



Genesis Seeds Ltd.

— SINCE 1994 —

Flower Catalog

GENESISSEEDS.COM

CERTIFIED ORGANIC SEEDS



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Introduction

Dear Customer,

We are happy to present our latest variety catalog and hope you will find that the varieties in our assortment fulfill your needs. This is just a brief abstract to acquaint you with our company.

Genesis Seeds is a private Israeli seed company established in 1994. We specialize in the production and breeding of certified organic vegetable, herb and flower seeds.

All our production and breeding is done in Israel, and we also perform custom production services for other seed companies.

The company has the experience, infrastructure and microclimate for high quality seed production.

Our seeds are available through wholesale seed companies and are used by all segments of the agricultural industry.

More information about our company can be found on our website at: www.genesisseeds.com

We appreciate your business.

Shai Nir
Chief Executive Officer



Isaac Nir
President



asta



MEMBER OF THE FEDERATION OF ISRAELI CHAMBERS OF COMMERCE

Research

The research is carried out in Genesis Seeds' Certified Organic Farm in 'Ramat Negev,' an elevated desert area in the southern part of Israel.

The climate is very dry and the farm is isolated from other vegetation. Since its establishment, Genesis Seeds has developed its products and its growing techniques in two main spheres:

- Adaptation of agro-technical know-how to improve existing organic production methods and maximize crop potential.
- Development and introduction of F-1 hybrids and new Open-Pollinated varieties. We have breeding programs for herbs (mainly basil), cucurbits (melon, watermelon, cucumber & squash) artichoke, Solanaceae (pepper, tomato & eggplant), lettuce & ornamental sunflower.

Production (planting to processing)

In Israel we have two main planting seasons: Autumn and Spring. The Autumn planting period is from October to December depending on the crop.

Harvest takes place in the Summer from July to September of the following year.

Spring planting is from early March to the end of May and harvest takes place from July to September of the following year.

Hybrids are produced in greenhouses and high tunnels covered with a 50-mesh screen to avoid virus transfer.

The Open-Pollinated crops are produced in open fields in the south and center of the country.

Our supervisors visit the crops once a week and, in addition, the PPIS (Plant Protection Inspection Service) and organic inspection supervisor (Agrior) visit the fields from planting to harvest. All the crops are shipped to the Ashalim Logistic Center for extracting, processing and storage. The Ashalim Logistic Center is equipped with all the machinery from extraction to color separation.



Intellectual Property

All intellectual property rights, including trademarks, with regards to the products are and shall remain the sole property of the seller. The buyer shall refrain from using the product for multiplication and/or reproduction purposes, nor conduct any vegetative propagation with the seller's hybrids or cultivars.

The buyer will not use trademarks, logos and photos that are property of the seller unless authorized by the seller to do so.

Post-Harvest

Quality Control

Quality control covers all stages from planting to packing and shipment. After the seeds are processed, the following quality checks take place:

- Storage: Controlled temperature (15-17°C) and humidity (25%) storage facility in Ashalim.
- Germination and purity are tested in an external ISTA laboratory. Samples for germination are taken randomly by the PPIS supervisor and sent to the lab. In addition, we conduct a regular follow-up at our in-house lab at the Ashalim logistic center.
- Disease and virus control are carried out by external laboratories and samples are taken randomly by a 'PPIS' representative.
- True-to-Type (Post Control): Carried out *in vivo* according to ISTA standards at the Ashalim farm using 100 plants per test. We also recently used external laboratories for hybridity testing.
- Seed Treatment: all our organic seeds are untreated.

Packing & Shipping

We can pack by weight or seed count according to customer request. In general, our preference is to pack the OPs in bulk units of above 10kg. (22lbs.) and our hybrids by seed count. Shipment service is completed for daily pick-up by Forwarders and Couriers from our logistic center in Ashalim.

Production and marketing of our seeds follows Quality Assurance Methods (ISO 9002), and Environmental Assurance Methods (ISO 14000).



