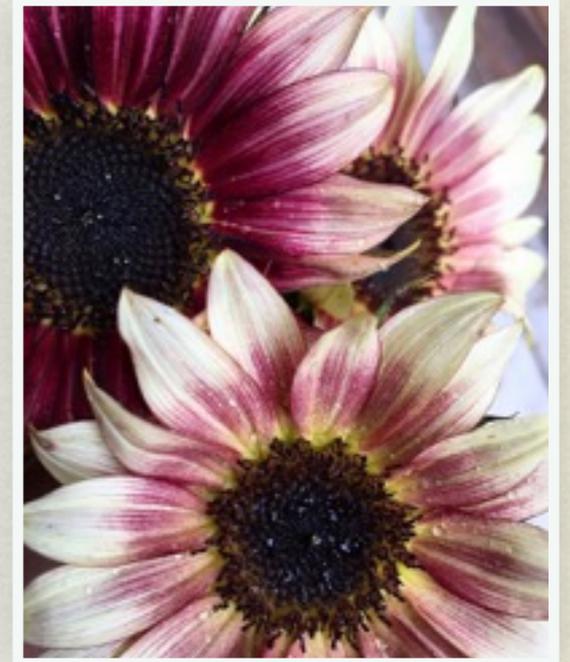
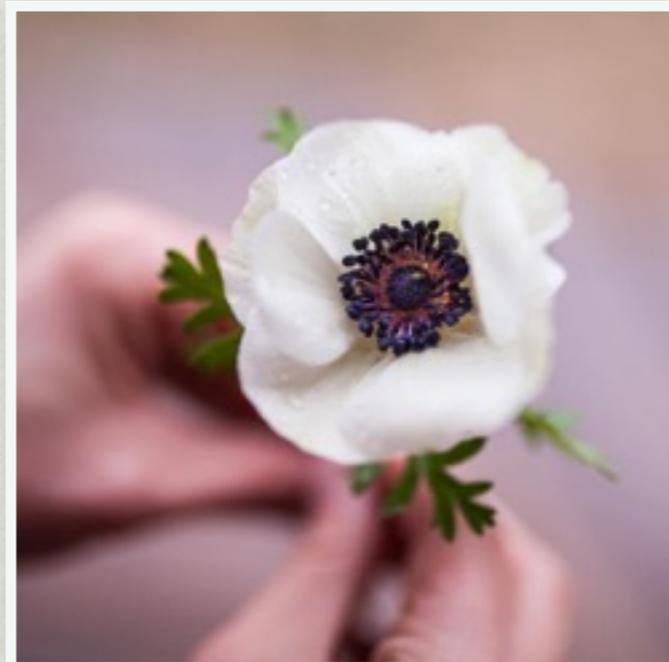


GROWING AND SELLING CUT FLOWERS

AdAgrA Conference 2017



ABOUT ME



WHAT WE WILL COVER

- Why Flowers?
- Best Varieties for year 1 and beyond
- Harvesting
- Arranging/Presentation
- Marketing
- Where to buy seeds & supplies
- Favorite books & helpful resources

WHY FLOWERS?

