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Pieters

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(54) **CHRYSANTHEMUM PLANT NAMED**
'MARGO WHITE'

(50) Latin Name: *Chrysanthemum*×*morifolium*
Varietal Denomination: **Margo White**

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patent is extended or adjusted under 35
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(57) **ABSTRACT**

A new and distinct cultivar of *Chrysanthemum* plant named
'Margo White', characterized by its compact, upright, out-
wardly spreading and rounded plant habit; moderately vigor-
ous growth habit; freely branching habit; dense and full plant
habit; uniform, early and freely flowering habit; medium-
sized daisy-type inflorescences with white-colored ray flo-
rets; and excellent garden performance.

1 Drawing Sheet

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Botanical designation: *Chrysanthemum*×*morifolium*.
Cultivar denomination: 'MARGO WHITE'.

BACKGROUND OF THE INVENTION

The present invention relates to a new and distinct cultivar
of *Chrysanthemum* plant, botanically known as *Chrysante-*
mum×*morifolium*, and hereinafter referred to by the name
'Margo White'.

The new *Chrysanthemum* plant is a product of a planned
breeding program conducted by the Inventor in Oostnieu-
wkerke, Belgium. The objective of the breeding program is to
create new freely flowering *Chrysanthemum* plants with
unique and attractive ray floret coloration.

The new *Chrysanthemum* plant originated from a cross-
pollination made by the Inventor in Oostnieuwkerke, Bel-
gium in September, 2005 of *Chrysanthemum*×*morifolium*
'Bardi', not patented, as the female, or seed, parent with
Chrysanthemum×*morifolium* 'Osimo', not patented, as the
male, or pollen, parent. The new *Chrysanthemum* plant was
discovered and selected by the Inventor as a flowering plant
from within the progeny of the stated cross-pollination in a
controlled greenhouse environment in Oostnieuwkerke, Bel-
gium in September, 2006.

Asexual reproduction of the new *Chrysanthemum* plant by
vegetative cuttings was first conducted in a controlled green-
house environment in Oostnieuwkerke, Belgium in January,
2007. Asexual reproduction by cuttings has shown that the
unique features of this new *Chrysanthemum* plant are stable
and reproduced true to type in successive generations.

SUMMARY OF THE INVENTION

Plants of the new *Chrysanthemum* have not been observed
under all possible environmental conditions and cultural con-
ditions. The phenotype may vary somewhat with variations in
environmental conditions such as temperature, daylength and
light intensity, without, however, any variance in genotype.

The following traits have been repeatedly observed and are
determined to be the unique characteristics of 'Margo White'.

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These characteristics in combination distinguish 'Margo
White' as a new and distinct *Chrysanthemum* plant:

1. Compact, upright, outwardly spreading and rounded
plant habit; moderately vigorous growth habit.
2. Freely branching habit; dense and full plant habit.
3. Uniform, early and freely flowering habit.
4. Medium-sized daisy-type inflorescences with white-col-
ored ray florets.
5. Excellent garden performance.

Plants of the new *Chrysanthemum* differ primarily from the
female parent, 'Bardi', in the following characteristics:

1. Plants of the new *Chrysanthemum* are more rounded
than plants of 'Bardi'.
2. Inflorescences of plants of the new *Chrysanthemum* have
fewer ray florets than inflorescences of plants of 'Bardi'.
3. Plants of the new *Chrysanthemum* flower earlier than
plants of 'Bardi'.

Plants of the new *Chrysanthemum* differ primarily from the
male parent, 'Osimo', in the following characteristics:

1. Plants of the new *Chrysanthemum* are more compact
than and are not as vigorous as plants of 'Osimo'.
2. Inflorescences of plants of the new *Chrysanthemum* have
fewer ray florets than inflorescences of plants of
'Osimo'.

Plants of the new *Chrysanthemum* can also be compared to
plants of *Chrysanthemum*×*morifolium* 'Cleagar Ckt', dis-
closed in U.S. Plant Pat. No. 11,294. In side-by-side compar-
isons conducted in Oostnieuwkerke, Belgium, plants of the
new *Chrysanthemum* differed from plants of 'Cleagar Ckt' in
the following characteristics:

1. Plants of the new *Chrysanthemum* were more rounded
than and not as upright as plants of 'Cleagar Ckt'.
2. Plants of the new *Chrysanthemum* were more compact
than plants of 'Cleagar Ckt'.
3. Ray florets of plants of the new *Chrysanthemum* and
'Cleagar Ckt' differed in ray floret shape.

BRIEF DESCRIPTION OF THE PHOTOGRAPH

The accompanying photograph illustrates the overall
appearance of the new *Chrysanthemum* plant showing the

colors as true as it is reasonably possible to obtain in colored reproductions of this type. Colors in the photograph may differ slightly from the color values cited in the detailed botanical description which accurately describe the colors of the new *Chrysanthemum* plant. The photograph comprises a side perspective view of a typical flowering plant of 'Margo White' grown in a container.

DETAILED BOTANICAL DESCRIPTION

The aforementioned photograph and following observations and measurements describe plants grown in 19-cm containers during the late summer and early autumn in an outdoor nursery in Oostnieuwkerke, Belgium and under cultural practices which approximate those generally used in commercial *Chrysanthemum* production. During the production of the plants, day temperatures ranged from 25° C. to 30° C. and night temperatures ranged from 15° C. to 20° C. Plants were 20 weeks old when the photograph and detailed description were taken. In the following description, color references are made to The Royal Horticultural Society Colour Chart, 2005 Edition, except where general terms of ordinary dictionary significance are used.

