



Flower Farming Basics

Allyson Fisher Lambert

Getting Started

- ❖ Land
- ❖ Sun
- ❖ Soil Test
- ❖ Seeds
- ❖ Tools
- ❖ Customers



Questions to answer

- ❖ Who is ideal customer?
- ❖ What to grow?
- ❖ How to grow it?

Customer

- ❖ Wholesale
 - ❖ Bulk Bunches
 - ❖ Grocery
- ❖ Retail
 - ❖ Farmers Market
 - ❖ Farm stand
 - ❖ DIY Buckets
 - ❖ CSA
- ❖ U-Pick (Agritourism class)



What to grow?

Wholesale- Grow List

❖ First Season

- ❖ Sunflowers
- ❖ Zinnias
- ❖ Marigolds
- ❖ Celosia
- ❖ Cosmos
- ❖ Hardy annuals

❖ Experience

- ❖ Dahlias
- ❖ Lisianthus
- ❖ Ranunculus
- ❖ Tulips
- ❖ And more!



Wholesale- Grow List

- ❖ Colors
 - ❖ Muted tones
 - ❖ Peach
 - ❖ Pink
 - ❖ White
 - ❖ More color during summer



Retail- Grow List

❖ First Season

❖ Sunflowers

❖ Zinnias

❖ Marigolds

❖ Celosia

❖ Basil

❖ Cosmos

❖ Hardy Annuals

❖ Experience

❖ Dahlias?

❖ Lisianthus

❖ Ranunculus

❖ Tulips

❖ And more!



Retail- Grow List

- ❖ Color!
- ❖ Bright Colors
- ❖ Pink
- ❖ Purple



How to grow?

- ❖ Planting
- ❖ Harvesting
- ❖ Variety

Sunflowers

- ❖ Planting

- ❖ 128 trays

- ❖ 2-3 weeks before can plant out.

- ❖ Early plantings

- ❖ Direct Seed

- ❖ Spacing

- ❖ 6"

- ❖ Weed Control

- ❖ Support?

