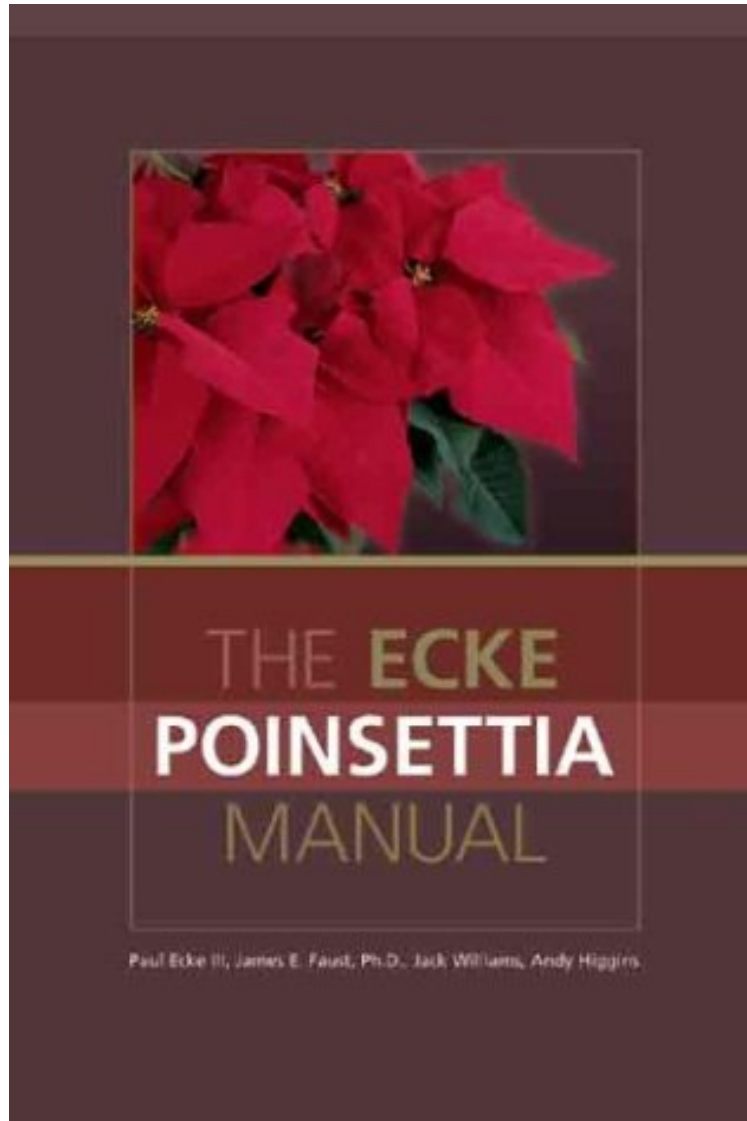


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The Ecke Poinsettia Manual

Paul Ecke III, James E. Faust PhD, Jack A. Williams, Andy Higgins
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Paul Ecke III, James E. Faust PhD, Jack A. Williams, Andy Higgins : The Ecke Poinsettia Manual before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ecke Poinsettia Manual:

0 of 0 people found the following review helpful. Three StarsBy AE.Good book. A bit outdated for latest varieties.0 of 0 people found the following review helpful. Ecke Poinsettia manualBy Gardendeal needed this for work and it has been very helpful. It is a good resource for growing poinsettias and problem solving.

The Paul Ecke Ranch, the world's largest poinsettia breeder, shares its expertise on how to grow and market the

number one Christmas flower. This manual provides everything a grower needs to know about producing and selling this pervasive crop of red, pink, yellow, purple, speckled, and marbled flowers. Every phase of production is covered, from propagation and vegetative growth to height control and postproduction care. Aspects of crop care such as nutrition, watering, lighting, and pest control are presented. The sales and marketing of poinsettias, handling after harvest, and retail displays are also discussed.

About the Author Paul Ecke III, is the grandson of the founder and the current owner and CEO of the Paul Ecke Ranch. He lives in Encinitas, California. Janes E. Faust, PhD, is an associate professor of horticulture at Clemson University. He lives in Clemson, South Carolina. Jack Williams is production manager for the Paul Ecke Ranch. Andy Higgins is the vice president of sales for the Paul Ecke Ranch. Jack Williams and Andy Higgins both live in Encinitas, California.