

SPRING INTO THE SEASON WITH GORGEOUS TEXAS EASTER LILIES



For many Texans, the Easter lily is the traditional flower celebrating the spring season. The breathtakingly beautiful white trumpet-shaped blooms of the Easter lily lend a sense of stately, graceful tranquility to any setting.

When looking for these gorgeous potted plants, Texans need look no further than their home state for the freshest and best choice. Distance does make a difference, and buying a plant grown locally means less travel time for your Easter lily to ship directly to your local retailer. To spot plants grown in Texas, simply look for the GO TEXAN logo. Launched by the Texas Department of Agriculture, GO TEXAN is the mark of Lone Star pride, helping shoppers spot Texas products at a glance.

Get the most from your Easter lily. Flip card over for selection and care tips!

Tips for Selecting a Texas Easter Lily

1. Choose a healthy lily with dense, rich, green leaves that are plentiful from the top down to the soil line. Avoid a plant that is waterlogged, especially if it looks wilted.
2. Select an Easter lily that appears balanced and full from all angles. It should be about two times as high as the container.
3. Look for a plant with one or two open or partially opened blooms, and three or more unopened buds. Puffy buds will open in a few days, with the tighter buds opening over the next several days.
4. Look for the GO TEXAN logo – a glowing brand in the shape of Texas – to know you're getting an Easter lily grown in Texas.

Easter Lily Care

Water: Keep the soil moist. Water when the soil feels dry to the touch, but do not over water. Do not let your lily sit in trapped, standing water.

Light: Place your Easter lily near a window that receives bright, natural, indirect sunlight. Avoid direct sunlight.

Temperature: Easter lilies prefer cooler temperatures — a daytime temperature of 60 degrees F to 65 degrees F is ideal, with slightly cooler nighttime temperatures. Avoid placing your plant near drafts and avoid exposure to excessive heat or dry air.

Helpful Tips: As the blooms mature, remove the yellow anthers before the pollen starts to shed. This will give your Easter lily longer flower life and will prevent the pollen from making a mess. When a mature flower starts to wither, cut it off to keep your plant attractive.



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Texas Department of Agriculture

For information on GO TEXAN, visit www.GOTEXAN.org.

To learn even more about what Texas grows, go to www.PickTexas.com.
Additional copies of TDA materials can be requested by calling the toll-free
GO TEXAN line at 1.877.99GO-TEX.