



Starting Out with Flower Farming

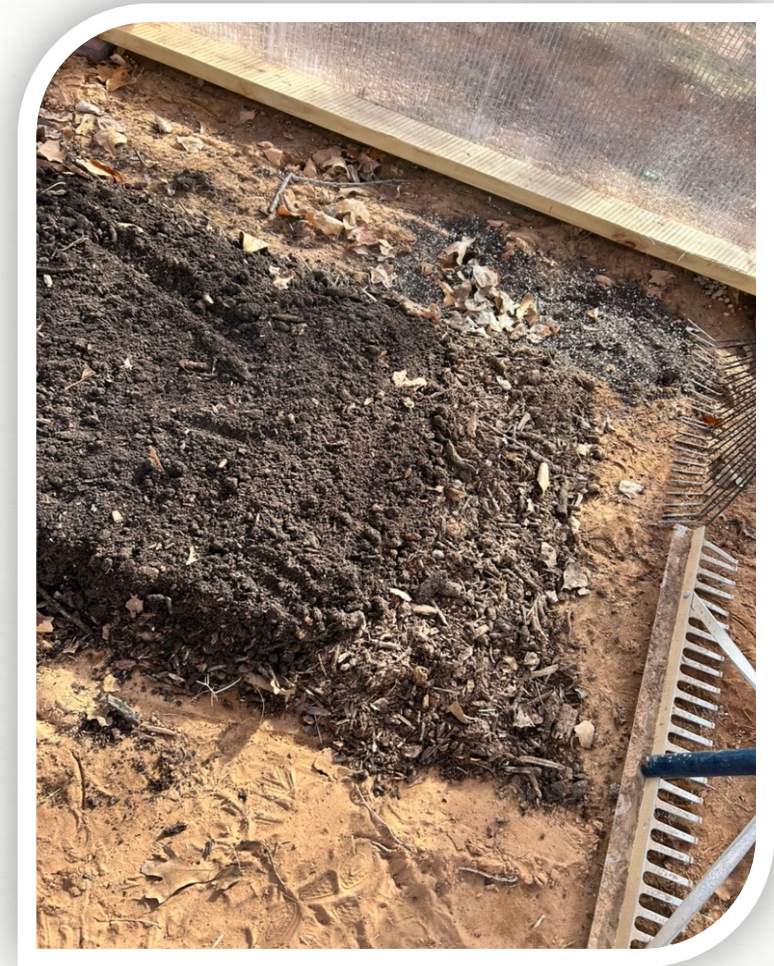
Presented by: Kelly O'Connor



Our Story



Startup

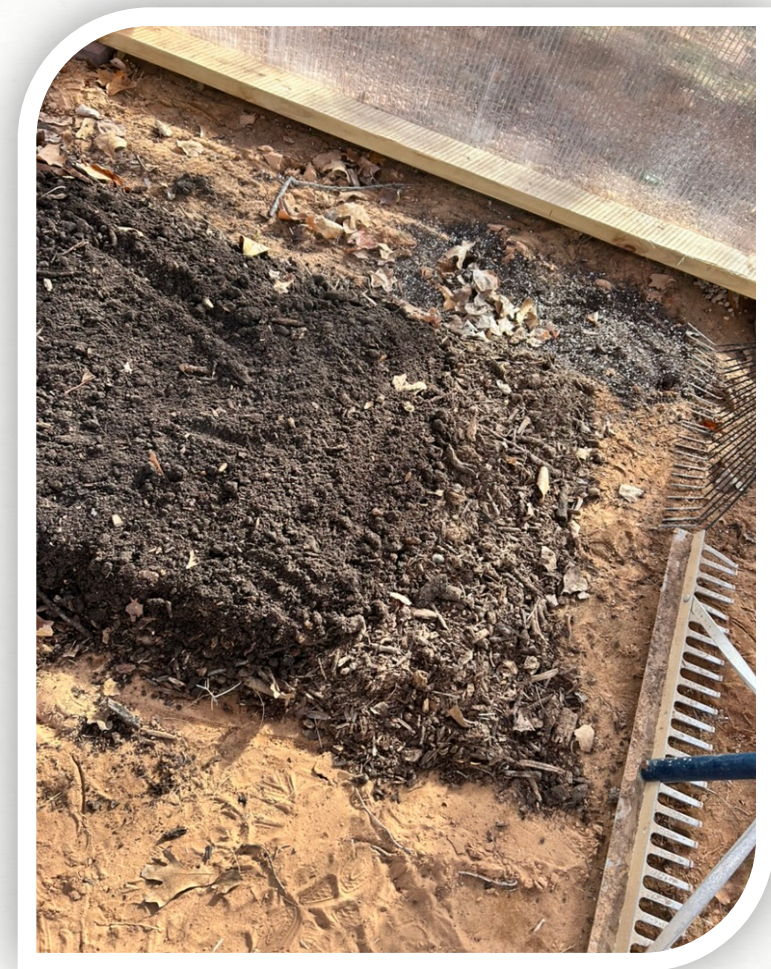


Planning Your Crop Year

“If you fail to plan, you are planning to fail”. Ben Franklin

- The time you spend planning may be the best “tool” of all to ensure success.