Sunflower

Helianthus annuus



Zohar

Type: Cut Flower



Flower description:

- Fully sterile, double rays of orange petals and dark center
- Inflorescences dia.: 10-12 cm, (4-5 in)

Plant description:

- Ave. 18 seeds/ gr, 500 seed/oz
- 50-55 days to flower
- New introduction for the professional growers
- Single stem and inflorescences, nice uniform foliage
- Height: 120-140 cm, 4-5 feet



Goldy Double

Type: Cut Flower



Tapuz

Type: Cut Flower



Compact Mix

Type: Dwarf/Garden Flower



Dwarf Spray

Type: Dwarf/Garden Flower



Tall Mix

Type: Garden Flower



Dwarf Mix

Type: Garden Flower



New!
Cool weather varieties

- Yellow and orange
- 90-100cm. (36-40")
- 80-100 days to flower

Larkspur Galilee

Delphinium consolida



White



Lilac



Blue



Pink Perfection



Carmin



Mix Colors



Pink Salmon



Type: Cut Flower

Flower description:

- Mostly double flowers in cooler temperatures
- More single flowers in warmer temperatures
- Long stems 80-100cm. (30-40")
- For fresh cut flowers or gardening
- Used both for fresh cut or dry arrangements
- Mainly outdoor production for cool regions

Plant description:

- Hardy and vigorous
- 70-80 days from planting to harvest
- Vertical growing habit
- Tall slender with solid stems
- Grows better in cooler climates
- Hardy & productive
- Grows in a well-drained rich soil
- Average: 425 seed/gr. (11700 seeds/oz.)
- Direct sowing: 10Kg./ha (4Kg./Acre)



Celosia

Celosia cristata



Orange Peach



Red Flame



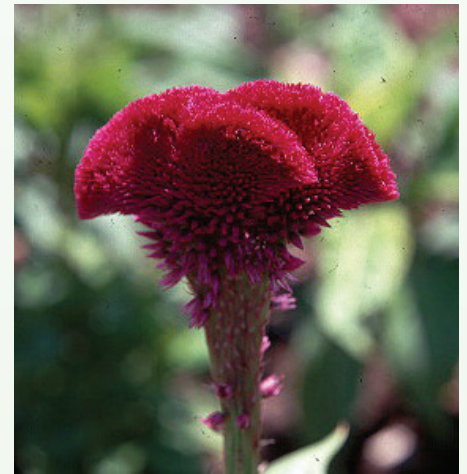
Dark Rose



Tornado



Supercrest Mix



Scarlet



Type: Chief (Cockscomb)

Flower description:

- Made of numerous small dense flowers
- High uniformity and long shelf-life
- Length: 40-60cm. (16-24")
- Used fresh and dry
- Holds dark red color very well when dried

Plant description:

- Semi-hardy, Summer bushy plant
- Burgundy-red stems and leaves
- 60-70 days to flower
- Outdoors and Indoor production,
- Planting density:
5x4 or 5x6 plants per m² (Yd²)
- 120-180,000 plants/ha



Basil, Ornamental

Ocimum basilicum



Cardinal



Type: Annual, (Perennial in temperate zones)

Flower description:

- Inflorescence
- Color: Dark Red, Scarlet
- Stem Length: 50-60cm (20-25")
- Dark green oval leaves
- Strong aromatic fragrance

Plant description:

- Upright growing habit
- Hardy and vigorous
- Size: 60x50cm. (25x20")
- Pinching: not needed
- Planting stand: 10x10"
- 60-70 days to flower
- Seeds/gr. 500
- Germination: 90%



Aromatto



Type: Aromatic & Ornamental

Leaf description:

- Large size: 8-9cm. (3-3.5")
- Jagged spoon-type shape
- Purple-green color
- Very delicate aroma
- Scent intensifies when it is dried
- Culinary and Ornamental

Plant & Flower description:

- Hardy with vigorous vegetation
- 50-60cm. (20-24")
- Compact growth habit
- 60 days from planting to harvest
- Flower stem: 50-60cm. (20-24")
- Adds to the surrounding colors and fragrance
- Indoor and open field production
- 520 seed/ gr. (14,500/oz.)

Salvia

Salvia judica



Jerusalem



Type: Annual, (Perennial in temperate zones)

Flower description:

- Inflorescence
- Color: Lilac flowers, purple stem
- Stem length 20-25"

Plant description:

- Compact growing habit
- Hardy, productive
- Size: 25x20"
- Pinching: not needed.
- Planting stand: 10x10"
- 90-100 days to flower
- Seeds/gr. 300
- Germination: 75%



Dianthus

Dianthus barbatus



Volcano Mix

Type: Sweet Williams



Flower description:

- Very colorful inflorescence
- Small red, white, pink, purple, and bicolored flowers
- Spicy fragrance
- Stem length , 40-60cm. (16-24")
- Excellent cut flower, long vase life
- Bloom after 60 days of planting

Plant description:

- Annual, 60 Days
- Compact bushy plant 30cm. (12") high
- Hardy, no vernalization requirement
- For greenhouse and open field
- Year-round in warm areas
- Transplants or direct seeding
- 180,000 plants/ha

Asclepias

Asclepias tuberosa



Oro

Type: Tuberosa



Inflorescence description:

- Orange cut flower, followed by decorative pods
- Fragrant showy, attracts butterflies
- Long day, blooms June-August
- Good shelf-life.

