

Crop Planning Market Bouquets



Betsy Busche from Spongetta's Garden

Cut Flower Industry

Americans spend 8 billion dollars a year on cut flowers

Only 20% grown in US with 77% in California

Most grown along the equator from cuttings that limits varieties

Import varieties are tunnel raised and do not grow well in fields

All of the flower holidays are the wrong side of our frost dates

Fewer traditional florists with more dependence on high end wedding designers and everyday flowers from grocery stores





A Good Cut Flower

A variety with a straight long stem

Grows well in Upstate New York

Holds in vase for 5-7 days

Is visually interesting, pretty or otherwise worth our time and effort

Has monetary value

Sells

Our focus is on field grown flowers
June- September



What Plants to Grow

Wedding

Focals and Greens

Romantic Shades

Specific Dates

Shorter Stems Useful

Fully Open for Event

Cut and Hold in Cooler

Mixed Bouquets

Disks, Spikes and Fillers

Bright Palette

Consistent Supply

18" Minimum

Cut at Earliest Stage

Cut and Out the Door

Wholesale Bunches

Focals, Basics, Foliage

Mixed Based on Need

Weekly Deliveries

30" Standard

Early to Mid Stage

Consistent Delivery Schedule

Market Bouquets

Value added product - salsa kit

Crop plan consistent supply through season

Uses less fancy or fussy blooms

Use of common flowers and vibrant colors

Cut earlier stage of harvest so last longer (1-3 days to sell plus 5 days with customer)

Added labor cost - assembly line

Must package for protection and branding

Recession proof



Assumptions

USDA Zone and Frost Dates - Zone 5A and
May 20 to October 1

Life Cycles - Perennials, Annuals, Biennials
Vernalization, FYF, Self Seeding

Blooming Activity - One hit or cut and come

Succession planting

Hydration

Stage of Harvest



Bouquet Seasons

Based on Zone 5A Frost May 20 and October 1

June

Biennials, perennials, and fall planted hardy annuals



July

Spring planted hardy annuals and perennials



August/September

Succession planted tender annuals



Overview of Planting Times

Spring Hardy Annuals

Sow or Transplant April 12- May 1

Transplant or sow still cool nights

Use row covers for 3-4 weeks

Succession as possible

Harvest late June into July

Tender Annuals

Sow or Transplant June 1

Soil temp above 50

Transplant evening

Succession 2-3 times

Harvest same flowers for 4-6 weeks

August into September

Fall Hardy Annual

Transplant Aug 1

Establish roots before frost

Reach maturity for vernalization

Use row covers when no snow cover

The only way to have flowers in June

Bouquet Recipe

Keeps thing consistent and prevents over stuffing, short stems, etc

Allows quick assembly

Can plan for what you need

Not competing with your florist prices

\$20 is 18-24 stems

Build a center 5-8 stems, 3 spikes, 6-9 disks, 1 focal, 3 cuff



Bouquet Recipes of Other Farms

Pamela Arnosky

Arnosky Family Farm
Texas

Central Markets
1000-4000/week
15 stems for \$15

Crop plan to have exact
Set flowers but mixed
colors

Plant 1,200 sunflowers,
3,600 cockscomb, 2,000
zinnia per week

Plastic branded sleeve

Lynn Byczynski

Wild Onion Farm
Kansas

Markets and stand
By bucket of 5

Survey, make sample,
picks what she needs

Each bucket is 5 of
same multiplied by
buckets needed

Paper sleeve & sticker

Gretel Adams

Sunny Meadows
Ohio

Grocery store chain
400 per week
15 stems \$15 now \$20

Pick everything, chose
florist and event out,
what is left goes in
mixed bouquets

Formula and tripod style
stems for fullness in
sleeve

Plastic branded sleeve

Erin Benzakein

Floret Flowers
Washington

400 per week
Wholefoods
27 stems for \$24

Picks for day and makes
recipe while resting

Has sample, all
bouquets the same

Filler adds bulk and
wildflower feel

Paper sleeve & sticker

Bouquet Spongetta's Garden

Spongetta \$20 is 20-26 sometimes a focal

Everyday \$12 is 15-18 stems, no focal

Smalls \$8 is 8-10 short stems (12")

