

NORTH CAROLINA AGRICULTURAL RESEARCH SERVICE
NORTH CAROLINA STATE UNIVERSITY
RALEIGH, NORTH CAROLINA

Notice of Release

'Blue Chip Jr' (NC2009-3) Cultivar of Butterfly Bush (*Buddleja* sp.)

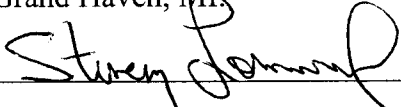
North Carolina Agricultural Research Service announces the release of 'Blue Chip Jr', a new and distinct cultivar of butterfly bush (*Buddleja* sp.). 'Blue Chip Jr' is being released as an alternative to 'Blue Chip', previously released from Dr. Dennis Werner's breeding program.

'Blue Chip Jr' originated as a first generation seedling from controlled hybridization of 'Blue Chip' x NC2006-18. The full pedigree is shown in Figure 1. NC2009-3 was selected on August 14, 2009 at the Sandhills Research Station, Jackson Springs, NC. It was selected for its very compact and symmetrical growth habit, blue/purple flower color, rounded leaf shape, long thin panicles, and lack of appreciable seed set. Compared to the original 'Blue Chip', 'Blue Chip Jr' is more compact, flowers earlier in the growing season, has longer panicles, and has more consistent flower color expression over the course of flowering. It is appropriate for use in numerous landscape settings and for use as a container plant.

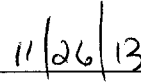
Due to unknown circumstances during the development and testing of NC2009-3, field plantings at the Sandhills Research Station failed during the 2011 and 2012 growing seasons, and quantitative performance data were not available. Fortunately, because this research was being funded by a sponsored research agreement with Spring Meadow Nursery, Grand Haven, MI, plants of this selection were shared with Spring Meadow Nursery in spring 2011, and Spring Meadow has had the selection under trial in their test plots for years 2011, 2012, and 2013. Spring Meadow is clearly impressed with this selection and has taken steps to initiate commercialization. The comments below from Timothy D. Wood, Product Development Manager, Spring Meadow Nursery, Inc., provided qualitative details obtained from Spring Meadow's three years' of testing 'Blue Chip Jr'.

"*Buddleja* NC2009-3 is a clear improvement on *Buddleja* 'Blue Chip' in that it has a more consistent blue flower color, it flowers earlier and is not as brittle. All of these attributes address issues that growers, retailers and consumers have had with 'Blue Chip'. This dwarf *Buddleja* has proven to be hardy in zone 5 and has had no problems with insects or disease in our trials. The flower color is a consistent rich blue and does not shift to shades of lavender as we can see at times with 'Blue Chip'. The improved stem strength greatly improves the ability to ship the plant. The earlier bloom time allows retailers to offer this selection in flower, which will increase their sales and allow consumers to see what they are buying. The silver-green foliage is also an added ornamental improvement. In all, our trialing has shown this to be a superior dwarf, non-seeding selection that is worthy of introduction."

Commercialization, propagation and sales of 'Blue Chip Jr' will be through an exclusive marketing agreement between North Carolina State University and Spring Meadow Nursery, Inc., Grand Haven, MI.



Director, North Carolina Agricultural Research Service



Date

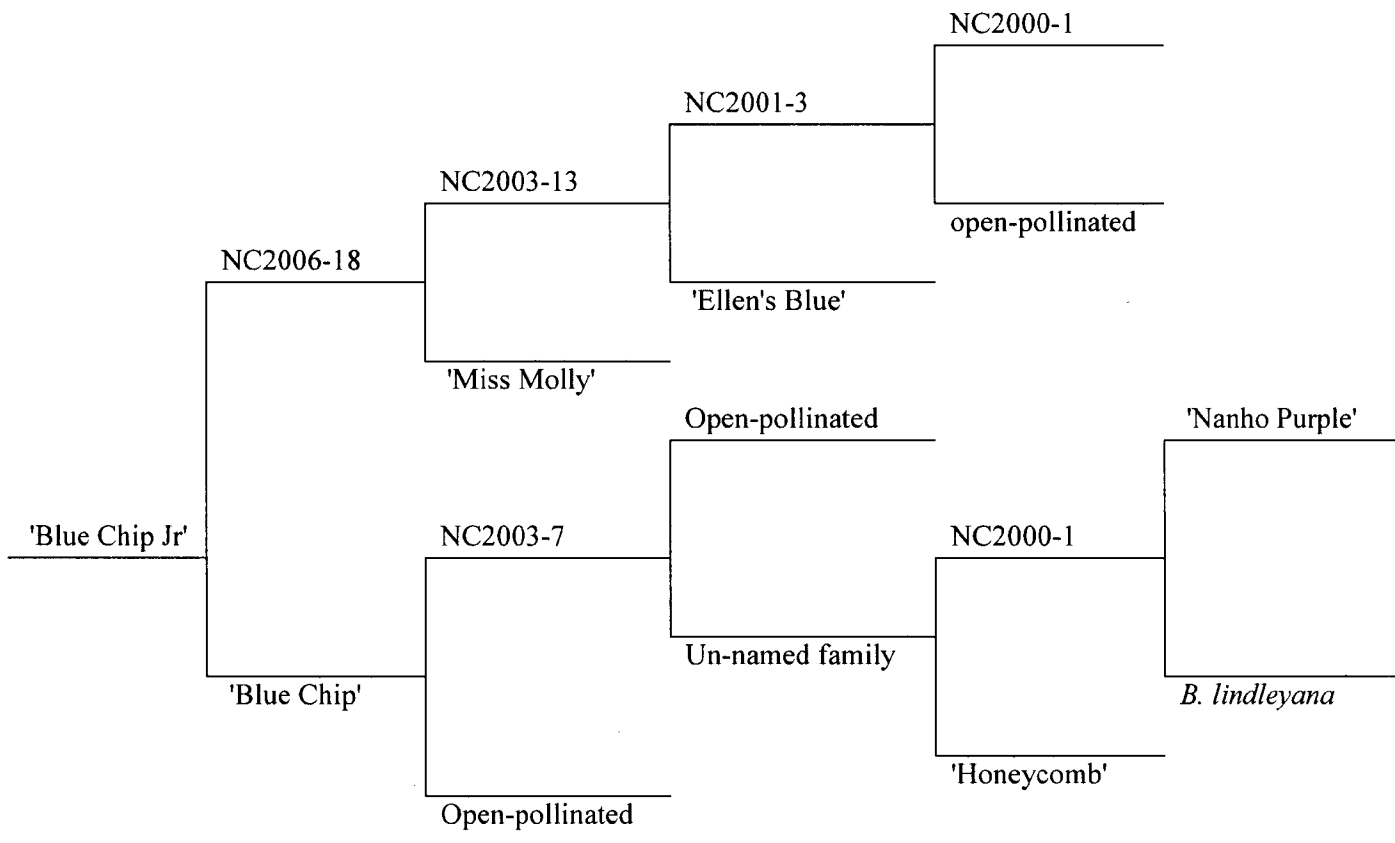


Figure 1. Pedigree of Buddleja 'Blue Chip Jr'