Anticipation! Poinsettia Season Is Almost Here



October is one of our favorite times of year here at Oasis Grower Solutions.

Of course, we love the cooler weather and seasonal autumn color. But our favorite fall color is happening now in greenhouses around the world as poinsettia crops come into their glory.

It's no secret that a very substantial percentage of all poinsettias propagated every year get their start in OASIS® Wedge® substrate. But as much as we enjoy talking about the people who trust OASIS® Wedge® and how poinsettia propagation gave us our start, we understand that a propagation substrate is just one aspect of a spectacular poinsettia crop.

Growing premium poinsettias is a competitive business, and they aren't an easy crop. It takes hard work and a lot of TLC to bring beautiful poinsettias to market. With that in mind, we want to share some insights and tips to help growers and retailers make the most of this year's poinsettia crop.

Still America's No. 1 Flowering Potted Plant!

Every year, we're asked about the state of poinsettia production and consumer interest in this holiday plant. Like every plant, trends in poinsettias come and go — from the comforting appeal of a simple, single plant to mixed poinsettia containers that feed the need for tradition but add a twist of their own.

One thing remains certain though: 200 years after Joel Roberts Poinsett, the first U.S. Minister to Mexico, sent poinsettia cuttings into the United States, America still loves this plant. **More poinsettias are sold in the United States annually than any other potted flowering plant.** That's with a 6- to 8-week selling season.

The USDA National Agricultural Statistic Services 2024 Census of Horticultural Specialties, released in February 2026, contains the latest stats on U.S. potted flowering plant production and sales. More than 37.6 million poinsettias sold in 2024. That's nearly 19% of all potted flowering plants (and over 10 million *more* than year-round sales of Phalaenopsis orchids, the runner up.)

Why? Appreciation for well-grown poinsettias with striking bracts and beautiful foliage continues to evolve as innovative growers and merchandisers find new ways to showcase this holiday favorite, complemented by tropicals, succulents, mini cypress and more.

Painted poinsettias continue to grow in popularity, too. Don't forget: Oasis Grower Solutions now offers Design Master® Color Sprays & Dyes, with a broad color palette perfect for transforming poinsettias and holiday greens.

We've been following the crop at Westbrook, with grower **Shaun Gharu**.











Photos courtesy of Shaun Gharu, Westbrook Greenhouses Limited

Grower Tips to Protect Poinsettia Quality (and Cyathia)

With this year's poinsettia crop shipping soon, market-ready poinsettias are full and fresh, with bracts approaching peak color and uniform foliage just inches from the top of their pots. Cyathia — the greenish-yellow structures at the center of those colorful "blooms" — are tight and intact. All those features combine for an in-demand poinsettia crop.

As you prep plants for shipping, keep environmental conditions in mind:

- Provide indirect or brightly diffused light, with cooler night temperatures.
- Avoid staging areas near cold or hot air ducts.
- Keep moisture moderate. Don't let plants stand in water or dry out.
- Maintain temperatures of 55-60°F during packaging, storage and shipping.
- Vary humidity by stage: 60% preloading, 70-80% during shipping.

A Cyathia-Ethylene Reminder: Poinsettias have relatively low sensitivity to ethylene (the gas behind up to 30% of floriculture shrink). Beyond minor bending or curving, colorful poinsettia bracts aren't greatly impacted by ethylene. But bracts aren't the biggest concern.

Retailers and shoppers have learned to zero-in on cyathia (where poinsettias' true flowers reside) to judge freshness, shelf life and consumer performance. Exposure to ethylene gas, during transport or at retail, can cause cyathia drop — and a drop in customer satisfaction, too.

EthylBloc™ ethylene-action inhibitor works naturally with plants to block the harmful action of ethylene gas. Your Oasis Grower Solutions Territory Sales Manager can recommend an EthylBloc™ program to prevent ethylene damage and loss, along with cyathia drop.

Retail Tips to Optimize Satisfaction (and Sales)

Help your retailers boost sell-through of your crop with best practices for poinsettia handling at the retail level. Share these tips from Floriculture Production and Postharvest Specialist Dr. Terril Nell:

1. **Unbox poinsettias and remove sleeves as soon as plants arrive.**
2. **If on carts (1-2 days), leave sleeves on, but avoid direct sunlight.**
3. **Check moisture every 1-2 days. Water only if media begins to dry.**
4. **Never let water sit in pot covers, or you risk damaging roots.**
5. **Display in a well-lit area with indirect sunlight, away from drafts.**

ONE MORE SEASONAL REMINDER:

Poinsettias are not poisonous. Encourage your retailers to remind consumers of that fact, too.



If you're not currently using OASIS® Wedge® for poinsettia propagation, please consider us for next year as you evaluate this season's crop. **Get your order in now for** OASIS® Fertiss® **and** OASIS® RhizoPlug® **substrates for spring crops, too.**

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NEW PLANT SCIENTIST!



Join us in welcoming **Timothy S. Frey, Ph.D.,** our new Plant Scientist, to the team.

Reach him at

tfrey@smithersoasis.com

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