Plant description:

- Hardy and vigorous perennial
- Growing period: Spring and Summer
- Dark green (Long & Narrow) spirally arranged Leaves
- Excellent nectar and host plant
- Bushy, height: up to 75cm. (30")
- Propagation by direct sowing, transplants and tubers.
- 80-90 days from planting to flower.
- For greenhouse and open field.
- 60,000-120,000 plants/ha.

Calendula

Calendula officinalis



Maayan

Type: Annual



Flower description:

- Inflorescence; 2-2.5'
- Mostly double flower.
- Color: Dark orange
- Stem length: 18-20"
- Good vase life

Plant description:

- Compact growing habit
- Very productive
- Hardy and vigorous
- Size: 25x25"
- Pinching: not needed.
- Planting stand: 10x10"
- 50-55 days to flower
- 120 Seeds/gr.
- Germination: 75%



Carthamus

Carthamus gelabra / tinctorius



Dark Orange



Type: Safflower

Flower description:

- Dark orange-red Inflorescence
- 5-8 inflorescences per stem
- For fresh and dry arrangements.
- Can be used as 'cut green filler'
- Tall stems: 120-140 (30-35")
- 100 days from planting to bloom
- 28 seed/gr (784 seed/oz.)



Orange Everlasting



Type: Safflower

Flower description:

- Orange Inflorescence
- For fresh and dry arrangements
- 80 days from planting to bloom
- 25 seed/gr. (700 seed/oz.)



Orange Head



Type: Safflower, (Zanzibar)

Flower description:

- Bright orange-red inflorescence
- Thistle-like heads
- Excellent for dried arrangements
- Ornamental and edible

Plant description:

- Hardy annual
- Height: 80-90cm (30-35")
- Spread: 8-10cm. (3-4")
- Upright growing, very vigorous
- Heat tolerant, good vase life
- Direct seeding in open field.
- 80 days from planting to flower
- 28 seed/ gr. (784 seed/oz.)



Orange Granade



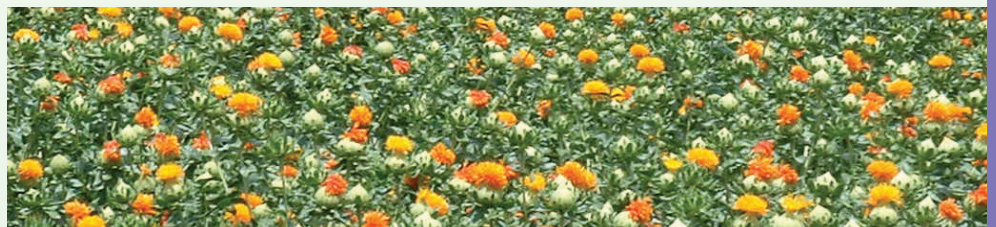
Type: Safflower

Flower description:

- Color: orange-red inflorescence
- Diameter: 3-5cm.(1.5-2")
- 1-5 flower/stem length : 60-80cm.
- 7-10 days vase life
- For fresh and dried use

Plant description:

- Hardy annual
- New thornless leaves introduction
- The oval leaves are spread over the stem
- Height: 80-100cm. (32- 40")
- Branching above with a strong central stem
- Cool weather crop for outdoor production
- Direct seeding: 80-100 seed/m² (Yd²)
- 20-25 kg.(44-55lb.)/ha
- 80-90 days to flower



Nasturtium

Tropaeolum majus



Mix

Type: Garden nasturtium



Flowers description:

- Colorful single and double
- Trumpet-shaped blooms
- Red, rose, yellow, orange and variegated
- Sweet mildly spicy flavor
- Dia.: 5cm. (2")

Plant description:

- Annual, fully hardy
- Abundant green foliage and flowers
- For hanging and ground cover
- The oval leaves are spread over the stem
- Runners: 80-100cm. (32- 40")
- Height: 40-50cm. (16-20")
- Cool weather plant for outdoor production
- Full sun to partial shade
- 7 seeds/gr. (200/oz)
- Thousand seed weight: 145 gr.
- Direct seeding: 6 seed/m² (Ya²)
- 50-60 days from sowing to bloom

Achillea

Achillea millefolium



Colorado

Type: Yarrow



Flower description:

- Mix colors: red, rose, yellow, apricot and white
- Flattened umbrella-type inflorescence
- Stems size: 45-60cm. (18-23")
- Excellent for both fresh and dried arrangements
- Fragrant green foliage

Plant description:

- Hardy perennial
- Compact very dense growing habit
- Spread: 45-60cm. (18-23")
- Bloom all summer, full sun, heat tolerant
- 50-60 days from planting to harvest
- 5,800 seed/ gr. (162,400 seed/ oz.)

