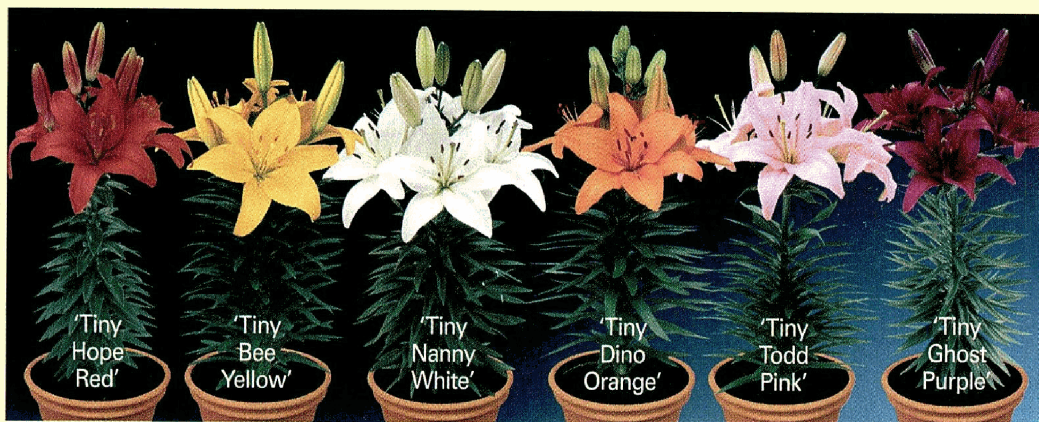


# Variety Showcase

## Lily-Looks Pot Lilies, The Tiny Series

# All Color Pot Stars



by **GINA GRIEB**

**A**FTER breeding lilies for more than twenty years, there has been a breakthrough that will revolutionize the market for genetic short pot lilies. The worldwide introduction of the new and exciting pot lily line, the Lily-Looks series



(also known as All Color Pot Stars or Six in a Row) includes a collection of genetic-short pot lilies with comparable growth habits. The Lily-Looks series, in six color variations, has been introduced for sales production beginning spring 2007.

Produced through a very large-scale breeding program, this unique pot lily line can be used in all six cultivars throughout the year. In autumn of 2005 and early spring 2006, comprehensive trials were performed in the Netherlands with follow-up trials completed in the U.S.

The Lily-Looks pot lily series was extensively tested at Michigan State University and the University of Georgia. These varieties were assessed throughout the year (four plantings) and compared to a current lily range. Both trials demonstrated that the new

Lily-Looks pot lily series exhibited marked improvement over the current genetic short pot lilies.

Lily-Looks pot lily varieties are genetically short, producing nice, healthy plants of even stature. The results are considered to be equally excellent in bulb cultivation, as well. The number of buds, insensitivity to leaf scorching and bud withering, coupled with the short forcing period of the new line, creates a striking finished pot lily. Selected from more than 4,000 seedlings, the Lily-Looks pot lily varieties were rigorously tested by the breeder, narrowing down the final selection of varieties to only those that withstood superior breeding standards. The breeder took a particular interest in ensuring that the Lily-Looks series was tested for low bud abortion, lack of leaf yellowing, extended shelf life and high bud count.

The Lily-Looks series offers proven stronger blooming performance and

longer, better blooming. This is especially relevant after they have been stored in a cooler (either on a rack or in boxes) and waited to be shipped to the retail marketplace.

Even with the smaller bulb size, they deliver an excellent quantity of flower buds per stem. The quantity of buds per stem, also tested at both universities, has shown a

significant increase in the number of buds per bulb compared to the common varieties.

The Lily-Looks pot lily series is a concept that will evolve over the next five years. As newer varieties are released and exhibit major improvements, they will replace current varieties that correlate in identical variety color scheme throughout a multiple year phase-in phase-out process.

The Zabo Plant and Langeveld Bulb Companies have been chosen by Lily-

Looks to handle sales and marketing of this new series. Both companies have recognized the importance of the pot lily market in the U.S. and are committed to introducing and distributing the Lily-Looks pot lily series. For more information about the Lily-Looks line, visit [www.lilylooks.com](http://www.lilylooks.com), e-mail [info@lilylooks.com](mailto:info@lilylooks.com) or contact your distributor. **GG**

### Features

- Genetically short, so plants do not need any PGRs
- Almost no leaf yellowing on lower foliage
- Year-round greenhouse production is possible
- Extensively university tested (UGA & MSU)
- Six main color variations, with more vibrant colors coming
- Excellent post-production longevity and transport durability
- High bud count and uniform plant growing habits
- Short crop production time, averages approximately 60 to 62 days.

**About the author:** Gina Grieb is a freelance writer and marketing consultant from Grants Pass, Ore. She can be reached at [ginamarie617@msn.com](mailto:ginamarie617@msn.com).