

## **Effects of planting time, lopping, and gibberellins' treatments on the development and flowering of *Digitalis purpurea* as a cutting-flower at the Arava Valley conditions**

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In the introduction of the plant species *Digitalis purpurea* taken place at Yair station in the Arava Valley during two seasons between 2005 and 2007, it has been observed that the possibility exists to cultivate it as a cutting flower. In a comparison among varieties, Lavender was found to be of the highest growth rate and of the largest yield, followed by Krim and Rose, as the least one. The best planting time was at the beginning of September. Lopping treatments brought about an increase in the number of flowers per unit area, however, they reduced the quality of the flowers. Gibberellins' treatments applied to lopped plants decreased flower quality further.