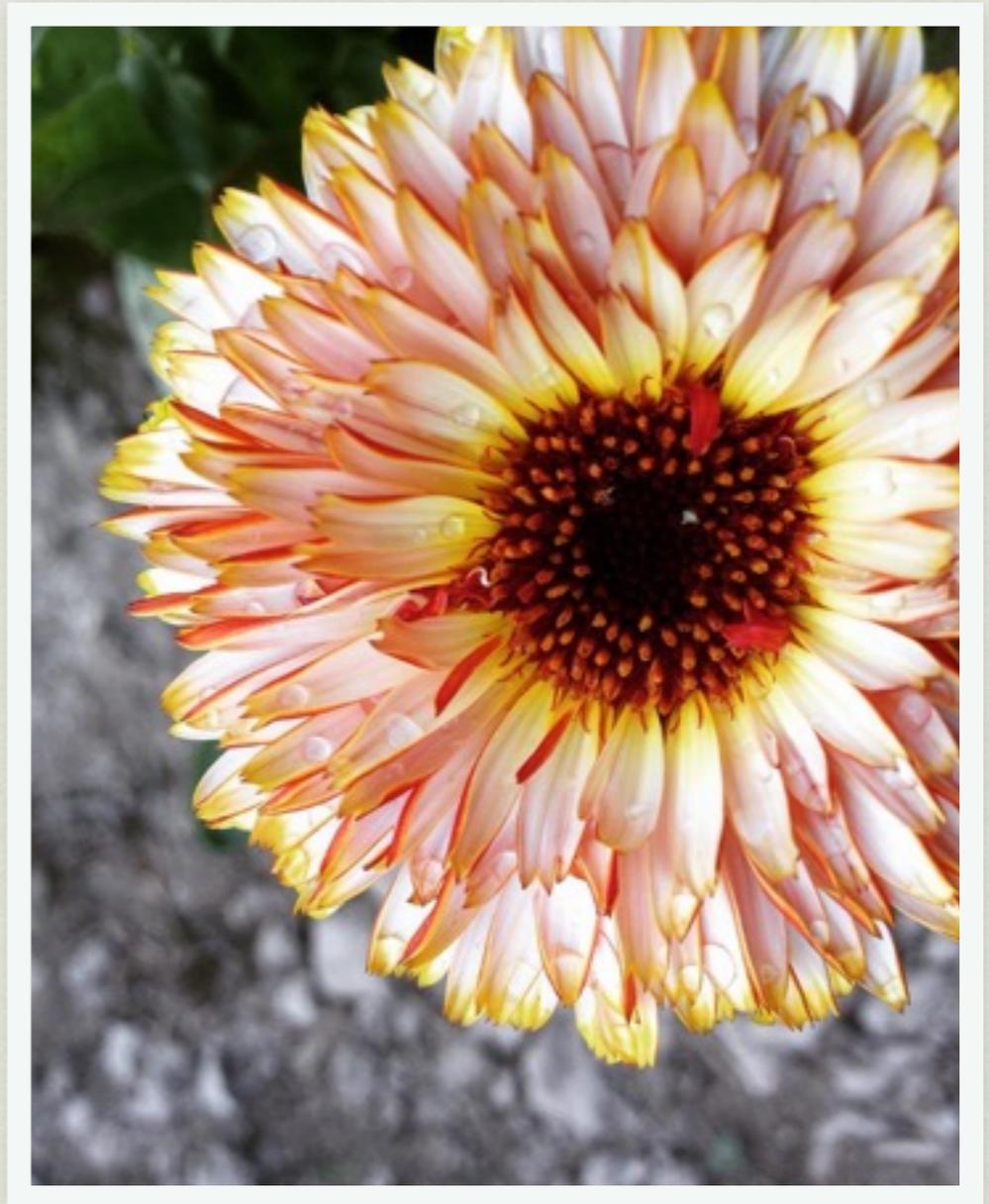


“All, both young and old, should be in the open air as much as possible. Every family should have a plot of ground for cultivation and for beauty. Parents, a flower garden will be a blessing to your children.... It will pay to expend a small sum yearly in the purchasing of flower seeds and shrubs.”

2BIO 308.6

WHY FLOWERS?

