

Celosia 'Intenz'

Background

Celosia 'Intenz' is a plant which has been shown to have massive gardener and consumer interest! The rich magenta purple color is a distinct color and the bloom almost feels like a strawflower to the touch.

Celosia 'Intenz' is a plant which can be grown for multiple markets. If finishing before the end of May, 'Intenz' can be grown without Blackcloth – an exciting extension for this plant. This provides a great opportunity to use 'Intenz' for container programs!

Celosia 'Intenz' has already been grown in a wide range of containers and markets. It has been sold as a summer flowering pot plant (best grown using Blackcloth) and in Fall programs to complement mums and asters. In the Fall we have seen 'Intenz' used as both solo plants and for use in combination planters.

Color

The plumed flowers are an elegant, rich magenta-purple. Celosia 'Intenz' has outstanding color retention! Even in a garden setting in full sun! The foliage is medium green and is often highlighted with attractive burgundy markings.

Pinching

Celosia 'Intenz' has a semi-upright growth habit and requires a 'hard' pinch as shown in the pictures to the right. It would be typical to have 6 to 8 leaves remaining below the pinch. Only one pinch is required. The pinch promotes branching and creates a well-branched plant with a better habit than other celosia on the market.

Growth Regulators

B-9 (Alar) is typically used at 2,500 ppm to assist in minimizing internode stretch. The first application should be made approximately 2 weeks after the pinch, when new shoots are about 1½ -inches in length. Then spray once a week for about 3 weeks. Bonzi drench at 1 to 2 ppm has also shown to be effective.

Schedules – Black Cloth Crops

Schedule	4"	6"	8"
Plants per pot	1	2-3	3
Direct Stick	Day 1	Day 1	Day 1
Night Lighting (optional-suggested)	Day 1	Day 1	Day 1
Pinch	Day 14-16	Day 14-16	Day 14-16
Begin Short Days	Day 15-17	Day 18-20	Day 20-22
Flower	Day 53-55	Day 56-58	Day 58-60



Well-branched plants, showy flowers, uniform response



Ready to pinch – excellent take off. Note: excellent uniformity



Pinched and branching. Note: Pinch "hard", not "soft"

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Photoperiod

Like garden mums, asters, and pot mums, Celosia ‘Intenz’ is photoperiodic. As recent trials have shown, ‘Intenz’ is not as sensitive as other celosia varieties and can be grown without blackcloth. However, for top uniformity pot crops it is recommended to create short-days to encourage flowering.

Celosia ‘Intenz’ vegetates under long days and flowers with short days and longer nights. Like garden mums, Celosia ‘Intenz’ may display some early buds as it comes out of propagation. These are typically removed when pinching. Celosia requires approximately 13 hours of darkness each night to flower. Celosia ‘Intenz’ flowers with an approximate 5 to 6-week response time.

Propagation

URC should be stuck into a well-drained potting media. Media temperature should be approximately 70°F. Air temperature 75° to 80°F. Night temperature approximately 68°F. The URC can be propagated with mist or with “tent” propagation. Hormone is not typically required on the cuttings. Chrysanthemum “night lighting” from 10:00 PM and 2:00 AM is recommended.

Nutrition

Celosia ‘Intenz’ should be treated as a heavy feeder and given rates commonly used for mums. Constant liquid feed throughout production with rates of 250-300 PPM will result in well-branched plants, attractive foliage, and maximum flower power.

Pests

We are not aware of any especially significant insect or disease problems with Celosia ‘Intenz’. Botrytis may occur in propagation.

Containers

Celosia ‘Intenz’ is a very versatile plant. Like garden mums and asters, 4”, 6”, and 8” pots should be commonly grown. Larger pots, such as 10”, 12”, and 14” could be produced as well. As a guideline, consider 3-4 plants per pot (ppp) in a

10” pot, 3-4 ppp in a 12” pot, and 4-5 ppp in a 14” pot. Long days after the pinch, should be increased by up to a week compared to an 8” pot schedule.



Direct stick 3 URC per 6½” pot



Note: Ideal propagation area - direct stick URC, mist (boom here) propagation, night lighting (HID lights here), bottom heat under the containers.

Spring Natural Season Crops

Schedule	3”	4”	6”
Plants per pot	1	1	2-3
Direct Stick	Day 1	Day 1	Day 1
Pinch	Day 14-16	Day 14-16	Day 14-16
Flower	Day 53-60	Day 53-60	Day 56-64

Fall Natural Season Crops

Schedule	6”	8”	10+”
Plants per pot	1-2	2-3	3-4-5
Plant Liner	6/25 – 7/15	6/25 – 7/15	6/25 – 7/15
Pinch	Yes	Yes	Yes
Flower / market	Late Aug – September		