



HELIOTROPE
(Heliotropium)

Proposed denomination: 'USHTRP0303'
Trade name: Simply Scentsational
Application number: 09-6589
Application date: 2009/03/27
Applicant: Plant 21 LLC, Bonsall, California, United States of America
Agent in Canada: BioFlora Inc., St. Thomas, Ontario
Breeder: Ushio Sakazaki, Shiga, Japan

Variety used for comparison: 'KLEHA08523' (Marino Silver Blue)

Summary: *The plants of 'USHTRP0303' are taller than the plants of 'KLEHA08523' and have an upright bushy growth habit while the plants of 'KLEHA08523' have a bushy rounded growth habit. The leaf blade margin of 'USHTRP0303' is undulated while the leaf blade of 'KLEHA08523' is not. The petiole of 'USHTRP0303' is longer than the petiole of 'KLEHA08523'. The peduncle of 'USHTRP0303' has absent to very weak anthocyanin colouration while the peduncle of 'KLEHA08523' has medium anthocyanin. The inflorescence of 'USHTRP0303' is smaller in diameter than the inflorescence of 'KLEHA08523'. The corolla of 'USHTRP0303' has a yellow eye zone and yellow throat while the corolla of 'KLEHA08523' has a white eye zone and a brownish green throat.*

Description:

PLANT: upright bushy growth habit, medium degree of branching

STEM: medium green, very weak anthocyanin colouration, very dense pubescence, thick, smooth texture

LEAF: opposite arrangement, simple, ovate, acute apex, attenuate to rounded base, margin undulated, dense pubescence on upper and lower side, upper side medium green, lower side light green, weak glossiness

PEDUNCLE: absent to very weak anthocyanin colouration, strong pubescence

INFLORESCENCE: early flowering, long length of flowering, helicoid cyme, terminal and axillary in position, drooping attitude, medium density

COROLLA: salverform, lobes small and fused, medium margin undulation, medium recurvature of margin, medium pubescence on throat, upper side violet (RHS N87C) when newly opened, violet (RHS N87C-D) when fully opened, white (RHS NN155B) at base, yellow (RHS 12A) eye, corolla ages to light blue violet (RHS 85C-D), throat yellow, lower side light blue violet (RHS 85C-D).

Origin and Breeding: The variety 'USHTRP0303' originated from a controlled cross made in Hikone, Shiga, Japan on June 18, 2002. The cross was between the female parent *Heliotropium amplexicaule* 'Azure Skies' and the male parent *Heliotropium leiocarpum*. The new variety was selected as a single plant from the resultant progeny on July 14, 2003 in Hikone, Shiga, Japan. Selection criteria included vigorous growth, unique fragrance and good summer performance. Propagation by vegetative cuttings was first conducted on July 14, 2003 in Hikone, Shiga, Japan.

Tests and Trials: Trials for 'USHTRP0303' were conducted in a polyhouse during the spring of 2010 at BioFlora Inc. in St. Thomas, Ontario. The trials included a total of 15 plants each of the candidate and reference variety. All plants were grown from rooted cuttings and transplanted into 11 cm pots on April 29, 2010. Observations and measurements were taken from 10 plants of each variety on June 7, 2010. All colour determinations were made using the 2007 Royal Horticultural Society (RHS) Colour Chart.

Comparison table for 'USHTRP0303'

	'USHTRP0303'	'KLEHA08523'*
<i>Plant height (cm)</i>		
mean	31.1	15.4
std. deviation	2.29	2.35
<i>Petiole length (mm)</i>		
mean	16.1	4.2
std. deviation	1.73	1.69
<i>Inflorescence diameter (cm)</i>		
mean	7.2	14.7
std. deviation	1.05	1.43
<i>Colour of upper side of corolla (RHS)</i>		
newly opened	N87C	N82B-C
fully opened	N87C-D, NN155B at base, 12A eye	N82D, N82C at margin, NN155C at base

*reference variety



Heliotrope: 'USHTRP0303' (left) with reference variety 'KLEHA08523' (right)



Heliotrope: 'USHTRP0303' (left) with reference variety 'KLEHA08523' (right)
