

Building Relationships with Local Florist

Lisa Dean of *Floral Root*

My Background

- First job at age 16 was with local greenhouse that was also a florist
 - Was also my first introduction to cut flower production
 - They grew cut chrysanthemum for fall production and for Christmas production
 - All chrysanthemums were greenhouse grown
- After college worked on a large wholesale farm down in Ulster County within the Rondout Valley
 - Also had a farm market that grew field grown cut flowers
- Decided to move back to the Mohawk Valley
 - Own 14 acres
 - Currently grown on about 1/2 an acre
 - Have one greenhouse about 1,000 sq feet

The beginning of Floral Root

- Started in 2016
 - Grew small plot to test flowers
 - Flowered weddings to build income
- 2017 Focused on retail
 - Farmer's markets, roadside stand, direct sales
 - Wanted to stay as local as possible
- 2018 started selling to florists
- 2019 switched to direct to florist as main focus

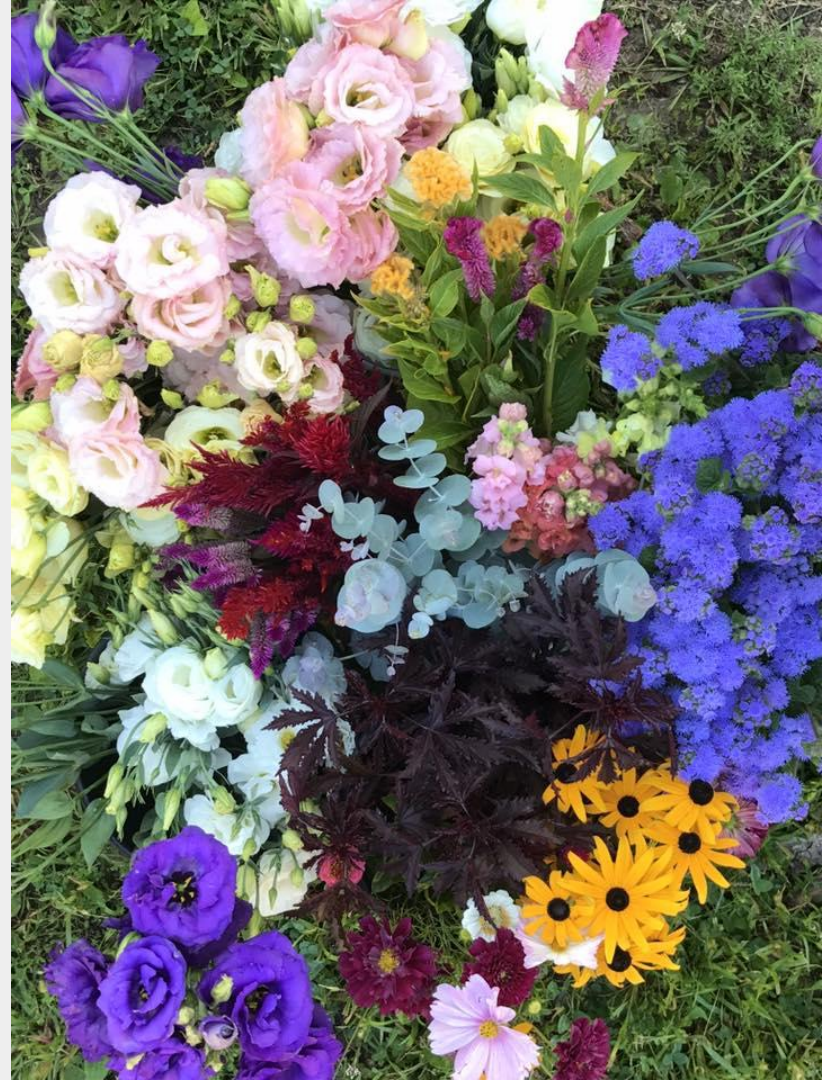






The Switch: Direct to Florist

- Why did it work for us
 - Fit our schedule better
 - Able to move more product at once