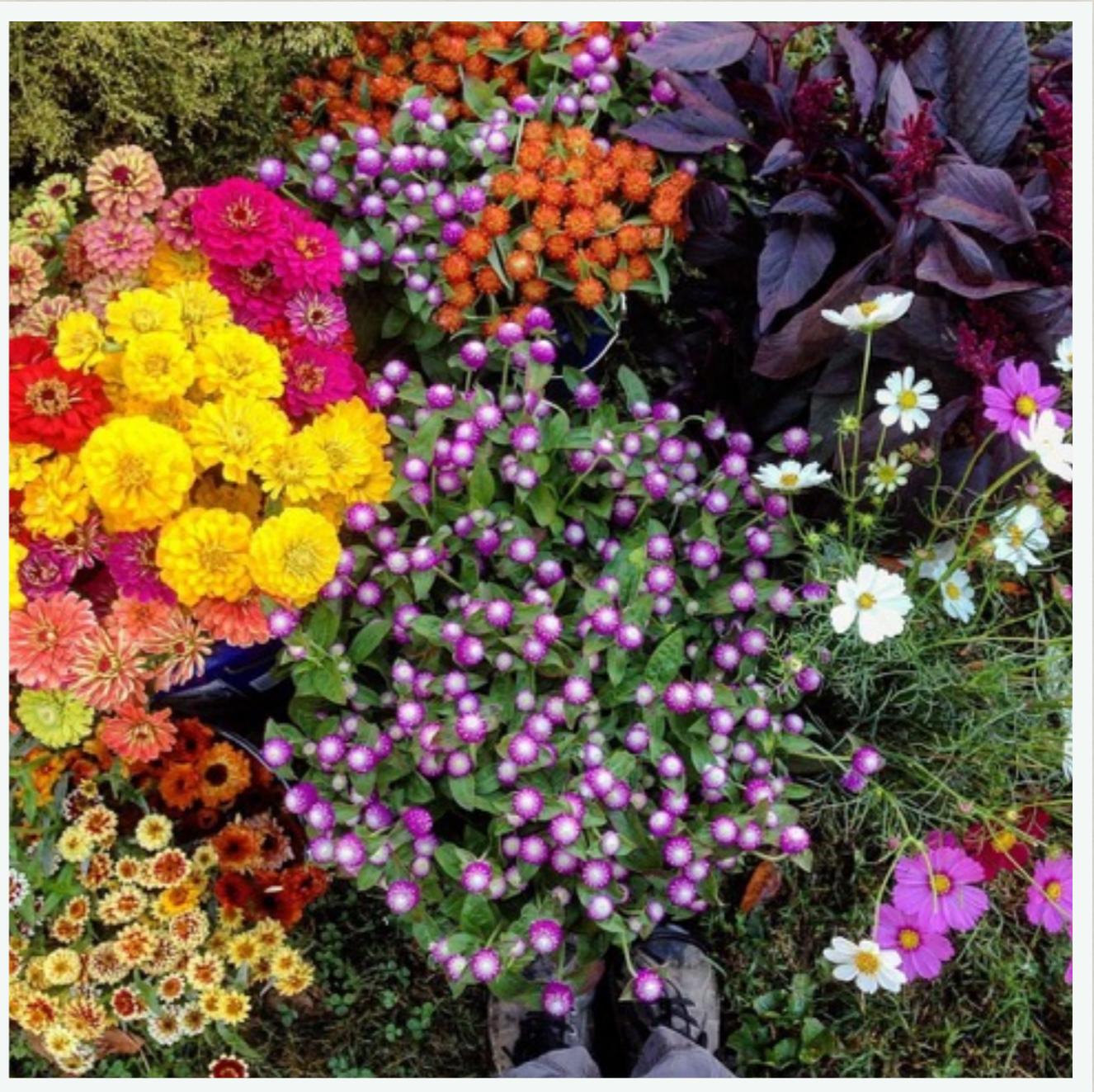
- Almost universal appeal
- Bring happiness and smiles
- Less pressure than vegetables
- Profitability



BEST VARIETIES FOR YEAR 1

(& beyond)

- Sunflowers
- Zinnias
- Celosia
- Gomphrena
- Cosmos



SUNFLOWERS

Helianthus Annuus



- **ProCut Series, Sunrich Series, Sunbright Series**
Plant these 3 varieties together every 3 weeks for extended harvest.
- 9" plant spacing for larger heads, 6" for minis
- Harvest when petals are just beginning to lift from center
- Bunch 3-5 (depending on size) and sell for \$6.