Ammi

Ammi visnaga



Snow White

Type: Green Mist; False Queen; Anne's Lace; Umbelliferae



Flower description:

- White-green inflorescence
- Multiflower lacy flowers of 2.5cm. (1") each
- Umbrella shape
- 100-120cm. (40-50") tall
- 10-15cm. (5-6") diameter
- Very good shelf-life
- Excellent cut flower and bouquets filler

Plant description:

- Annual, 110-120 days
- Multi-flower plant.
- Hardy and vigorous
- Full sun production
- 1000 seeds/gr. (28,000 seeds/oz.)
- Transplants: 120,000 plants/ha
- Direct seeding: 1kg./ha. (2.2lb./ha)



Lupin

Lupinus pilosus



Mountain Blue



Type: Mountain blue; Fabaceae

Flower description:

- Color: Intense blue with white stripe.
- The white turns red after pollination
- 10-12 flowers per stem arranged in elongated clusters.
- Flower size: 3-4cm. (1-1.5")
- Stem elongation: 60-70cm. (24-28")
- Cool season flower

Plant description:

- Annual, Cultivated from the wild (Galilee Mountains)
- 50cm. upright bushy plants,
- Light green finger-type leaves.
- 5-10 flower stems per plant.
- Hardy and very easy to grow.
- Pod with 3-4 large seeds, 1-1.2cm. long (1/2"),
- 2 seeds/gr.
- Direct seeding: spaced 25cm. (10") apart
- 40-50.000 seeds/ ha.

Iberis

Iberis amara



Yael



Type: Candytuft (White pinnacle)

Flower description:

- Pure white scented inflorescence
- Flat compact clusters shape
- Made of numerous small dense flowers
- Short stems: 20-30cm. (8-12")
- Used for flower beds, groundcover and container
- Longevity: 3-4 weeks

Plant description:

- Fast-growing hardy annual shrub
- Compact grey leafy plant
- Size: 30x40cm. (12"x16")
- Cool season crop
- 70-90 days to flower
- Outdoors and Indoor production
- Planting density: 5x4 or 5x6 plants per m² (Yd²)
- 120-180,000 plants/ ha.
- Thousand seed weight: 250 gr.
- 4 seeds/gr.

Hibiscus

Hibiscus sabdariffa



Red Drops



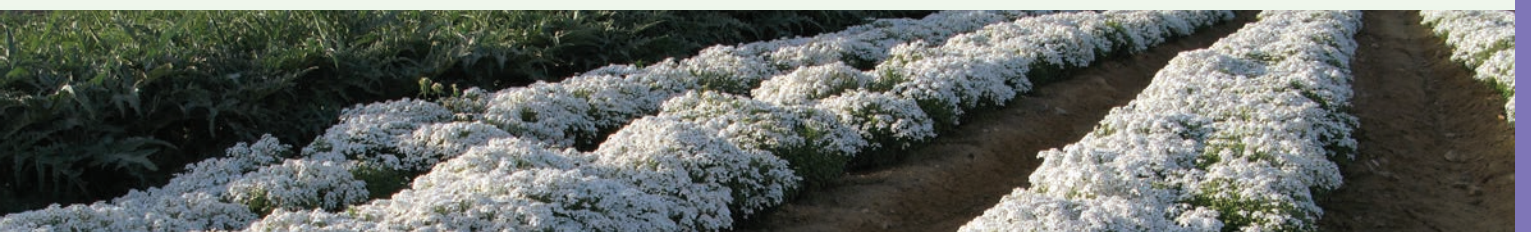
Type: Roselle

Plant description:

- Tropical perennial grown as an annual
- Full sun open field production
- Direct seeding or transplant early spring
- Bushy tall plant 100-120cm.
- Red stems and pink flower
- 100-120 days from planting to calyces
- 30 seed/ gr. (850 seed/ oz.)
- Thousand Seed weight: 35gr.

