

# *Specific Crop Treatments*

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## ***Bouvardia***

*Bouvardia* Hybrids  
Family: *Rubiaceae*  
Genus: *Bouvardia*  
Origin: Mexico

### ***Grower Recommendations***

Bouvardia are ethylene sensitive and benefit from an anti-ethylene product treatment, such as EthylBloc®. To protect flowers from ethylene damage, treat flowers as soon as possible after harvest. After cutting, place flower stems in a solution of Hydraflor/100 for 1 hour (or up to overnight at 34-38F). Transfer stems to a solution of one of Floralife Professional formulas for storage. Please contact Floralife for specifics.

### ***Wholesaler/Retailer Recommendations***

#### ***Buying Tips:***

Ask: Has product been pretreated with a commercial anti-ethylene product such as EthylBloc®? What is the source of the product? What is the cultivar name? Has the product been stored dry or wet?

#### ***Processing:***

Remove foliage below water level. Recut stems.

#### ***Pretreatment:***

If Bouvardia have not been treated with an anti-ethylene product, treat as soon as possible with EthylBloc®. If bouvardia have been treated with an anti-ethylene product, use Floralife Hydraflor® to promote water uptake and hydration. This treatment will help increase bud opening, decrease flower wilting and help keep stems free flowing.

There are two Floralife Hydraflor® products to consider:

- 1.) Hydraflor®/100: A concentrate, generally recommended for maximum results, especially with hard-to-hydrate flowers like Bouvardia. The treatment is usually for one half hour at room temperature.
- 2.) Floralife Quick Dip® : A ready-to-use version which requires no mixing or measuring. This quick one second dip may be more suitable for use in retail flower shops.

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## ***Bouvardia*** (continued)

### *Holding Solution:*

Use fresh flower food at recommended rate: Use Floralife® Crystal Clear™, Floralife® Professional or Clear Professional, or depending on water test results, Floralife® Original, Special Blend Hard Water® or Special Blend Pure Water®.

*To have water tested, send a plastic quart bottle of your water to: Floralife, Inc., 751 Thunderbolt Drive, Walterboro, SC 29488, Attn: Laboratory. Hold flowers at room temperature for 1-2 hours (2-4 if flowers are limp) prior to storage in cooler or designing. As a finishing touch to any floral design, spray Floralife FloralMist® over entire project.*

### *Storage:*

Place bouvardia in a 45-55°F cooler with 80-90% humidity. Bouvardia are chill sensitive.

### *Cleaning:*

Use Floralife Formula D.C.D.™ to clean buckets, vases, coolers, etc. D.C.D. is specifically formulated to kill microbes over an extended period.

### *Customer Satisfaction:*

Always give a packet of a Floralife® Brand Fresh Flower Food with all your designs. Five gram packets treat one pint of water. Ten gram packets treat one quart/liter of water.

### ***Troubleshooting:***

#### ***Problem:***

- Flowers and leaves are limp

#### ***Reason/Solution:***

Can be due to extended period out of water, exposure to extreme temperatures, or low relative humidity. Bouvardia are in general very wilt sensitive, hydration solutions will be very beneficial. Process immediately upon arrival; make sure all stems are recut under water, use one of Floralife's Fresh Flower Foods and store under proper refrigeration. (45-55°F and 80%-90% relative humidity).