- ❖ Succession

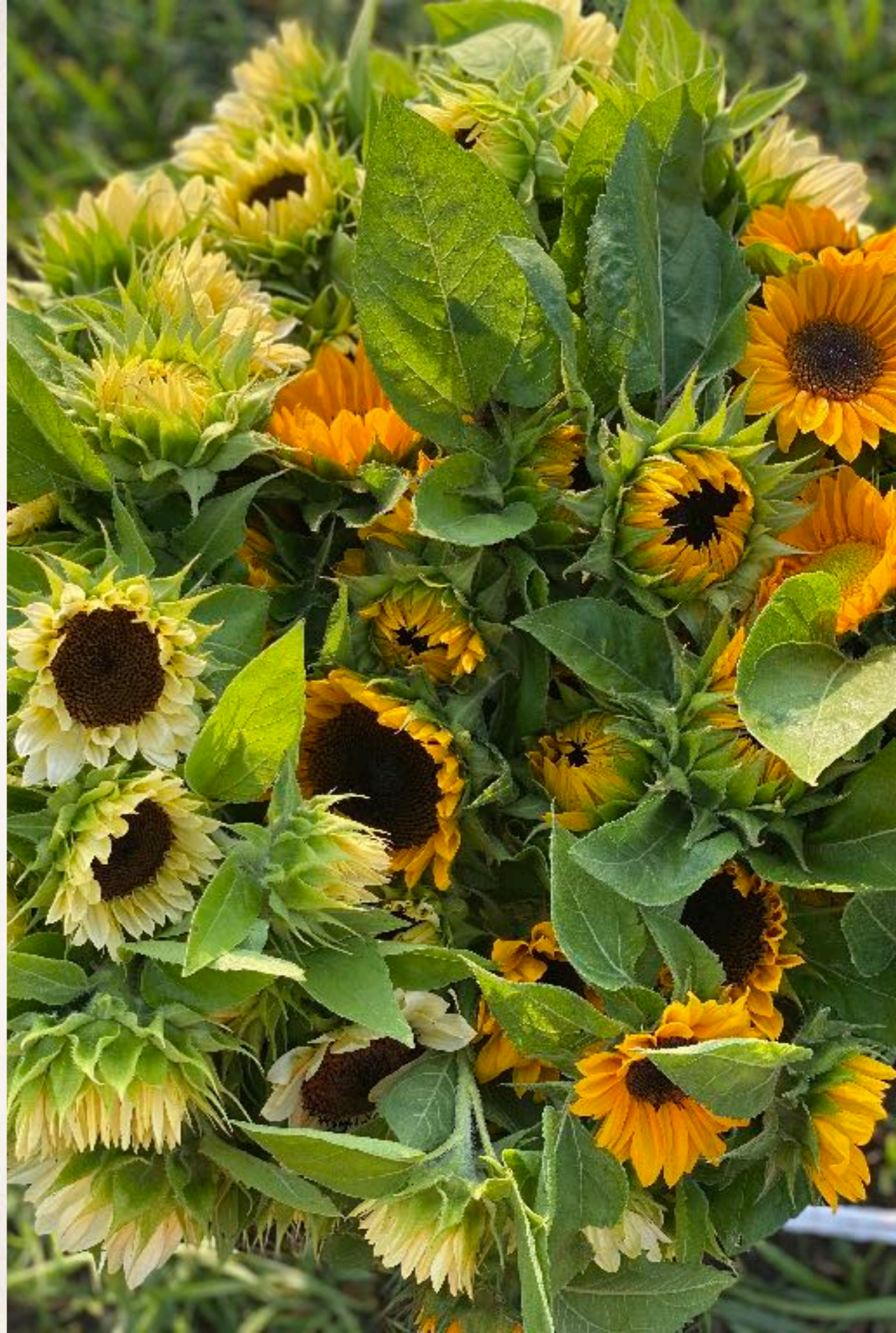
- ❖ 1-2 weeks

- ❖ How many?- account for loss



Sunflowers

- ❖ Harvesting
 - ❖ Just as petals are lifting
 - ❖ Strip leaves
 - ❖ Sickle
 - ❖ Rubber Band
 - ❖ 5-10 per bunch
 - ❖ 5 Gallon buckets
 - ❖ CVBN tablet
- ❖ Store in cooler



Sunflowers

- ❖ Variety
 - ❖ Pollenless
 - ❖ Single Stem
 - ❖ Pro Cut
 - ❖ White
- ❖ sunflowerselections.com
- ❖ Johnny's Selected Seeds
- ❖ Geoseed



Sunflowers

- ❖ Wholesale Pricing
 - ❖ Mini (center ~1")
 - ❖ \$1-\$1.50
 - ❖ Small (center ~1.5-2")
 - ❖ \$1.50-\$2
 - ❖ Large
 - ❖ \$2-\$3
 - ❖ Novelty colors
 - ❖ Add \$0.25-\$0.50
- ❖ Farmer's Market/Bouquets



Zinnias, Marigolds, Basil and Cosmos

❖ Planting

- ❖ Start in trays 4-6 weeks before planting out.
(Frost date)
- ❖ Direct Seed
- ❖ Spacing: 6-12"
- ❖ Weed control
 - ❖ Landscape fabric
- ❖ Support
- ❖ Pinching
- ❖ Successions
 - ❖ Different colors



Zinnias, Marigolds, Basil and Cosmos

❖ Harvesting

❖ Zinnias

- ❖ Wiggle test, stiff necks

❖ Marigolds

- ❖ Anytime, can also work for foliage

❖ Basil

- ❖ When stems are woody

❖ Cosmos

- ❖ Tight buds, foliage

❖ Clean water, CVBN tablet

❖ Sickle and cut deep (pinch)



