

P-68 (222)**'DEJA VU': A NEW CALLA LILY (ZANTEDESCHIA AETHIOPICA) CULTIVAR**

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The calla lily (*Zantedeschia aethiopica*) is an ornamental plant that grows in several regions of Mexico, and its use as a cut flower is very popular. 'Deja Vu' is the first calla lily variety registered in Mexico with the National Seed Certification and Inspection System, with plant breeder's title number 1478. The 'Deja Vu' spathe is white, pink and green; its size is equal to or greater than that of the white 'Criollo' calla lily and agronomic management is similar in both varieties. Its growth and production are adapted to tropical highland areas in Veracruz, Mexico at 2,000 m.

Keywords: new ornamental plants, innovation, calla lily breeding.