



## About Grönt kulturarv®

The name of the trademark, Grönt kulturarv®, translates as “Green Heritage”. The trademark was registered to make it possible to release and market plant material collected by the Swedish national programme for cultivated plant diversity, POM. The programme is Sweden’s endeavour to better conserve and use our cultivated plants. One of POM’s tasks is to find, collect and conserve old and valuable varieties of garden plants. POM not only intends to save the plants for the future, but also to record the history and knowledge surrounding them.

POM was initiated in 1998 by the Swedish Ministry of Agriculture. The programme is a network with members including open-air museums, botanical gardens, the Swedish Board of Agriculture, the Ministry for Rural Affairs and the Swedish National Heritage Board. The programme is coordinated by the Swedish University of Agricultural Sciences, SLU, in Alnarp. POM has defined the following criteria for assessing plants as Grönt kulturarv®:

- species and varieties cultivated in Sweden before 1940 or 1950, depending on the plant species, with a well-documented history; or
- varieties bred in Sweden, regardless of age; or
- material spontaneously arisen in Sweden, regardless of age, and assessed to be worth preserving.

In order for a plant variety to be marketed under the trademark Grönt kulturarv®, it must have been selected for conservation in the national gene bank. Learn more at [www.pom.info/english/index.htm](http://www.pom.info/english/index.htm)

### Conditions of use of the trademark Grönt kulturarv ®

The use of the trademark is subject to certain conditions:

SLU owns the trademark Grönt kulturarv®. The trademark should be used to increase awareness of the importance of genetic resources, their use and good care.

The trademark can be used freely by those who want to produce and market plants that meet POM's criteria for Grönt kulturarv®.

SLU/POM markets Grönt kulturarv® with its own logo and graphic profile. Companies and organisations with activities related to the cultivation and marketing of plants may use the trademark logo, either on its own or together with their respective company/organization logo.



*Leucanthemum x superbum* 'Bröllopsgåvan'



*Erigeron glaucus* 'Fru Frida Lindström'



*Phlox paniculata* 'Alma Jansson'



*Phlox paniculata* 'Ingeborg från Nybro'

## **Shasta daisy      *Leucanthemum x superbum* 'Bröllopsgåvan'**

A Shasta daisy with a long flowering period and up to 10 cm large flowers. Height:100 cm. In the sunny position on the trial field at the Swedish University of Agricultural Sciences outside Alnarp, in the south of Sweden, the flowering starts in late June. If the plants are deadheaded, it continues well into autumn. The variety has white ray florets and yellow disk.

### History:

The Shasta daisy 'Bröllopsgåvan' (the Wedding Gift) grows in the village Klagstorp in Scania, but can be traced to Slimminge 10 kilometres away. The Shasta daisy has been handed down from woman to woman in the same family for at least four generations. Marit, who is growing it today, can trace it back to 1923. This year, the mother of Marit's mother-in-law got married. In connection with the wedding, she got the Shasta daisy from her mother in the family home in Slimminge outside Skurup. The newly married couple took the Shasta daisy to their new home outside the village of Östra Vemmenhög. In 1955, their daughter Gudrun moved to the village of Klagstorp and a division of the Shasta daisy moved with her. Forty years later, in 1996, she passed it on to her daughter-in-law Marit, who later wrote a letter to the call for perennials and told the story behind the plant. The fact that she got a division of the Shasta daisy follows the tradition in the family. Marit's mother-in-law Gudrun tells us that when someone in the family moves to a new home, they are presented with their own division of the plant. The Shasta daisy has also been used for birthday celebrations and as long as her mother lived, Gudrun was always given a bouquet of Shasta daisies on her birthday in the middle of summer.

Collected in: Klagstorp in Scania in the south of Sweden.

### How to grow Shasta daisy:

Shasta daisy thrives in a sunny location where the soil is fertile and well drained. The flowering period is extended if the plants are deadheaded.

Where can I see this variety in cultivation?

The variety can be seen in Landeriträdgården at Gothenburg Botanical Garden.

### Sale:

The variety can be purchased at nurseries and garden centres from spring 2013.

## **Seaside daisy      Erigeron glaucus 'Fru Frida Lindström'**

Seaside daisy 'Fru Frida Lindström' (Mrs Frida Lindström) is a healthy, hardy variety that spreads fast. It is a beautiful ground cover in both sunny and shady locations. The variety blooms with about 5 cm wide, light purple flowers. Height: 40-45 cm

Bloom time:

At the trial field at the Swedish University of Agricultural Sciences outside Alnarp, in the south of Sweden, the variety has started to bloom in early June. In Östersund in the north of Sweden, where the variety was collected, the flowering period starts in late July. The flowering period stretches over several weeks and if the plants are deadheaded, it can last well into late summer.

Bloom colour: The variety has light purple ray florets and a yellow disk.

