

Soil:

Marigold can be grown in a wide range of soils, as it is adapted in different soil types. French (Dwarf) marigolds are best cultivated in light soil whereas a rich well drained, moist soils are best suited for African (Tall) marigolds. However, sandy loam soil having pH 7.0-7.5 with good aeration and drainage are considered ideal for the cultivation of marigold.

Climate:

Marigold requires mild climate for luxuriant growth and flowering. The optimum temperature range for its profuse growth is 18-20°C. Temperatures above 35°C restrict the growth of the plants, which leads to reduction in flower size and number. In severe winter, plants and flowers are damaged by frost.