- A good plan gives you assignments for daily, weekly and monthly chores that, if followed, will help you meet the goals you set in the planning session.

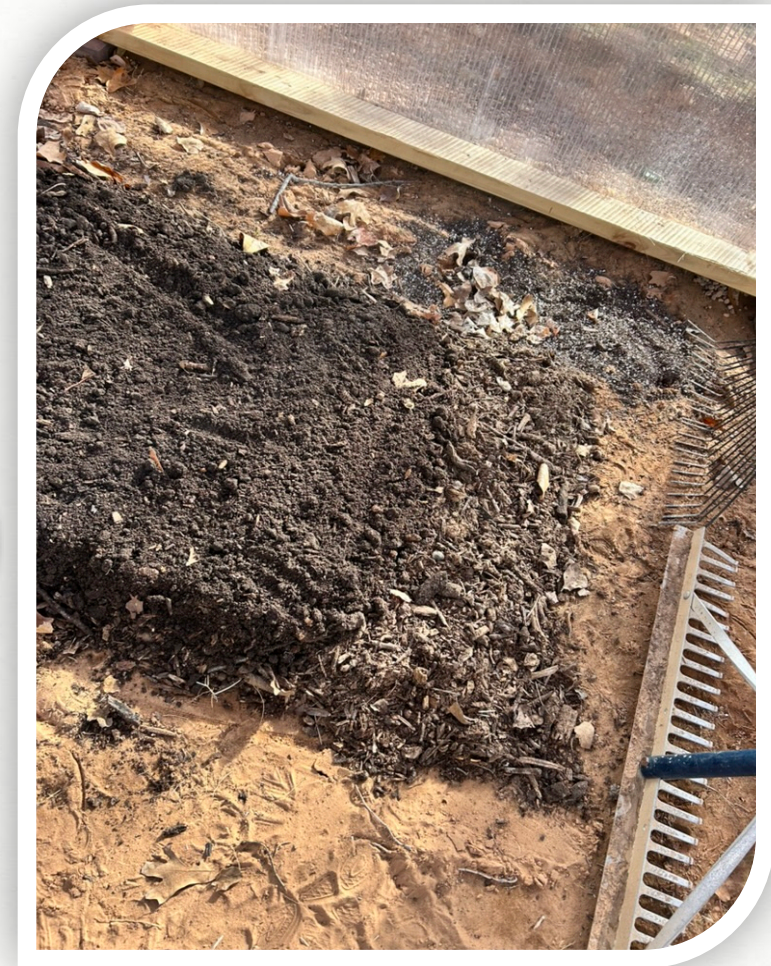




Market Strategy

- Analyze Your Customer Base
 - Florists
 - Wedding and Event Florists
 - Farmers Markets
 - Grocery Stores
 - Farm Stand
- Decide Seasonal or Full-Time