History:

In 1939 Frida Lindström bought a farm in the city of Östersund in Jämtland. Frida Lindström was interested in gardening and the garden became her baby. The perennials in the garden were especially close to her heart. In 1979 she sold the farm, but stayed on there until her death in the early 1990s. Frida Lindström told the new owners a lot about the flowers and it was important to her that they remained in the garden and were taken care of. Two of the plants had been in the garden already in 1939, when she moved in. The first was a fern, and the second this light purple Seaside daisy which is now being commercially available. It is thanks to Frida Lindström's stories and the new owners' interest that we can trace the variety more than 70 years back. When the Seaside daisy now is reintroduced in trade, it is named after Frida Lindström who took such good care of it.

Collected in: Östersund in Jämtland in the north of Sweden.

How to grow Seaside daisy:

The variety thrives in both sun and light shade. It prefers well-drained garden soil that is not too dry in summer. The flowering period is extended if the plants are deadheaded.

Where can I see this variety in cultivation?

The variety can be seen in Landeritragården at Gothenburg Botanical Garden.

Sale: The variety can be purchased at nurseries and garden centres from spring 2013.

## **Garden phlox      Phlox paniculata 'Alma Jansson'**

A garden phlox with dark green foliage and light purple flowers with a white eye. The variety has small flowers, only about 2.5 cm in diameter. The flowers have a subtle, pleasant fragrance. During trial cultivation, the variety has proved healthy. It spreads with runners without having an aggressive growth habit. Height: 105 cm

Bloom time: At the trial cultivation at the Swedish University of Agricultural Sciences in Alnarp in the south of Sweden, this cultivar has started to bloom in early July and bloomed for about one month.

Bloom colour: Light purple flowers with a white eye in the centre.

### History:

Garden phlox 'Alma Jansson' comes from a smallholding in Roslagen in Uppland. Two of the people who made inventories for the call for perennials noted this phlox when they visited the home of the nearly 90-yearold Stina Jansson. In the summer of 2005, they visited her in Edsbro and in a border on the farm this tall, light purple phlox grew. It has been on the farm at least since 1939 when Stina Jansson moved in. She got married that year and she and her husband moved in on her parents-in-law's farm. It was her mother-in-law, Alma Jansson, who took care of the plants in the garden. "Everything comes from Grandma. She had such beautiful flowers", said Stina Jansson. Alma Jansson was interested in gardening and planted many of the perennials on the farm. We do not know where she received or bought this variety, but it was noy newly planted in 1939.

In the summer of 2007, the Swedish radio show 'Odlå med P1' made a feature about the inventories of old garden perennials. The show, named "In Search of Grandma plants" visited, among others, Stina Jansson and she told the story behind her plants.

Collected in: Edsbro in Uppland in Eastern Sweden.

### How to grow garden phlox:

The garden phlox prefers a nutritious and moist, but well drained soil. It thrives in full sun or light shade. The bloom time is extended if the plants are deadheaded.

Where can I see this variety in cultivation?

The variety can be seen in Landeritrådgården at Gothenburg Botanical Garden.

### Sales:

The variety can be purchased at nurseries and garden centers from spring 2013.

## **Garden phlox**

## **Phlox paniculata 'Ingeborg från Nybro'**

This garden phlox variety has small, white flowers with purple eye. The flowers have a subtle, pleasant fragrance. The foliage is dark green and the leaves are covered with fine hair on both the upper and lower side. Height: 90 cm

Bloom time:

At the trial cultivation at the University of Agricultural Sciences in Alnarp in the south of Sweden, this variety has been in bloom for about four weeks, starting in late June.

Bloom colour: The flowers are white with a purple eye in the middle.

History:

This garden phlox originates from a small croft in the woods, but has been growing in a modern private garden since the 1970s. This variety, 'Ingeborg från Nybro' (Ingeborg from Nybro), is named after the woman who cultivated it for more than thirty years, and who made sure to preserve it for posterity.

Ingeborg was born in the early 1900s. She worked as a housekeeper and was a skilled cook. The tip concerning this variety was sent in by Mary-Ann, whose parents lived next door to Ingeborg for several years in the city of Nybro. In the 1970s, Mary Ann's parents received several plants from Ingeborg. The plants she and her mother had collected from the mother's childhood home in a woodland area close to the village of Orrefors. Ingeborg's grandfather was a forester, and older inhabitants of Orrefors remember that already in the early 1940s, the forester's cottage was surrounded by beautiful plants. The cottage was sold in the early 1950s, and Ingeborg probably collected divisions of the plants there sometime in the 1930s, shortly after she and her mother moved into their house in Nybro. Today the cottage is deserted and no garden plants remain. Ingeborg's house in Nybro was demolished in the 1970s and Ingeborg moved into a flat, but the plants from the forester's cottage were left at Mary-Ann's parents. Mary-Ann tells us that Ingeborg wanted to spread the plants from her grandparents' cottage so that they would continue to be cultivated. Mary-Ann herself has grown the garden phlox and the other plants that her parents received since the 1990s, when she took over her parents' garden.

Collected in:

Nybro in Småland in the south of Sweden.

How to grow garden phlox:

Garden phlox prefers a nutritious and moist, but well-drained, soil. It thrives in full sun or light shade. The bloom time is extended if faded flowers are deadheaded.

Where can I see this variety in cultivation?

The variety can be seen in Landeriträdgården at Gothenburg Botanical Garden.

Sale:

The variety can be purchased at nurseries and garden centres from spring 2013.