

# GROWING GUIDE

## THE SHASTA DAISY

### FLOWER POWER!

The seeds of Shasta Daisies are small, but mighty! There is enough seed in this grow kit to cover an area of roughly 500 square feet with an explosion of beautiful blooms (that's an area larger than 20 feet long by 20 feet wide). There are approximately 1,600 individual seeds here, and most will germinate if the conditions are right. Each successful seed will produce a tidy clump of dark green foliage approximately a foot across with bright flowers shooting skyward on sturdy stems 2-3 feet tall. There is no need to plant all your Daisies in one plot unless you want an impressive field of pure flowers. You can also orchestrate clumps of these beauties here and there by planting accents strategically around your yard or property. Or, put them into pots, planter boxes, or other containers for a burst of brightness on your patio, porch, or front steps. Choose where you plant carefully, because, if the Shasta Daisies are happy where you are, they may re-seed themselves year after year and could be with you for more than the original plant's 3-5 year lifespan.

### 1 WHEN TO PLANT

Sow your Shasta Daisy seeds in Autumn after your last frost, or in early Spring. Once established, Shasta Daisies will bloom from late spring to early fall each year, even in their first year in most cases.

### 2 WHERE TO PLANT

Sunny locations with good drainage are best. Shasta Daisies can tolerate partial shade, but they will not give as many flowers in shady conditions.

### 3 HOW TO SOW SHASTA DAISY SEEDS

You can be wonderfully creative in the way you plant Shasta Daisies. How you do it will be colored by the final visual effect you are seeking – a whole field of flowers or flashing accents of white springing up here and there. For a quick, informal approach over a broad plot, clear the area of vegetation, moisten the soil, and simply free cast the seeds over your desired planting area. Then, cover them (barely) with soil (1/8" max.). If you prefer a more "organized" planting, sow 3-4 seeds together spaced 12-24" apart in whatever pattern you like.

### 4 PREPARE YOUR PLOT

Clear the desired planting area(s) of competing vegetation. Water to moisten the soil thoroughly, then sow your seeds! Cover with a very light layer of soil and water again. Keep the soil moist during the germination process. In most cases, you'll have Shasta Daisy plants within three weeks, faster in warmer climates. Seed sown in the fall will rest nicely beneath the soil over winter, producing plants in early spring.

### 5 KEEP YOUR DAISIES HAPPY

Shasta Daisies have a wonderfully carefree nature. They don't need rich soils and they don't need much water. Once Shasta Daisies are established, care is minimal.

### 6 FLOWERS AND MORE FLOWERS!

The more sun exposure Shasta Daisies have, the more generous they will be with their flowers. Beyond choosing a sunny location, a great way to encourage more blooms is to harvest the flowers as they bloom. Not only do they make wonderful and long-lasting cut flower bouquets, but taking flowers will encourage your plants to bloom even more profusely!

# Getting to know THE SHASTA DAISY

## *Leucanthemum x superbum*

Combining the beauty and durability of four flower species from Europe and Asia, *Leucanthemum x superbum*, commonly known as The Shasta Daisy, is a hybrid of Oxeye Daisy, English Field Daisy, Portuguese Field Daisy, and Japanese Field Daisy.

Shasta Daisy's winning mash-up of beautiful traits was developed in the late 1800's by renowned California botanist, Luther Burbank, the same man who gave us Russet potatoes, white nectarines, and more than 800 other strains and varieties of flowers, fruits, and vegetables.

With its glistening profusion of white petals fanning out around a golden central floret (itself composed of hundreds of tiny yellow disk flowers), this artful new creation was christened "Shasta" Daisy, named after the glacier and snow-capped peaks of Mount Shasta in northern California.

Shasta Daisies are a classic choice for "cottage gardening," an informal landscaping style, highlighted by colorful masses of flowers which require little maintenance. Though Shasta Daisies are not particularly long-lived (3-5 years), they are generous and powerful bloomers and easy-to-cultivate. This virtually carefree flower is a highly cold-hardy perennial, bringing back its bright and cheerful blooms year after year, even in locations with sub-freezing winters. It is also one of the very few

perennials that blooms right off the bat in its first season. In some regions, Shasta Daisies naturally reseed new plants, and thus can remain in the landscape for the longterm -- much beyond their five year "lifespan" -- with new Daisies migrating somewhat from the spot where the mother plant was originally located.

Shasta Daisies tend to grow in pleasingly tidy mounds, with much of the plant's foliage remaining low to the ground as the flowers shoot skyward on 2-3 foot stems. Glossy, dark green leaves stairstep along the stems and offer a beautiful contrast to the glacial white of the ray florets. From a distance, a clump of Shasta Daisies in the landscape offers an energetic flash of white and yellow -- like a miniature firework going off at waist-height!

Daisies are one of the April "birth flowers," and are said to symbolize innocence and hope. In addition to looking great in the landscape, they make gorgeous, long-lasting cut flowers for bouquets.

Just when your yard, garden, and life needs an injection of brightness and light, along comes this happy and hardy, bright and beautiful, friendly and familiar flower -- The Shasta Daisy!