Research Material

- **Books**

- *The Cut Flower Handbook* by Lisa Mason Ziegler
- *A Year in Flowers* by Erin Benzakein
- *Cut Flower Garden* by Erin Benzakein and Julie Chai
- *The Living Soil Handbook* by Jesse Frost
- *The No-Till Organic Vegetable Farm* by Daniel Mays

- **Magazines**

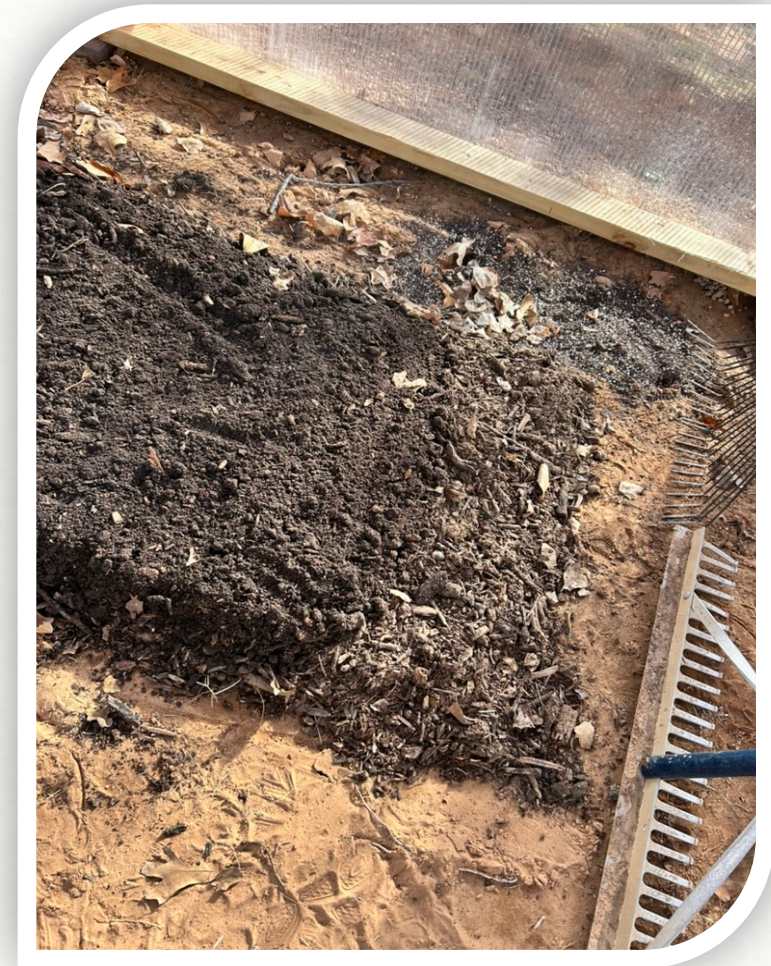
- *The Cut Flower Quarterly* published by the Association of Specialty Cut Flower Farmers. This comes as a part of the member benefits.



Research Material (Cont'd)

- **Websites**
 - Johnny's Selected Seeds
 - The Gardener's Workshop
 - Floret
- **You Tube Channels**
 - The Gardener's Workshop
 - Regenerative Gardening with Blossom and Branch Farm
 - North Lawn Flower Farm and Gardens
 - Floret Flower Farm
 - Coram Deo Flower Farm
 - PepperHarrow Flower Farm







Seasonal Blooms

- In order to have a viable crop you will likely need to purchase corms and bulbs up to a year in advance.
- Seeded crops will need to be started weeks to months in advance of transplant.