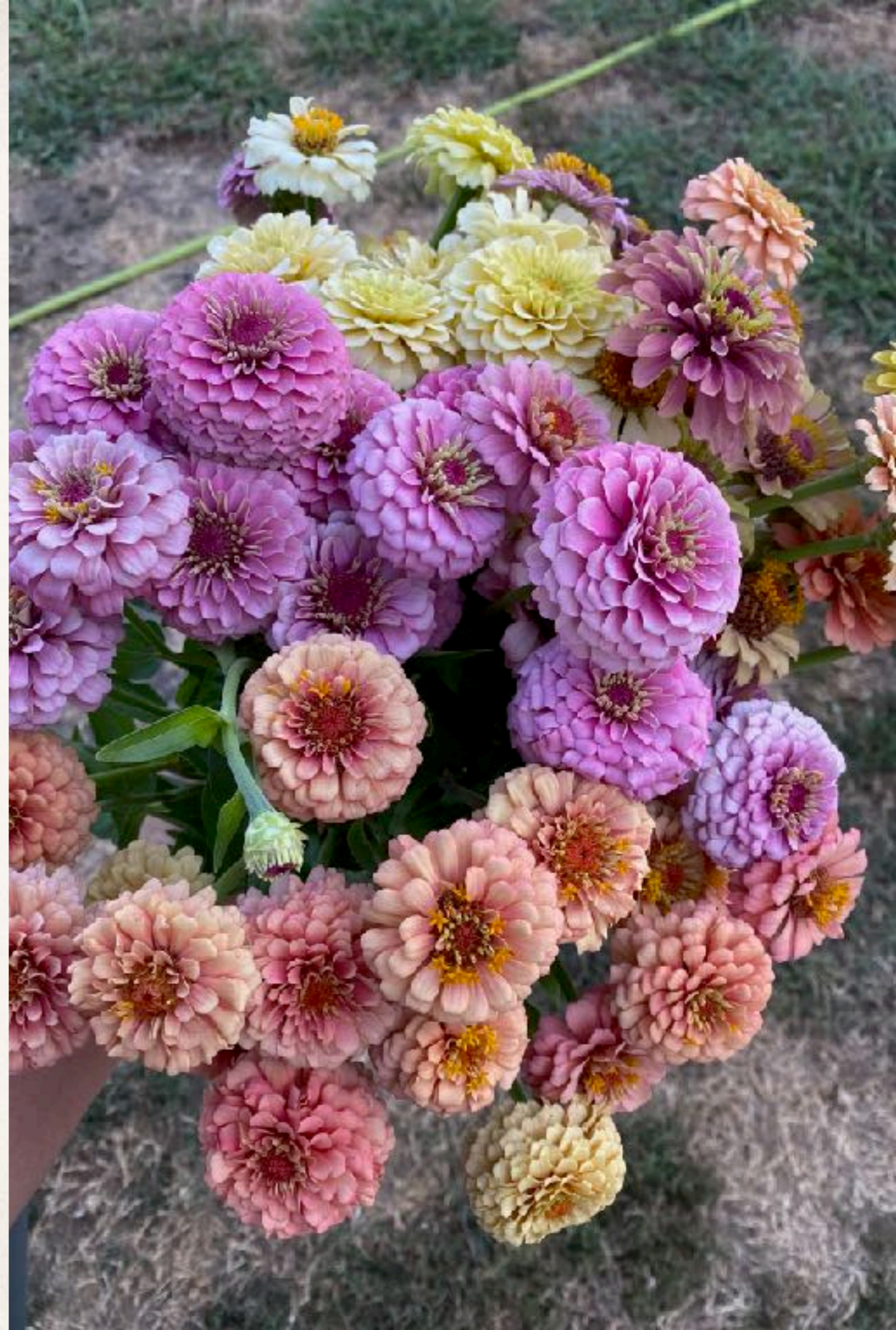
Zinnias, Marigolds, Basil and Cosmos

- ❖ Variety
 - ❖ Zinnias
 - ❖ Oklahoma Series
 - ❖ Benary's Giant Series
 - ❖ Queen Series
 - ❖ Floret, Dawn Creek, etc
 - ❖ Marigolds
 - ❖ Gold and Orange
 - ❖ Basil
 - ❖ Lemon
 - ❖ Cinnamon
 - ❖ Thai Towers
 - ❖ Cosmos
- ❖ Johnny's and Geoseed



Zinnias, Marigolds, Basil and Cosmos

- ❖ Wholesale Pricing
 - ❖ Zinnias and Marigolds
 - ❖ \$9/bunch (10 stems)
 - ❖ Basil
 - ❖ \$8/bunch
 - ❖ Cosmos
 - ❖ \$8/bunch



Celosia

❖ Planting

- ❖ Like warm soil.
- ❖ Plant out when small or direct seed.
- ❖ Don't need a lot of water.

❖ Harvesting

- ❖ Will continue to grow but will start to drop seeds.



Celosia

- ❖ Variety
 - ❖ Comb- Chief Series
 - ❖ Jura Salmon
 - ❖ Plume
 - ❖ Texas Plume
 - ❖ Pampas
 - ❖ Sunday
 - ❖ Wheat
 - ❖ Gardener's Workshop, Johnny's, Geoseed, Floret
- ❖ Wholesale Pricing
 - ❖ Comb- \$1.20/stem
 - ❖ Plume- \$1/stem



Hardy Annuals

- ❖ Start in fall or early spring
- ❖ Snapdragons, Larkspur, Poppies, Dianthus, Bupleurum, Lisianthus and lots more!



Selling

- ❖ Wholesale
 - ❖ Set yourself apart.
- ❖ Retail
 - ❖ Wrapped Bouquets
 - ❖ Jars
 - ❖ Thrifted Vases
 - ❖ Buckets
 - ❖ Straight bunches
 - ❖ Price for your market



Resources

- ❖ American Society of Specialty Cut Flower Growers
- ❖ The Gardener's Workshop
- ❖ "The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers" by Lynn Byczynski
- ❖ Floret





Questions??