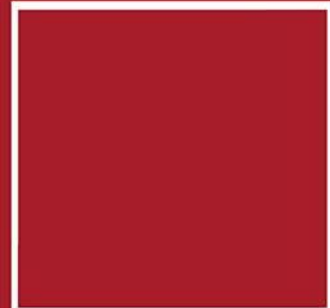


Building a relationship with a Florist

- Introduce yourself
 - Go to their shop
 - Invite them to your farm
- Show them product
 - Bring samples
- Ask what variety of flowers they would be interested in
 - Do they use certain varieties more than others
 - What about specific colors
- Help during their busy season
 - Valentine's Day
 - Mother's Day
 - Christmas

Know Trends

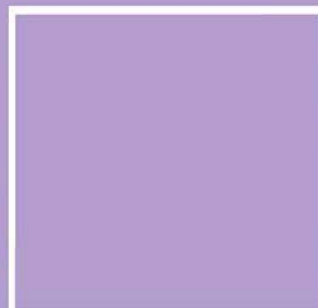
- Color trends
 - Pantone color of the year
 - Weddings
- Fashion Trends
 - Vogue, In Style, Bazaar
- Flower Trends
 - New Varieties
 - New Colors being breed
 - Vase life



PANTONE®
18-1552 TCX
Lava Falls



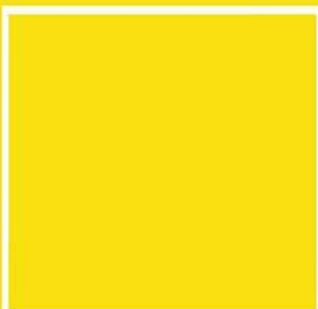
PANTONE®
13-5412 TCX
Beach Glass



PANTONE®
15-3716 TCX
Purple Rose



PANTONE®
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Blue Atoll



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13-0647 TCX
Illuminating



PANTONE®
14-3205 TCX
Pirouette

Where to start

- Easy crops to grow
 - Sunflowers
 - Zinnias
 - Herbs: Basil, Rosemary, Sage
- Experiment
 - Unique varieties
 - Unique colors
- Perennial
 - Large initial investment
 - Last for years



What we grow at Floral Root

- Sunflowers
- Filler Flowers
- Foliage crops
- Focal Flowers
- Flowers that are used fresh and great for drying
- Lisianthus
- Eucalyptus

Sunflowers

- With succession planting can carry you through summer and into fall
- Procut Series
 - Offers standard colors and uniques
- Premier Varieties
 - Offers great standard colors
- Unique Bicolor varieties
- Do not use branching varieties
 - Want a single cut



Filler Flowers

- What are filler flowers
 - Add texture, bulk, fill gaps, and depth
- Types of filler flowers
 - Chinese Forget me not: blue and pink varieties
 - Statice comes in a rainbow of colors
 - Cosmos
 - Gomphrena
 - Verbena Bonariensis
- Pros and cons to growing these types
 - Pro: multiple stems per plant
 - Need less space to achieve desired amount
 - Cons: time consuming during harvest
 - Usually more stems per bunch



Gomphrena



*Chinese Forget
Me Not*



Foliage

- Herbs
 - Basil
 - Lemon, purple, cardinal,
- Hibiscus Mahogany
 - Leaf is similar to japanese maple, great fall color
- Euphorbia
 - Snow on the Mountain
- Hosta leaves
- Marigolds





Lisianthus

- One of our main Crops
 - About 2,000 plants
- Plan on a one cut
 - Cut once and done
 - Multiple blooms per stem
- Long vase life
- Reminds you of a rose







Eucalyptus

- One of our main foliage crops
 - Grown about 5,000 stems
- Long season
 - All year investment
- Grown from seed
 - Can also purchase plugs





How to price your product

- Per stem or bunch
 - Research how that particular variety is mainly sold
 - Certain flowers can bring more per stem
- Boston Flower Exchange or New York Flower District
 - Get on mailing list to local wholesale distributors
- Social media can be your friend
 - Follow other wholesale cut flower growers
 - Sign up for wholesale marketing emails