Crop Plan

FALL PLANT – Indoor Seed in July/Aug

Black Eyed Susan

Canterbury Bells

Campanula

Carnation

Cynoglossum

Feverfew

Foxglove

Larkspur

Lisianthus

Love-in-a-Mist

Snapdragon

Sweet William

Orylaya

Yarrow

Sweet Rocket

Verbena

Early January Start – March Transplant

Billy Balls

Columbine

Dill

Dara

Cerithe

Godetia

Monarda

Ornamental Cabbage

Salvia

Saponara

Scabiosa

Statice

Stock

Strawflower

Sweet Pea

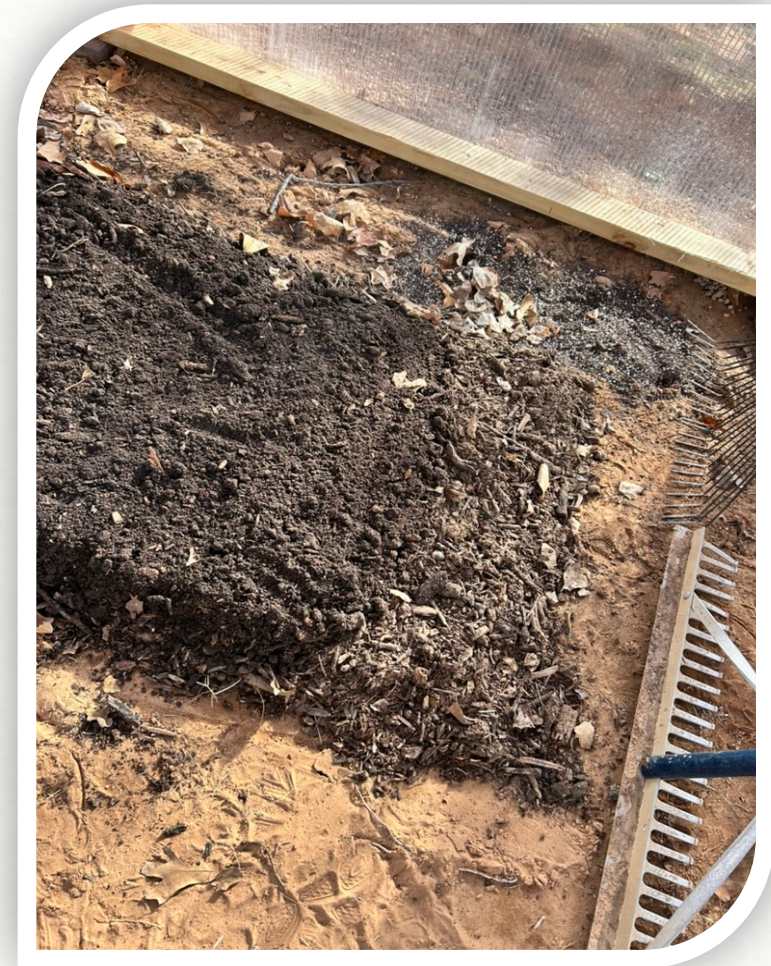
Throat Wort

Winged Everlasting



Crop Plan (Cont'd)

SUMMER for Fall Harvest	Mid Spring for Summer – March
Calendula	Aster
Cosmos	Branching Sunflower (3x)
Ornamental Cabbage/Kale	Gomphrena
Snapdragon	
Stock	
FALL PLANT – Direct Seed	LATE SPRING (April)
Bells of Ireland	Basil
Bupleurum	Celosia
	Sunflowers (Single Stem)
	Zinnia