ZINNIAS

- **Benery's Giant Series** (*Salmon Rose, Purple, Lime, Wine & Yellow*)
- **Oklahoma** or **Sunbow** for smaller heads
- **Jazzy** - short stems, but nice for fall arrangements
- **Queen Red Lime & Queen Lime with Blush** - favorite!



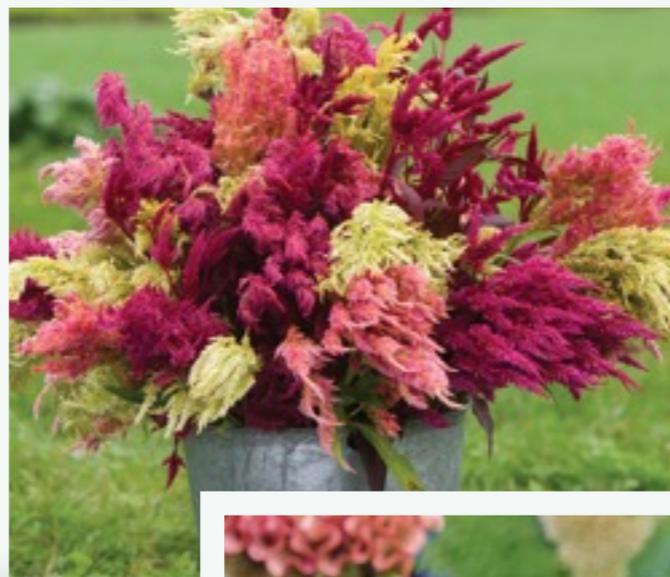
ZINNIAS

cont.

- 9" spacing
- Pinch at 18" for longer stems and more productive branching
- Trellis sides
- Harvest when stems have stiffened (wiggle test) but before florets open
- Cold sensitive
- Susceptible to blight & powdery mildew. Succession planting essential
- Sell mostly in mixed bouquets, some straights +/- 9 stems for \$6



CELOSIA



- **Cramer's** or **Chief** for large "ball" type
- **Pampus Plume** - feathery
- **Bombay** - fan type (my favorite)
- Harvest at any stage (only before seeds start to drop)
- Foliage also a long- lasting filler
- Very Prolific cut and come again - 2 plantings suggested

GOMPHRENA

(globe amaranth)

- **Bicolor Rose and QIS Orange**
- 9" plant spacing
- Great fresh and dried
- Harvest at any stage
- Add to bouquets or wrap and sell for \$6



COSMOS

- **Versailles, Double Click, Cupcakes, & Sea Shells**
- Plant closer to hold each other up
- Trellis sides (shallow root systems)
- Harvest ideally when beginning to open (more fragile when fully open)
- Must succession plant (once a month)
- Add to bouquets for whimsical effect; foliage also nice filler



A FEW MORE



- **Marigolds** - *Giant Series* (Johnnys)
Jedi Series (GeoSeed)
- **Cynoglossum** (*Chinese Forget-Me-Not*) *Intense Blue* (Johnnys) *Mystery Rose* (GeoSeed)
- **Ageratum** - *Blue Plantet* (Johnnys)
- **Ammi** - *Dara, White Dill* (Johnnys & GeoSeed)

FILLERS

- **Basil** - Aromato, Cinnamon, Lemon
- **Amaranth** - all varieties
- **Dill** - whatever you have growing
- **Mint**
- **Grasses**



WHEN IN A PINCH, FORAGE

- Queen Annes Lace
- Golden Rod (before heads develop)
- Branches
- Wild Clematis
- Passion fruit vines
- Rudbeckia
- Sweet Annie



HARVESTING

- Clean buckets!!!
- Clean sharp snips
- Learn optimal harvest time for each flower variety
(see floretflowers.com for a free ebook on ideal timing for harvest)
- Harvest in the cold of the day (I prefer evenings)

HARVESTING

cont.

- Place directly in water
- Cut 18" down, strip lower leaves
- Cut large handful before placing in bucket
- Place in cooler or in shade away from direct sunlight

ARRANGING

- Place buckets on table in order, or last flower in stacks on table
- Focal, Filler, Spike, Whimsical/Airy
- Keep loose
- 5-7 different flowers/fillers

ARRANGING

cont.

