

Flower Catalogue 2011-2012

Seed & Vegetative



Welcome

Dear Sakata Customer,

We are proud to present the 2011-12 Sakata Flower Catalogue.

The global financial crisis has heavily impacted Europe and our industry has not been immune. But with this has come a greater desire by consumers to stay at home, to enhance the quality of their lives, to get closer to and improve the environment and to obtain greater value. In this there is a great opportunity for us all to embrace.

Established in 1913, Sakata has been at the forefront of enhancing the quality of life and the environment for all our customers. Sakata is a premium, independent breeder who has gained worldwide renown through its focus on innovative breeding and point of difference, and can offer the consumer more than they have been offered before.

A perfect example is our work with vegetative products such as SuperCal® and SunPatens®. Both of these products are true breeding breakthroughs and fine examples of quantum leaps in interspecific hybridization. With sun tolerance, ease of production for growers and wide adaptability worldwide to adverse environmental conditions, SunPatens® opens up new opportunities for all of us.

We recognize the world is changing at a very rapid pace, presenting challenges and opportunities. It is our goal to continue to do the research that results in innovative, high quality ornamental products. We are committed to our motto “quality, reliability and service,” which enables us to live up to the expectations of producers and consumers alike.



Faithfully yours

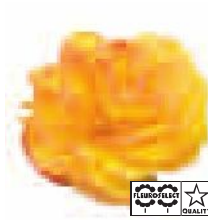
A handwritten signature in blue ink, appearing to read "H. Sakata".

Sakata Seed Corporation
H. Sakata

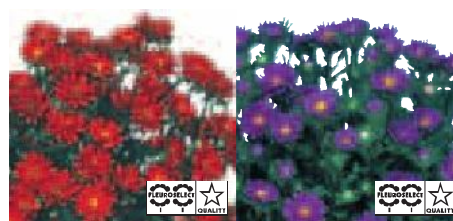
Award Winners



QUEEN
Begonia semperflorans
White



FORTUNE
Begonia tuberhybrida
Golden w/Red Back



SERENADE
Callistephus chinensis
Red / Blue



PRESTIGE SCARLET
Celosia cristata



FIREGLOW
Celosia cristata



CENTURY
Celosia plumosa
Mix



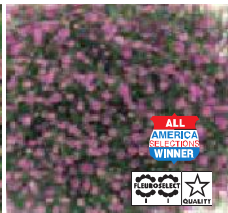
CAN CAN
Dianthus
Scarlet



FESTIVAL MINI
Gerbera jamesonii
Yellow Shades



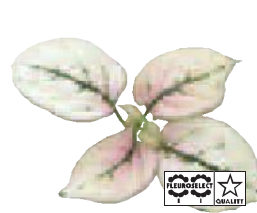
GYPSY
Gypsophila muralis
Pink / Deep Rose



SOUTHERN BELLE
Hibiscus hybrida
Mix



CONFETTI COMPACT
Hypoestes phyllostachya
Blush



CARNIVAL
Impatiens walleriana
Rose Star



MAXIM
Pansy
Marina



ULTIMA BEACON
Pansy
Rose / Mix



ULTIMA MORPHO
Pansy



ULTIMA RADIANCE
Pansy
Deep Blue



MERLIN
Petunia multiflora
Pink Morn / Blue Morn



ASTRA
Platycodon grandiflorus
Blue, Semi-Double



FIRE
Primula polyantha
Fire



SNOW LADY
Shasta Daisy



PROFUSION
Zinnia hybrida
White / Orange / Cherry

Award Winners

ALL-AMERICA SELECTIONS WINNERS

- 2004 Gypsophila Gypsy Deep Rose
- 2003 Dianthus Can Can Scarlet
- 2003 Petunia Merlin Blue Morn
- 2002 Pansy Ultima Morpho
- 2001 Zinnia Profusion White
- 1999 Zinnia Profusion Orange
- 1999 Zinnia Profusion Cherry
- 1997 Celosia Prestige Scarlet
- 1997 Gypsophila Gypsy Pink
- 1988 Shasta Daisy Snow Lady
- 1985 Celosia Century Mix
- 1971 Hibiscus Southern Belle Mix