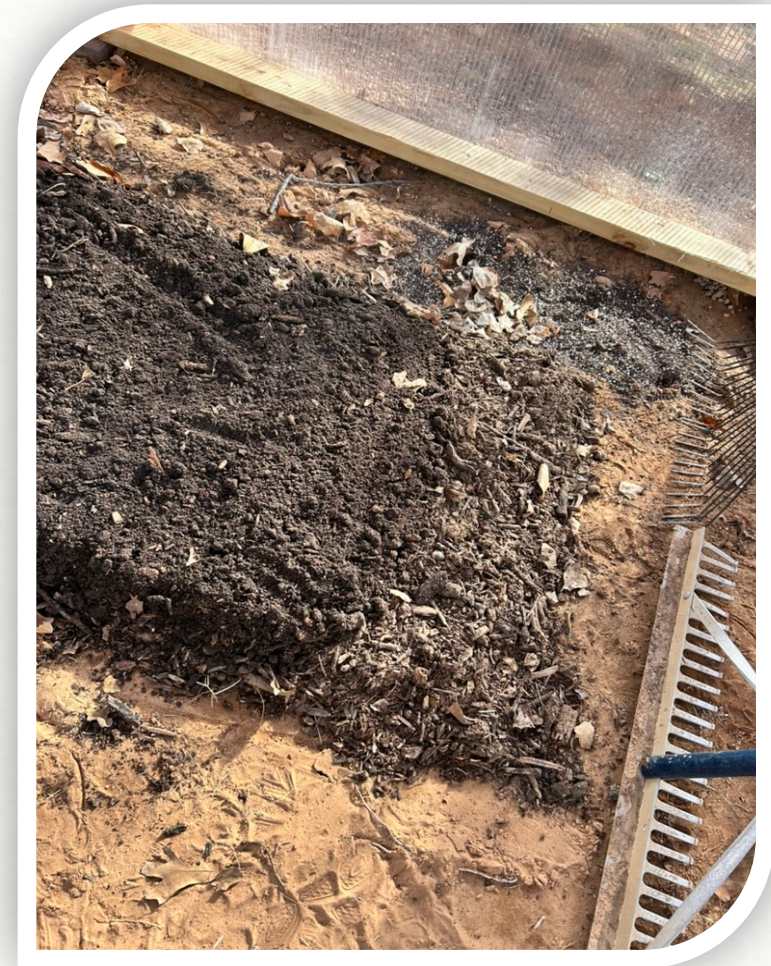


Flower Pricing

- Sample Price List

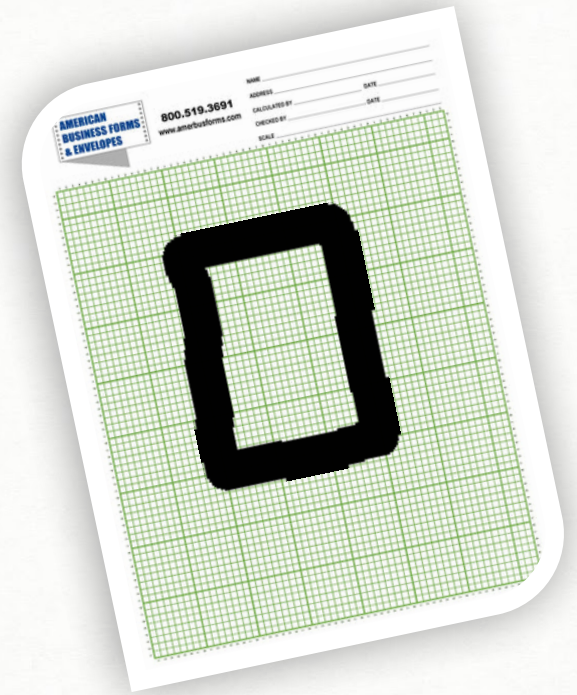
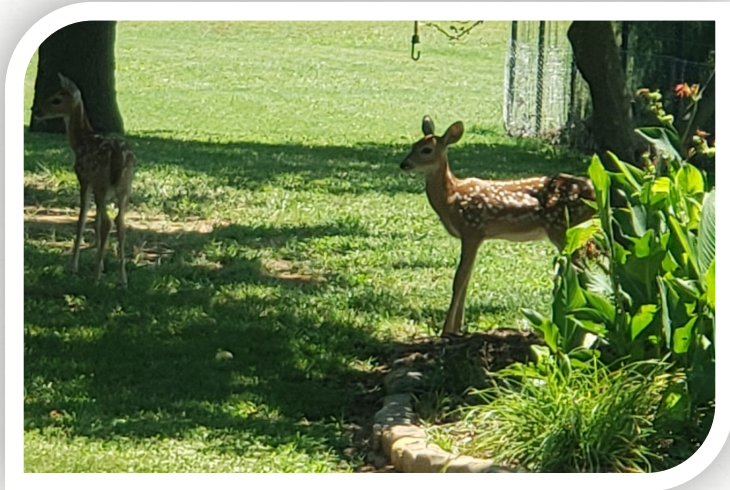
FLORAL ITEM	STEM COUNT	PRICE
Cerithe	10	<u>\$ 5.00</u>
Celosia (Wheat/Plume)	10	<u>\$ 5.00</u>
Celosia Cockscomb (Crested)	10	<u>\$ 7.00</u>
Gomphrena	10	<u>\$ 5.00</u>
+ Lisianthus	5	\$10.00
+ Shasta Daisy	10	<u>\$ 5.00</u>
Sunflowers	5	<u>\$ 8.00</u>
+ Yarrow	10	\$10.00
Zinnias (Large)	10	\$10.00
Zinnias (Small- Oklahoma)	10	<u>\$ 5.00</u>
FILLERS		
Lemon Basil	10	<u>\$ 5.00</u>
Mint	10	<u>\$ 5.00</u>
Vitex	5	<u>\$ 5.00</u>