- 15-20 stems depending on size
- Cut to shortest stem length
- Rubber band down low to keep loose and full appearance
- Put in sleeve or wrap in paper for protection

PRESENTATION



PRESENTATION





MARKETING

- Farmer's Market
- Flower CSA
- Businesses
- Grocery Stores
- Events/Weddings

SUPPLIES

- **Seeds** - johnnyseeds.com & geoseed.com
- **Snips** - felco.com & amleo.com (*pruning shears*)
- **Buckets** - *Lowes*
- **Jute** - *Hobby Lobby* (or *bailing twine from TSC*)
- **Kraft Paper** - *Lowes*

RESOURCES

- floretflowers.com
- thegardenersworkshop.com
- lovenfreshflowers.com
- ascfg.org

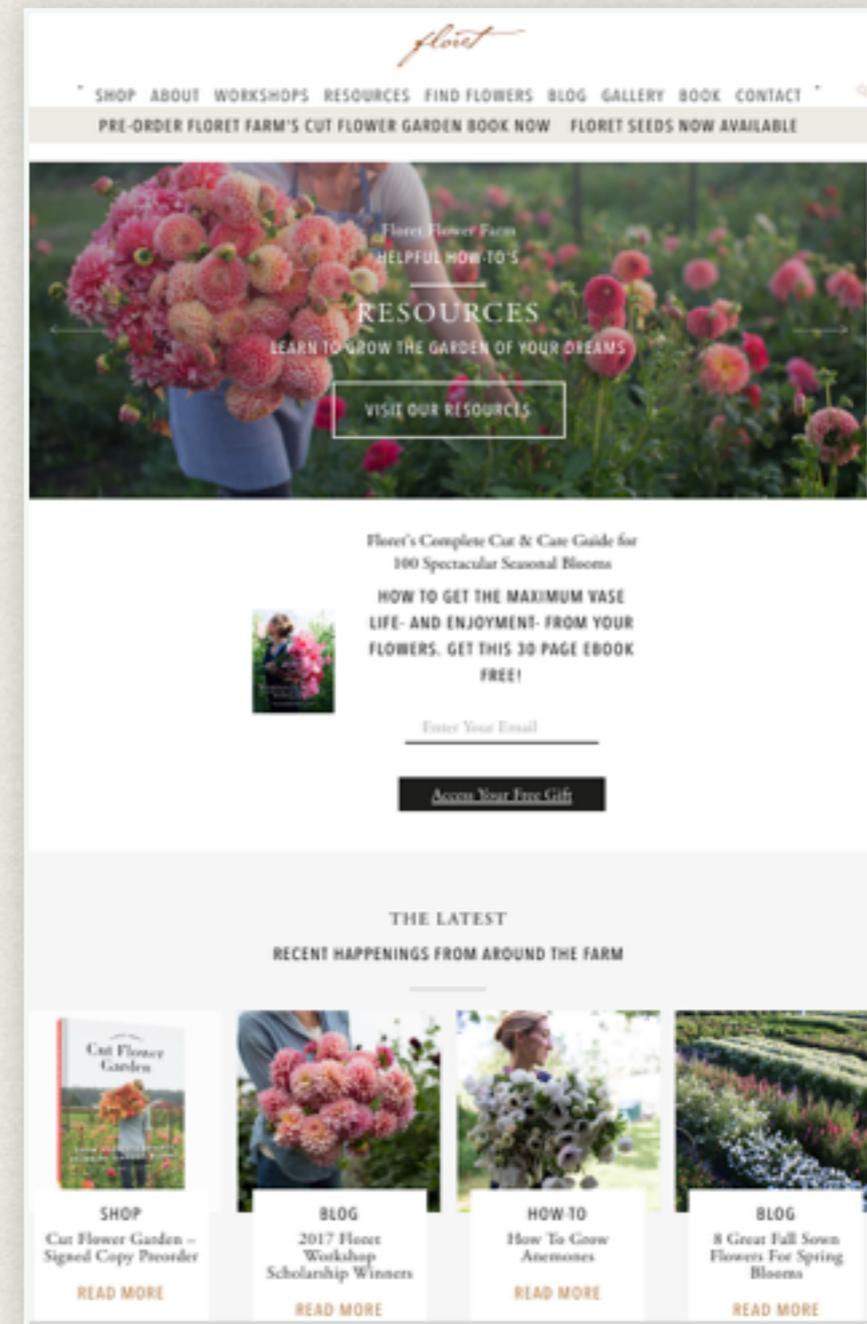
@floretflowers

