




















## Stars for Europe: Footage 2010

TC	Sequenz	Screenshots	Backgroundinformation
10:00:00:00	<b>Text panel "Poinsettias: Breeding, production and sales"</b>		
10:00:00:06	<b>Text panel "Taking cuttings"</b>		
10:00:00:12	Parent plants Taking cuttings		Approximately 30 cuttings are taken from every parent plant. At least two leaves per shoot are left on the parent plant to enable the plants to sprout again. The cuttings are 6 to 7cm tall and have 4 or 5 leaves. Parent plant cultivation and cutting taking for the European market generally take place today in specialist parent plant growing facilities in sunny regions of east Africa and southern Europe. In Germany, the growing of parent plants and taking of cuttings are primarily for cultivation purposes.
10:02:11:10	<b>Text panel "From cutting to seedling"</b>		
	Inserting cuttings in cutting soil General pictures of cuttings		The cuttings are placed in special cutting soil (for the cultivation of miniature plants, directly in the final pot: 5.5-7cm pot).
10:03:16:12	Inserting cuttings in floral foam		Cuttings that will later grow into finished plants in larger cultivation pots are first grown in floral foam to save space (in other production facilities, also in cutting soil in special growing trays). Depending on the sales date and desired size/growth form, this takes place between June and August.
10:03:31:16	Misting		The spray mist creates a high relative air humidity. The cuttings do not have any roots yet and therefore cannot take up water from the soil. As a result of the high air humidity, the cuttings lose hardly any water and can absorb water through their leaves.
10:04:13:12	Shading (time lapse)		There are around 150 to 200 cuttings per square metre. Air humidity, temperature and sunlight are strictly regulated. Awning-like shade devices made from special netting provide the necessary shade.

10:04:21:00	<b>Text panel "Seedlings"</b>		
	<p>Rooted cutting Potting in final pots (on machine)</p>		<p>Root formation is complete after three to four weeks. Then the cuttings are potted in their respective final pots.          Midis: 10-11cm pot          Normal cultivation: 12-13cm pot          Large plants (bushes, high stems, pyramids): 19-25cm pot          Hanging baskets: 19-25cm hanging basket pot</p>
10:06:24:11	<p>Watering final pots</p>		<p>After potting, the plants are watered from above so that contact is made between the soil and roots.</p>
10:07:05:16	<p>Removing shoots/pruning</p>		<p>Approximately 2 weeks after potting, the removing of shoots begins. Removing the shoots stimulates bushy growth. Last pruning date: 13th/14th week before start of sales.</p>
10:07:26:07	<p>General picture of seedlings</p>		<p>Parent plants in the foreground.</p>
10:07:45:24	<p>Watering already lightly coloured plants</p>		
10:07:58:03	<p>Automatic "shifting over" of the pots</p>		<p>Over the course of their development, the plants get the space that they need.</p>

10:08:47:10	<b>Text panel "Darkening"</b> Darkening of the greenhouse (time lapse)		Poinsettias are short-day plants. They only develop flowers and coloured bracts when they get at least 12 hours of darkness a day over a period of at least 50 days. In this part of the world, the natural short day begins at the end of September. There are therefore no poinsettias available before the end of November that were grown under natural lighting conditions. To make sure that there are blooming poinsettias available on time for the start of the sales season at the end of October, the length of the day is artificially controlled in the production facilities. The darkening stage starts around seven to nine weeks before the intended sales date.
10:08:59:14	<b>Text panel "Magnificent colours"</b> Blooming poinsettias in the greenhouse. Various colours and settings.		Often, the coloured bracts of the poinsettia are taken for flowers. This is incorrect. The actual flowers (cyathia) of the poinsettia are green-yellow, small and nondescript and sit in the centre between the coloured bracts, whose function is to attract insects for pollination.
10:11:00:23	<b>Text panel "Packaging and transport"</b> Packing the plants		The poinsettias are packaged for transport to prevent damage to the foliage.
10:11:45:19	Plants on trolleys Trolleys on lorry Lorry drives away		

10:13:12:07	<b>Text panel "Sales"</b>		
	General pictures of consumers		Presentation of goods and selection in a garden centre (young couple). Good product quality can be recognised straight away: fresh buds and no visible damage. As poinsettias cannot tolerate draughts, plants should never be purchased from an outdoor display or entrance area to a shop.
10:13:37:04	Wrapping for consumer		The poinsettia is sensitive to cold. It should be wrapped to protect it on the way home.
10:13:44:20	General pictures of trade/sales		Presentation of goods in a specialist shop
10:14:08:07	<b>Text panel "Anatomy of the plant"</b>		
	Close ups cyathia (buds) Bracts Detailed views of plants		
10:16:02:02	<b>Text panel "Diversity of variety"</b>		
	Various species, colours, sizes Turntable	