Farm and Garden Layout

- Determine Available Space
- Full or Partial Sun
- Water Sources
- Protection from Animals



The Business



- Microsoft Excel or Similar Spreadsheets
 - Mileage Tracker - *A simple Excell spreadsheet*
 - Material and Supplies Tracker
 - Garden Expense Tracker
 - Travel and Training Tracker
- Receipt Books
- E-Mail Account
- Tax Software (TurboTax for Small Business)
- Personalized Business Documents (Business Cards, Letterhead, Stamp)



The Garden



Soil Health – “*Living Soil*”

- High in Carbon Matter
 - Compost
 - Mulch
- Compost Tea
- Alfalfa Pellets Increase Nitrogen in the soil

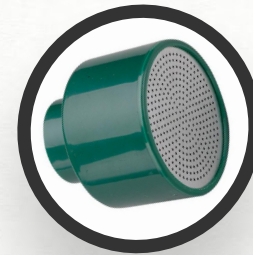


30-Inch Wide beds with
a length of 25 feet.



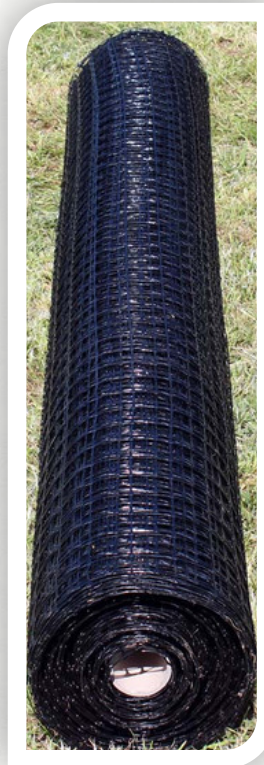
Irrigation

- Hoses, Sprayers and Sprinklers
- Automatic vs. Manual Watering Timers



Fencing

- Barrier from Animals
 - Deer, Rabbits, Dogs, etc.
 - 8' T-Posts
 - 8' Deer Fence



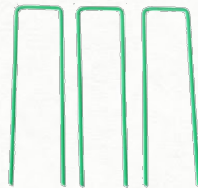
Protection from the Elements

- Greenhouses and Seedhouses



Protection Cont'd

- Low Hoops
- Frost Cloth AG30
- Shade Cloth
- Insect Netting
- Row Cover Hand Pegs



Flower and Plant Support

- Flower/Plant Support - trellising, netting or twine can be used with small fence posts or wooden stakes



Plant Protection

- Sluggo Plus - organic input that prevents damage from cut worms, pill bugs and slugs
- BT - protects against moth larvae damage



Getting Down to Business!!!

