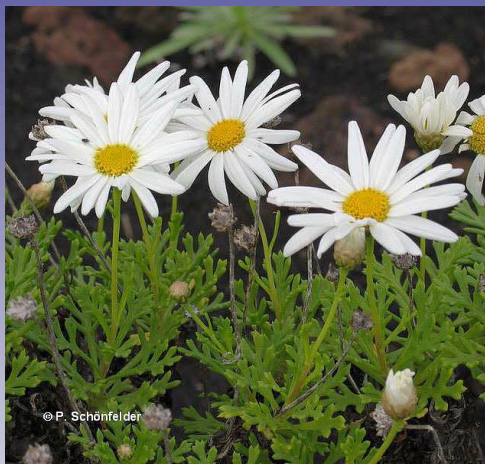
# Way to Grow

- *Argyranthemum* spp. are upright, sun-loving plants.
- Overall habit for current *A. frutescens* is relatively compact. Breeding work with *A. haouarytheum* may produce the same.
- According to [bachmans.com](http://bachmans.com) Blooms from mid-summer through frost. Though there appears to be discrepancies on this.



<http://www.naturehills.com/>

# Interesting Features



Flowers from *Argyranthemum* currently on the market include: White, Pink, & Yellow.

Flowers are borne profusely above the mound of foliage.

Deep cut, dark green leaves are fragrant when bruised.

[http://www.biologie.uni-regensburg.de/Botanik/Schoenfelder/kanaren/flora\\_canaria\\_A.html](http://www.biologie.uni-regensburg.de/Botanik/Schoenfelder/kanaren/flora_canaria_A.html)

- Foliage appears to be a dark green with a slight silver cast.
- Drought tolerance and potential salt tolerance are features of this plant that make it a great candidate for use in pots as well as in the bed.



# Propagation

- Seed is about the size of a basil seed only thinner and longer, which is then covered in a thick winged achene.
- Propagation of currently marketed species is through vegetative propagation.
- This is potentially due to poor survivability as found within the experiment.



<http://theseedsite.co.uk/seedlings9.html>



- Room for development: cold stratification at 15 °C in collusion with GA3 may encourage earlier seedling emergence.

# Grow On, I Say, Grow On

Table 1. PPM Rates and Timing of PGRs effective on *Argyranthemum frutescens*\*

	B-Nine	Cycocel	Sumagic	Bonzi
Rate	1,500-3,000	750-1,000	10-20	2-5
Timing	2 weeks post transplant	See Label	See Label	Once a saleable size is attained

- These vigorous plants can often be controlled using irrigation practices due to PGRs.
- Native habitat is relatively indicative of the cultural habits essential during growth. (i.e. semi-arid climate with acidic soils.
- Optimal pH 5.6-5.9.
- Additions of iron might be helpful

# Lessons Learned

- Potential problems that may arise:
  - Adequate Light (min. 5-6 X1000 FC)
  - Let the soil dry well between waterings
  - Insects:
    - Aphids
    - Thrips
    - Whiteflies
  - Diseases:
    - Root and stem rots
    - Viruses



# Production Scheduling

- Finishing size: 4-6”
    - Difficult to determine seeding dates at this point.
    - Pinch one to two weeks post transplant
    - 8-10 weeks total production time\*
  - Finishing size: 8-10”
    - 3-4 plants/pot
    - Pinch two weeks post transplant
    - 12-14 weeks total production time\*
- \* Values based on cutting propagation (The Flower Fields Cultural Guidelines)