

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

Notice of Release

‘Pink Micro Chip’ Cultivar of Butterfly Bush (*Buddleja* sp.)

North Carolina Agricultural Research Service announces the release of ‘Pink Micro Chip’ (tested as NC2010-22), a new and distinct cultivar of butterfly bush (*Buddleja* sp.). This new cultivar is a new color addition to the “Chip” series of dwarf butterfly bushes developed by the breeder, Dr. Dennis Werner, and currently in the commercial trade.

‘Pink Micro Chip’ originated as a first generation seedling from controlled hybridization of ‘Lilac Chip’ (NC2006-6) x ‘Miss Molly’ (NC2005-8). ‘Pink Micro Chip’ was selected on July 29, 2010 at the Sandhills Research Station, Jackson Springs, NC. It was selected for its very compact growth habit, clear pink flower color, and lack of appreciable seed set. Compared to the original ‘Blue Chip’, ‘Pink Micro Chip’ is more compact, flowers earlier in the growing season, has longer panicles, and differs in flower color. 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 NC2010-22, field plantings at the Sandhills Research Station failed during the 2011 and 2012 growing seasons, and quantitative performance data were not available. Fortunately, 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., provide qualitative details obtained from Spring Meadow’s three years of testing ‘Pink Micro Chip’.

“*Buddleja* NC2010-22 is also a significant advancement in the breeding of dwarf, non-seeding butterfly bush. This selection is brings a totally new color in the range of plants introduced by Dr. Werner. When compared with other Werner selections in the NC2010 line, the flowers have had the clearest pink coloration. The numerous, petite panicles are also unique and ornamentally attractive. The overall size of the plant and blooms gives it the appearance of herbaceous perennial i.e. a fragrant veronica. The plant performs well in containers and in the ground. In our trials it has shown itself to be easy to propagate and to grow. This dwarf *Buddleja* has been hardy in zone 5 and has shown no problems with insects or disease in our trials. The stem strength is strong and without brittleness. The bloom time is earlier than ‘Blue Chip’ which again allows retailers to offer this selection in flower. 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 'Pink Micro Chip' will be through an exclusive arrangement between North Carolina State University and Spring Meadow Nursery, Grand Haven, MI.

Steven Lamm
Director, North Carolina Agricultural Research Service

11/26/13
Date

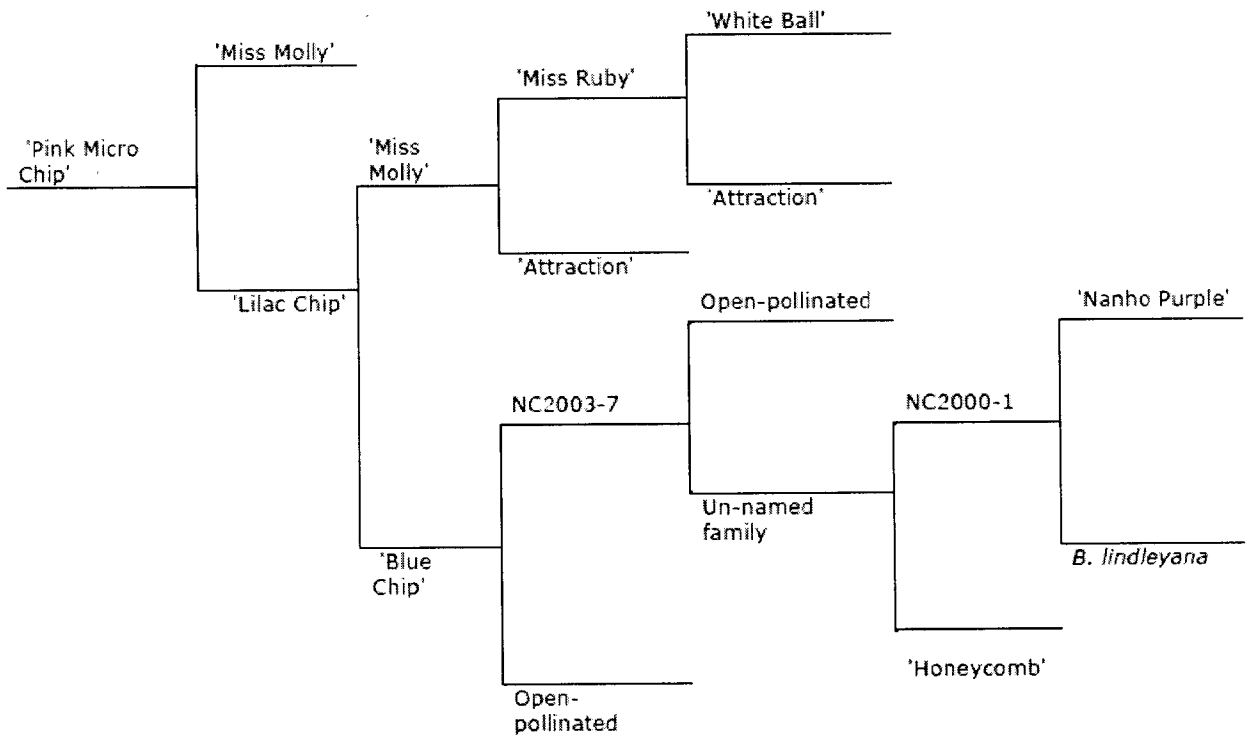


Figure 1. Pedigree of *Buddleja* 'Pink Micro Chip'.