

# *Specific Crop Treatments*

---

## ***Freesia***



*Freesia* Hybrids  
Family: *Iridaceae*  
Genus: *Freesia*  
Origin: South Africa

### ***Grower Recommendations***

Freesia are ethylene sensitive and benefit from an anti-ethylene treatment such as EthylBloc®. Ethylene will cause shattering, fading, and translucent petals of the florets. To protect flowers from damage, treat flowers with an anti-ethylene product 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®? Has the product been stored and under what conditions?
- *Avoid:* Stems with florets that easily fall off; stems with florets that are brown or shriveled.

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

Rinse stems of any dirt or debris. Remove foliage below water level. Re-cut stems.

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

If freesia have not been treated with an anti-ethylene product, treat them with a commercial anti-ethylene product as soon as possible. If the flowers have been properly treated with an anti-ethylene product, use one of Floralife's Hydraflor® solutions to promote water uptake and hydration. This treatment will help increase bud opening, decrease flower wilting and helps keep flower 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. 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.

# *Specific Crop Treatments*

---

## ***Freesia*** (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 prior to storage in cooler, usage in design work, or placed on display. As a finishing touch to any floral design, spray Floralife FloralMist® over entire project.

### ***Storage:***

Place freesia in a 34-38°F cooler with 80-90% humidity.

### ***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 provide a packet of a Floralife® Brand Fresh Flower Food with all your flower sales. Five gram packets treat one pint of water. Ten gram packets treat one quart/liter of water.

### ***Troubleshooting:***

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

Flower fading and/or translucent

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

Can be exposure to ethylene and/or high temperatures. Make sure that a proper anti-ethylene treatment is performed.

Failure of remaining florets to open

Possibly stored too long; exposed to extreme temperature or low humidity; kept out of solution for extended periods; or harvested too early. Check on harvest date and shipping/storage conditions. Make sure to recut stems under water and use a Floralife Brand Fresh Flower Food to encourage maximum uptake.