Calyces (Capsules) description:

- Pink Blooms turns to dark red, fleshy calyces
- Can be used fresh or dry
- Branches with calyces for fresh and dry arrangements
- Fresh calyces are used for jelly, syrup or wine
- Dried calyces are widely used in herbal teas



Sea Oats

Chasmantium latifolium



Northern

Type: Northern Wild Oat



Flower description:

- 60cm. (25") Silvery-green flower spikes
- Attractive grass for cut green.
- 25cm. (10") Spikes with 6-8 drooping spikelets.
- Green filler for fresh or dry arrangements

Plant description:

- 75 days from planting to bloom
- Dense covering perennial grass
- Foliage similar to bamboo leaves
- Height: 60cm. (24")
- Diameter: 50cm. (20")
- Full sun, easily grown plant, Transplants or direct seeding
- Transplants: 120-240,000 plants/ ha.
- Density 5-10x4 plants/m² (Yd²)
- Direct seeding; 90-100 seeds/m² (Yd²),
- 2.5kg. (5lb.)/ ha.

Craspedia

Craspedia globosa



Sun Ball

Type: Drum Stick



Flower description:

- Yellow ball-shaped inflorescence
- Dense spherical heads
- Head diameter: 2-2.5cm. (1")
- Stem size: 60-80cm. (24-30")
- Good vase life
- Excellent for fresh & dried arrangements

Plant description:

- Half-hardy perennial
- Low dense upright growing habit
- Bloom all summer
- Full sun, heat tolerant
- 80 days from planting to flower
- 1,100 seed/ gr. (30,800 seed/ oz.)

Moluccella

Moluccella laevis



Country Bells

Type: Bells of Ireland

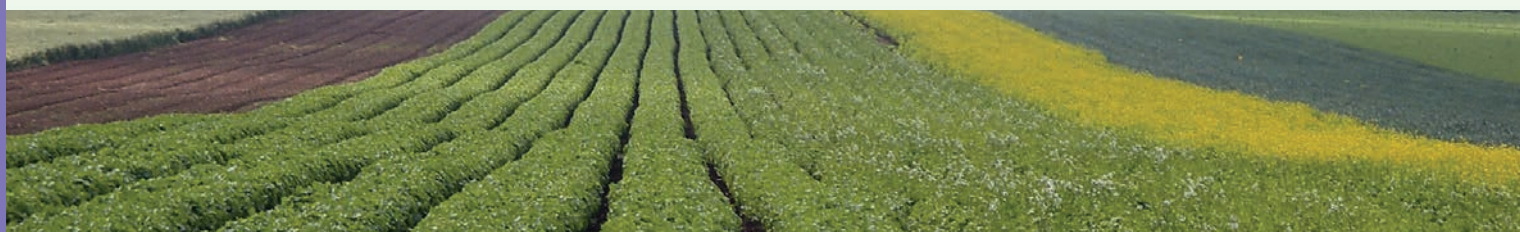


Flower description:

- White tiny corolla in the center of green Calyx
- Calyx's size: about 5cm. (2") long
- The flowers (bells) are grouped above one another down the tall strong stems
- Mainly useful as a bouquets filler
- Stem size: 70-80cm. (28-32") long
- Good shelf-life
- Used fresh or dried

Plant description:

- Hardy, annual bushy plants
- Stemmed leaves of 10-15cm. long and crenellated margins
- Slightly spiny at the bottom of the calyxes
- Prefer cooler climate, Early Spring
- 90-110 days to flower
- Height: 60-120cm. (24-48")
- Full sun to partial shade, Indoor and outdoor production
- Harvest fresh when flowers are half open and green
- Direct seeding; 90-100 seeds/m² (Yd²)
- 4-5 kg. (8-10lb.)/ ha.



Zinnia

Zinnia elegans



Red Beauty

Type: Annual



Flower description:

- Inflorescence: 4.5"
- Dahlia-like
- Color: Dark Red
- Scarlet Stem Length: 50-60cm. (20-25")
- Good vase life

Plant description:

- Upright growing habit
- Full sun
- Productive
- Hardy and vigorous
- Size: 30x30";
- Pinching: not needed
- Planting stand: 10x10"
- 70-75 days to flower

Pumpkin On-A-Stick

Solanum aethiopicum



Pumpkin On-A-Stick

Type: Ornamental Eggplant



Product Description:

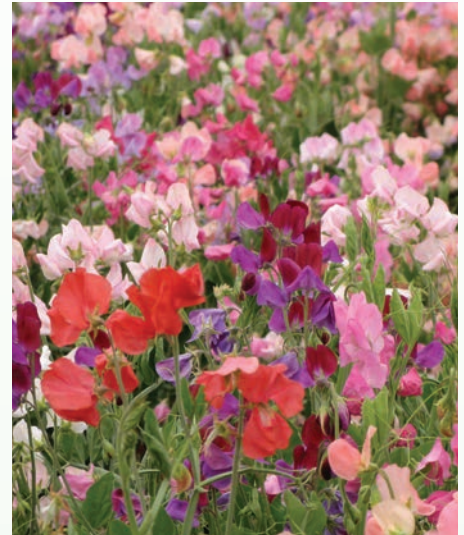
- Orange fruit, Cinderella Pumpkin Shape
- 6-8 fruits per branches
- Fruit diameter: 5cm. (2")
- Stem Length: 60-70 cm. (24-28")
- Used for fresh or dry branches or single fruits arrangements
- Picked when fully orange, remove all leaves and thorns
- Fruits are very attractive but bitter in taste
- 65-70 days from transplanting to maturity

Plant Description:

- Fast growing like common eggplant
- Hardy & bushy dark green plants
- Size: 30x40 cm. (12x16")
- Fruits change color from green to orange
- Warm season crop
- Outdoors and Indoor production
- Planting density: 5x4 or 4x4 plants/m² (Yd²)
- 100-120,000 plants/ ha.
- 334 seed/ gr. (9350 seed/ oz.)
- Thousand seed weight: 3gr.(0.1oz.)

Sweet Pea

Lathyrus odoratus



Old Spice Mix

Type: Old Spice Mix



Flower description:

- Highly fragrant flowers mix in shades of many colors.
- Size: 2.5-5cm. (1-2") Long stem flowers
- Blooms continuously for 4-5 weeks

Plant description:

- Annual
- Full Sun
- Hardy, Heat tolerant
- 80-90 days to flower
- Spreads over or climbs on any support
- Transplants or direct seeding
- Seeds/gr.: 8-10 (Seeds/Oz: 200-300)



Pepper, Ornamental

Capsicum annum



Dwarf Red, Yellow Mix Cone

- Red cone
- Upright, 2cm. (1") long

Dwarf Peppers



Type: Dwarf, round & cone

Plant description:

- Round shape. purple & orange colors
- Cone shape. Colors - mix, red, yellow
- Ornamental and edible
- Bedding & container plants
- Pot height: 25cm. (10")
- Width: 25cm. (10")
- Compact growing habit
- Very hardy & vigorous
- 60-80 days planting to ripe finish product.
- 200 seed/gr (5,600 seed/ oz.)



Dwarf Orange Sun

- Very unique
- Round orange fruit 2 cm(1") diameter.
- Jerusalem cherry type



Little Blue

- Nice round & blue fruits
- Compact habit
- 80 days
- Fruit diameter 2cm. (1")



Globe Shape (ID)

- Orange, Yellow, Red, Mix color
- Fruit diameter 2cm. (1")

Tall Peppers



Type: Tall, cone & globe

Plant description:

- Globe shape determinate growth habit. Colors - mix, red, orange, yellow
- Cone shape Indeterminate growth habit. Colors - mix, red, orange, yellow
- Ornamental and edible
- Stems size: 50-60cm. (20-24")
- Upright growing, Good Vase life
- 60 days from planting to fruits set
- 160 seed/ gr. (4,480 seed /oz.)



Cone Shape (ID)

- Orange, Yellow, Red, Mix color
- Upright, 2cm. (1") long



Contact us

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Limitations Of Warranty

We of Genesis Seeds of Israel Ltd. warrant that seeds sold conform to the label description, within recognized tolerances. We make no warranties, express or implied, of merchantability or fitness for any purpose. Our liability on this warranty is limited to the purchase price of such seeds. In no event shall we be liable for failure or loss of crop, or other special or consequential damages. Seeds not accepted on the basis of these conditions of sale must be returned within 10 days in the original unopened container.

Disclaimer

The information and recommendations for use provided are only indicative and will therefore not be considered as a guarantee of harvest. Local tests should prevail.



Intellectual Property

All intellectual property rights, including trademarks, with regards to the products are and shall remain the sole property of the seller. The buyer shall refrain from using the product for multiplication and/or reproduction purposes, nor conduct any vegetative propagation with the seller's hybrids or cultivars.

The buyer will not use trademarks, logos and photos that are property of the seller unless authorized by the seller to do so.