FLEUROSELECT GOLD MEDAL WINNERS

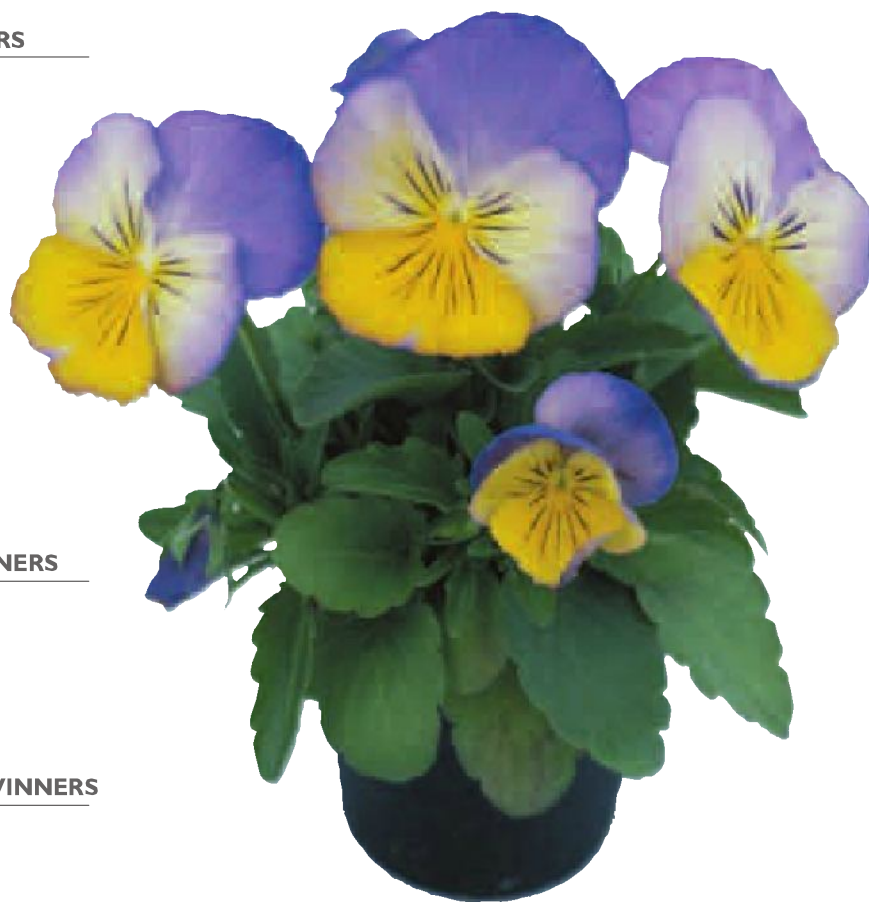
- 2003 Dianthus Can Can Scarlet
- 2002 Pansy Ultima Morpho
- 2001 Zinnia Profusion White
- 1999 Zinnia Profusion Cherry

FLEUROSELECT QUALITY AWARD WINNERS

- 2005 Hypoestes Confetti Compact Blush
- 2005 Pansy Ultima Radiance Deep Blue
- 2005 Primula polyantha Fire
- 2004 Impatiens Carnival Rose Star
- 2003 Gypsophila Gypsy Deep Rose
- 2002 Begonia Fortune Golden with Red Back
- 2002 Petunia Merlin Blue Morn
- 2000 Platycodon Astra Blue Semi-Double
- 1999 Begonia Queen White
- 1998 Callistephus Serenade Blue
- 1998 Callistephus Serenade Red
- 1996 Gypsophila Gypsy Pink
- 1996 Petunia Merlin Pink Morn

FLORASTAR WINNER

- 2000 Gerbera Festival Mini Yellow Shades



ALL-AMERICA SELECTIONS

Sakata is a member of the All-America Selections organization. This is founded in 1932 by American breeders of flowers (and vegetables). The objective of this organization is similar to that of the Fleuroselect organization. All-American Selections is awarded to varieties with excellent home garden performance.

Both the Fleuroselect and All-America Selections entries are evaluated under code number in numerous trial grounds in different locations. This is done by selected expert judges.

FLEUROSELECT

Sakata is a member of the Fleuroselect organization. This organization was founded in 1970 by European breeders of flower seed varieties. The objective of the organization is to stimulate the breeding of new varieties by testing and describing these varieties, by protecting the breeders rights and by promoting new varieties.

FLEUROSELECT GOLD MEDAL WINNERS

Fleuroselect Gold Medal is awarded for excellent performance in trials. Fleuroselect Gold Medal is awarded when a variety extends the existing limits of breeding and beauty.

FLEUROSELECT QUALITY AWARD WINNERS

Fleuroselect Quality Mark is awarded to varieties that prove to be very reliable and distinct novelties.

FLORASTAR

This organization was initiated in 1988 and works closely together with All-America Selections. It is designed to award seed and cutting produced varieties based on pot and container performance. FloraStar has 24 unique trial sites, including professional growers and universities in the USA and Canada.



