

Primula 'Snowflakes'

"Primrose"

CARING AND SHARING - GARDEN BENEFITS AND CARE

Nothing heralds the coming of spring quite so charmingly as that traditional garden favorite, the Primrose. Its cheerful, showy flowers are a welcomed respite from winter's doldrums.

Larger flowers and more of them are what sets 'Snowflakes' apart. This Blooms introduction's remarkable flower power lends a bright white accent to the spring perennial border, and the soft green foliage is attractive in its own right.

Bloom Season & Habit. Upright mounding habit. Pure white 1½ inch flowers with five delicately striated petals open from creamy yellow buds. Foliage is soft green with toothed edges. Flowers from early May to mid June.

Location. Place in front of beds or borders in partial shade. Great for rock gardens. USDA Hardiness Zones 4 to 8. AHS Heat Zones 7 to 3.

Size. Six inches high by nine inches wide. Plant up to 10 plants per square yard, or isolate as specimens in smaller gardens.

Culture. Primroses prefer moist, organic soils. In warmer regions, it is necessary to provide extra moisture and protect your plants from hot afternoon sun. To overwinter in cold regions, use protective mulch if snow cover is unreliable. Overgrown clumps may be divided, if desired, after flowering is finished.

KNOWING AND GROWING - TIPS FOR PRODUCERS

Many growers know *Primula* as a major part of a "cool crop" program to help keep winter heating costs low. Plants are completely winter-hardy, but can suffer if exposed to too much summer heat without adequate moisture.

Primroses are happiest in regions with cool summers, e.g., the Pacific Northwest. However, they can be grown successfully in almost any zone and they make a fine container plant for early spring sales.

FAMILY AND FRIENDS - HISTORY AND COMPANION PLANTS

The word "Primrose" is from the Latin for 'first,' and was long a synonym for the very best of whatever was being described. According to Medieval lore, eating Primroses enables one to see fairies. Shakespeare coined the phrase "primrose path," using it in *Hamlet* and *Macbeth* as a metaphor for a pleasant route to destruction.

There are over 400 species of *Primula* in the world. 'Snowflakes' combines well with Bugleweed (*Ajuga*), Foam Flower (*Tiarella*), Hellebores, Bulbs and Ferns.

