WHEN THE SUBJECT IS FLOWERS, MUM'S THE WORD IN TEXAS!

Picking a healthy, freshly potted Texas chrysanthemum, or "mum," will be the beginning of a beautiful long-term relationship. The hardy chrysanthemum may become one of your longest-lived flowering plants. With gorgeous blooms lasting three weeks or more, and a wide diversity of color and form, it's easy to see why mums are the most popular of all year-round flowering plants, earning the title "Queen of the Fall Flowers."

When you buy potted chrysanthemums grown in Texas, you know you're getting a healthy, fresh choice. Distance does make a difference, and buying a plant grown locally means less travel time for your chrysanthemum to ship directly to your local retailer. Be sure you're purchasing a mum raised in Texas by looking for the GO TEXAN logo, and remember, when it comes to buying fall flowers in the Lone Star State, mum's the word!

Get the most from your mum. Flip card over for selection and care tips!

Tips for Picking a Fresh Pot Texas Mum

1. Select a plant with dark green foliage and without damaged or broken flowers.
2. Choose a healthy plant that doesn't wobble in the pot and isn't too top-heavy.
3. Find a chrysanthemum with flowers one-half to three-fourths open. Flowers that haven't opened yet might not bloom at home, while flowers that are fully open might not last as long at home.
4. Avoid wilting plants or plants with bugs.
5. Look for the distinctive GO TEXAN logo – a glowing brand in the shape of Texas – to help you find chrysanthemums from Texas at a glance.

Mum Care

Water: Moderately moist soil is preferred. Water thoroughly when just the soil surface is dry to the touch, but do not let the plant stand in water.

Light: Chrysanthemums prefer a bright light location.

Temperature: Chrysanthemums prefer a moderate climate of 65 degrees F to 75 degrees F during the day, and 60 degrees F to 70 degrees F at night. Cooler nights (50 degrees F to 60 degrees F) help maximize a mum's bloom time of up to three weeks.

Helpful Tips: If a chrysanthemum plant is bought in its bud stage, it will need bright light near a sunny window to encourage the buds to open. Once on full bloom, it may tolerate lower light. If a chrysanthemum plant develops yellow leaves and black flower centers, it is an indication that the light is too low. Be sure to avoid direct, full sunlight, which can burn the flowers.

GO TEXAN.

Texas Department of Agriculture

For information on GO TEXAN, visit www.GOTEXAN.org.
To learn even more about what Texas grows, go to www.PickTexas.com.
Additional copies of TDA materials can be requested by calling the toll-free GO TEXAN line at 1.877.99GO-TEX.