- What tools do I need?
- How do I begin Seed Starting?
- Harvesting Tips



Basic Tools

Rakes

Shovels

Wheel Barrow

Wagon

T-Post Driver

Wire Cutters

Measuring Tape

Tractor / Lawnmower

Seed Starting

Direct Seeding

Tray Seeding

Soil Blocking





Tray Seeding

Concrete Mixing Tub

Planting Mix

Air Pruning Trays or Other
1020 Size Trays

Shallow or Deep 1020 Size
Bottom Tray

Dibble

Vermiculite



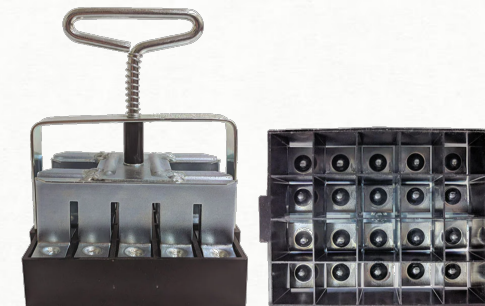
Soil Blocking

Microgreen Trays

Shallow 1020 Bottom Trays

50/50 Sifted Peat Moss and
Garden soil or Worm
Castings

$\frac{3}{4}$ Inch Mini Blocker



Homemade Soil Sifters

1/2" and 1/4"



Corm Starting



Wet Peat Moss or
Coco Coir in 10/20
Trays



Other Seed Starting Essentials

Grow Lights

Heat Mats



Seed Starting Cont'd

Tables or Racks

Clear Domes



Harvest Tools / Supplies



Pruning Shears

Quick Dip

CVBN Tablets

Rubber Bands

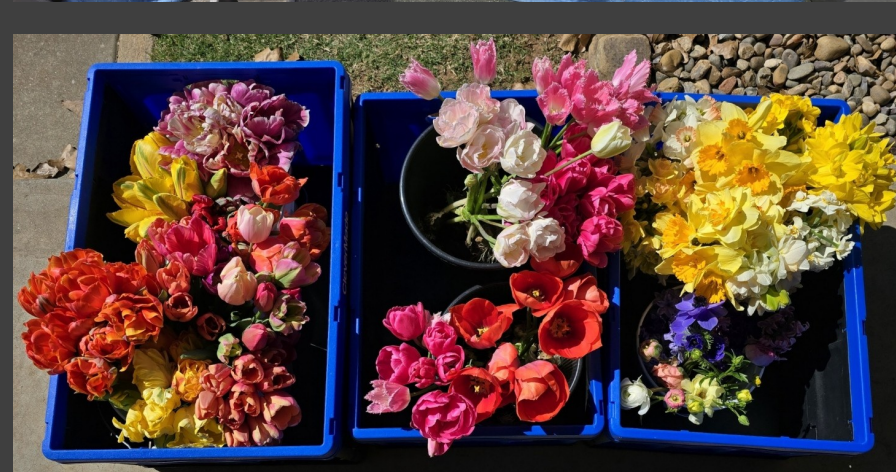
Picking Buckets

Harvesting

Pick Early in the morning
before it gets too hot

Bunch in groups of 10
with Rubber Bands

Put in Hot Water and add a little
Bleach



ROOT, SEED AND PLANT SUPPLY COMPANIES

- **Johnny's Seed – johnnyseeds.com**
 - Very good selection, easy ordering process.
- **Geoseed – geoseed.com**
 - Huge seed selection, but an older ordering process. You can email your order, but they don't have a website for direct ordering.
- **Leo Berbee – berbeeus.com**
 - Wholesale bulbs, roots and corms – BUT you need an account to order)
- **Onings America – Good prices large quantities**
 - Best to go to website and get on the email list. They send out emails detailing when there is inventory available for ordering or sale.



ROOT, SEED AND PLANT SUPPLY COMPANIES

- **Wholesale for Small-scale Growers Facebook group run by Jake Bent.**
 - The prices are close to wholesale but you can order smaller quantities.
 - Good for trialing new crops you will be paying a premium for shipping.
- **Sunflower Selections – Good source with Large sunflower variety**
- **Van Engelen Inc. – Wholesale bulbs**
- **Ball Seed – ballseed.com**
 - This company has everything, seeds, plugs, bulbs, corms. They have representatives that will work with small farms that are just getting started and a wealth of information on growing.
- **Farmer Bailey – farmerbailey.com**
 - Good source for plugs but has a limited selection available.



QUESTIONS?

Contact: kelly@adventistag.org



Growing
Better