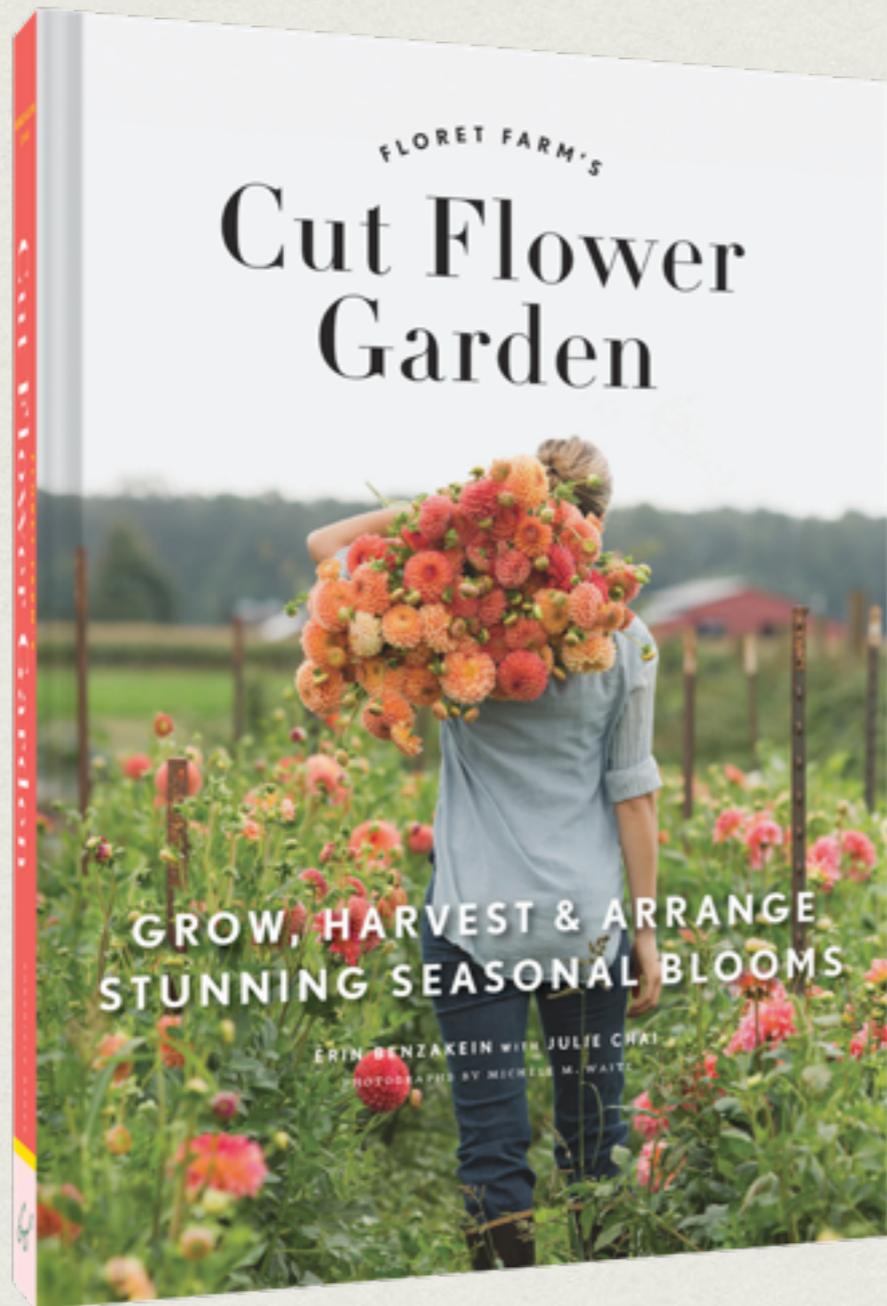
@jayflora_designs

@dahliamayflowerfarm

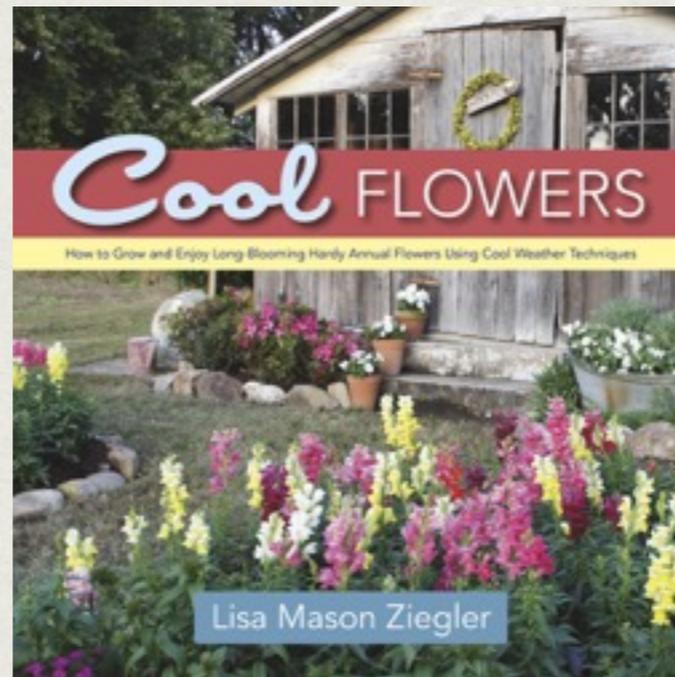
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Slow Flowers podcast



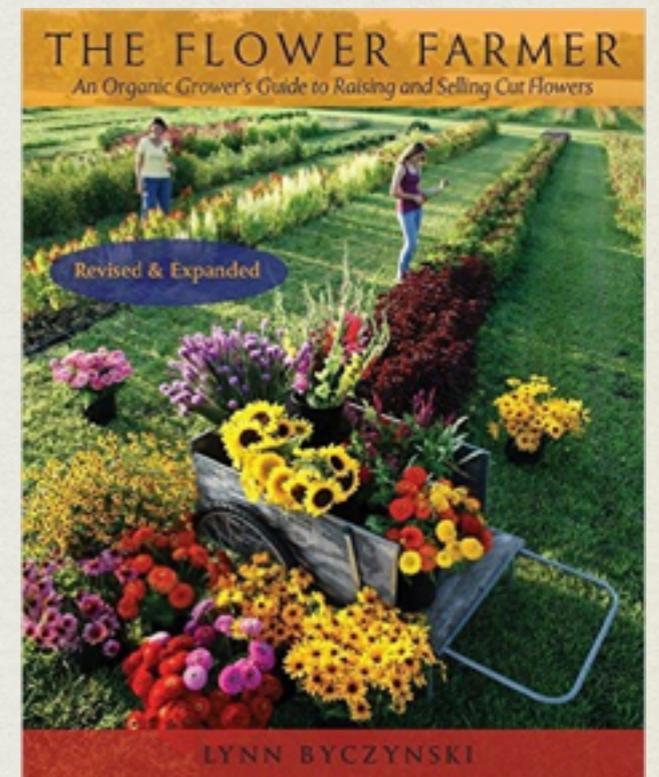


Cut Flower Garden
Erin Benzakein



Cool Flowers
Lisa Ziegler

The Flower Farmer
Lynn Byczynski



HAPPY GROWING!