Botanical classification: *Chrysanthemum*×*morifolium* 'Margo White'.

Parentage:

Female, or seed, parent.—*Chrysanthemum*×*morifolium* 'Bardi', not patented.

Male, or pollen, parent.—*Chrysanthemum*×*morifolium* 'Osimo', not patented.

Propagation:

Type.—Terminal vegetative cuttings.

Time to initiate roots, summer.—About 14 days at temperatures of about 20° C.

Time to initiate roots, winter.—About 20 days at temperatures of about 20° C.

Time to produce a rooted young plant, summer.—About 30 days at temperatures of about 20° C.

Time to produce a rooted young plant, winter.—About 40 days at temperatures of about 20° C.

Root description.—Fine, fibrous; light brown in color.

Rooting habit.—Freely branching; medium density.

Plant description:

Appearance.—Perennial daisy-type *Chrysanthemum*; stems upright and outwardly spreading giving a uniformly rounded appearance to the plant; plants roughly spherical; very freely branching habit, about 25 primary lateral branches develop, each primary lateral branch with multiple secondary branches; pinching enhances lateral branch development; dense and full plant habit; moderately vigorous growth habit; plants flexible, not brittle.

Plant height.—About 45 cm.

Plant width.—About 55 cm.

Lateral branches.—Length: About 25 cm to 30 cm. Diameter: About 2.5 mm to 3.5 mm. Internode length: About 2.5 cm. Strength: Strong, flexible. Texture: Pubescent; longitudinally ridged. Color: Close to 137C.

Leaves.—Arrangement: Alternate, simple. Length: About 4.5 cm to 6 cm. Width: About 3.5 cm to 4 cm. Shape: Palmately lobed. Apex: Rounded to cuspidate. Base: Attenuate. Margin: Palmately lobed and serrate, sinuses between lateral lobes divergent to parallel. Texture, upper and lower surfaces: Slightly pubes-

cent. Color: Developing leaves, upper surface: Close to 137C. Developing leaves, lower surface: Close to 137D. Fully expanded leaves, upper surface: Close to N137C; venation, close to 148C. Fully expanded leaves, lower surface: Close to 147B; venation, close to 147B to 147C. Petiole: Length: About 1 cm. Diameter: About 2 mm. Texture, upper and lower surfaces: Slightly pubescent and rough. Color, upper surface: Close to 137C. Color, lower surface: Close to 137D.

Inflorescence description:

Appearance.—Daisy inflorescence form; inflorescences borne on terminals above foliar plane; disc and ray florets arranged acropetally on a capitulum.

Fragrance.—Slightly fragrant, pungent.

Flowering response.—Under natural season conditions, plants flower in early September in Belgium; flowering response time, about six weeks.

Postproduction longevity.—Inflorescences maintain good color and substance for about six weeks in an outdoor nursery; inflorescences persistent.

Quantity of inflorescences.—About 20 inflorescences develop per lateral branch.

Inflorescence bud.—Height: About 7 mm. Diameter: About 1.5 cm. Shape: Globular. Color: Close to 137C.

Inflorescence size.—Diameter: About 7 cm. Depth (height): About 2 cm. Disc diameter: About 1 cm to 1.5 cm. Receptacle diameter: About 3 mm. Receptacle height: About 2.5 mm to 3 mm. Receptacle color: Close to 144B.

Ray florets.—Length: About 5.5 cm to 6 cm. Width: About 7 mm. Shape: Oval. Apex: Rounded. Base: Attenuate. Margin: Entire. Aspect: Mostly flat. Texture, upper and lower surfaces: Smooth, glabrous. Number of ray florets per inflorescence: About 25 arranged in one to two whorls. Color: When opening, upper and lower surfaces: Close to 155D. Fully opened, upper and lower surfaces: Close to N155D; color does not change with development.

Disc florets.—Length: About 3 mm. Diameter: About 0.5 mm to 1 mm. Shape: Tubular, elongated; apices acute. Number of disc florets per inflorescence: About 150 to 200 massed at the center of the inflorescence. Color, immature: Close to 145A. Color, mature: Close to 12A.

Phyllaries.—Number of phyllaries per inflorescence: About 25 arranged in two or three whorls. Length: About 4 mm to 6 mm. Width: About 2 mm to 3 mm. Shape: Ovate. Apex: Rounded. Base: Rounded to truncate. Margin: Entire. Texture, upper and lower surfaces: Smooth, glabrous. Color, upper surface: Close to 137A. Color, lower surface: Close to N137B.

Peduncles.—Length, terminal peduncle: About 5 cm. Length, fourth peduncle: About 5 cm. Length, seventh peduncle: About 5 cm. Diameter: About 2.5 mm. Angle: About 30° from vertical. Strength: Moderately strong. Texture: Slightly pubescent. Color: Close to 137C.

Reproductive organs.—Androecium: Not observed. Gynoecium: Not observed.

Seeds and fruits.—Seed and fruit production have not been observed on plants of the new *Chrysanthemum*.

Disease & pest resistance: Resistance to pathogens and pests common to *Chrysanthemums* has not been observed on plants grown under commercial conditions.
Garden performance: Plants of the new *Chrysanthemum* have demonstrated excellent garden performance and will tolerate temperatures ranging from about 0° C. to about 45° C.

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It is claimed:
1. A new and distinct *Chrysanthemum* plant named ‘Margo White’ as illustrated and described.

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