Posy \$4 gather remaining in 6 stem bunches

All remaining stems out the door as bunches
or Make Your Own at market



How to Make a Market Bouquet

Quality control happens during harvest

Strip stem in the field

Hydrate in buckets for at least 2 hours

Lay flowers out by categories

Gather using recipe

Band and package

Fresh cut and get back in water

See resource sheet for links to directions and articles



August Crop Availability 2020

Date	August 1	August 8	August 15	August 22
Center	Triloba Rudbeckia Dara Phlox	Joe Pye Weed Triloba Cosmos	Clary Sage Cosmos Anise Hyssop	Cosmos Grasses Dara
Cuff	Statice Gomphrena Basil	Amaranth Basil	Gomphrena Aromatto Basil	Goldenrod Spicata Celosia Echinacea Cones
Spike	Liatris Larkspur	Gladiola Lambada	Amaranth Purple Millet	Gladiola Amaranth
Disk	Zinnia Yarrow Ageratum	Zinnia Double Cosmos	Zinnia Double Cosmos Ageratum	Zinnia Marigold Rudbeckia
Focal	Sunflower Lisianthus	Sunflower	Sunflower	Dahlia



September Crop Availability 2019

Date	September 7	September 15	September 21	September 28
Center	Triloba Plume Celosia Goldenrod	Gomphrena Cosmos Gomphrena	Ageratum Cosmos Gomphrena	Cosmos Gomphrena Feverfew
Cuff	Winged Everlasting Spicata Celosia	Winged Everlasting Spicata Celosia	Statice Celosia	Statice Celosia
Spike	Celosia Hi Z Millet Gladiola	Celosia Hi Z Millet Gladiola	Chinese Lantern Gladiola Amaranth	Amaranth Delphinium
Disk	Zinnia Ageratum Marigold	Sunflower Zinnia Marigold	Sunflower Zinnia Strawflower	Sunflower Zinnia Rudbeckia
Focal	Dahlia Sunflower	Dahlia	Lisianthus Dahlia	Lisianthus Dahlia



July Crop Availability 2019



Date	July 4	July 11	July 18	July 25
Center	Baby's Breath Yarrow Feverfew	Feverfew Forget Me Not Saponaria	Oregano Amaranth (unpinch)	Cosmos Gomphrena Phlox
Cuff	Applemint	Seaholly	Gomphrena Crocsmia	Statice Bupleurum
Spike	Bee Balm Veronica Dock	Delphinium Larkspur Stock Astilbe	Chocolate Foxglove Lambada Rocket Snapdragon	Snapdragon Liatris
Disk	Daisy Rudbeckia Dara	Rudbeckia Orlaya Echinacea	Echinacea Oklahoma Zinnia Rudbeckia	Dianthus Ageratum Zinnia
Focal	Lily	Lily	Sunflower	Lisianthus

June Crop Availability 2019 & 2020

Date	June 6	June 13	June 19*	June 27
Center	Wild Scabiosa Grapevine	Bachelor Button Grapevine	Applemint Goat's Beard	White Yarrow Feverfew Lady's Mantle
Cuff	Solomon Seal	Solomon Seal Fern	Fern Bupleurum	Solomon Seal Bachelor Button
Spike	Lupine Columbine	Foxglove	Dutch Iris	Purchased Stock Pennycress Veronica
Disk	Dianthus	Dianthus	Iceland Poppy	Yarrow Iceland Poppy
Focal	Purple Sensation Allium	Single Peony	Held Allium Peony	Held Peony



Figuring Out How Much You Need to Grow - June 26

3 stems per bouquet times 10 bouquets =
Yield per plant that exact day you cut

6 feverfew, 3 stock, 3 pennycress, 1 foxglove,
3 yellow yarrow

Must pick 60 feverfew, 30 stock, 30
pennycress, 10 foxglove and 30 yarrow

4 stems each feverfew (25), single stem stock
(30), single branching stem pennycress (30),
1-3 stems per plant foxglove (10) and yarrow
is a giant clump that shoots up about 40-50
per clump

Do not recommend this much stock in a bouquet!!!



How to Plant

Spacing is generally 9" for cuts (marigold 18", zinnia 12", single stem 6")

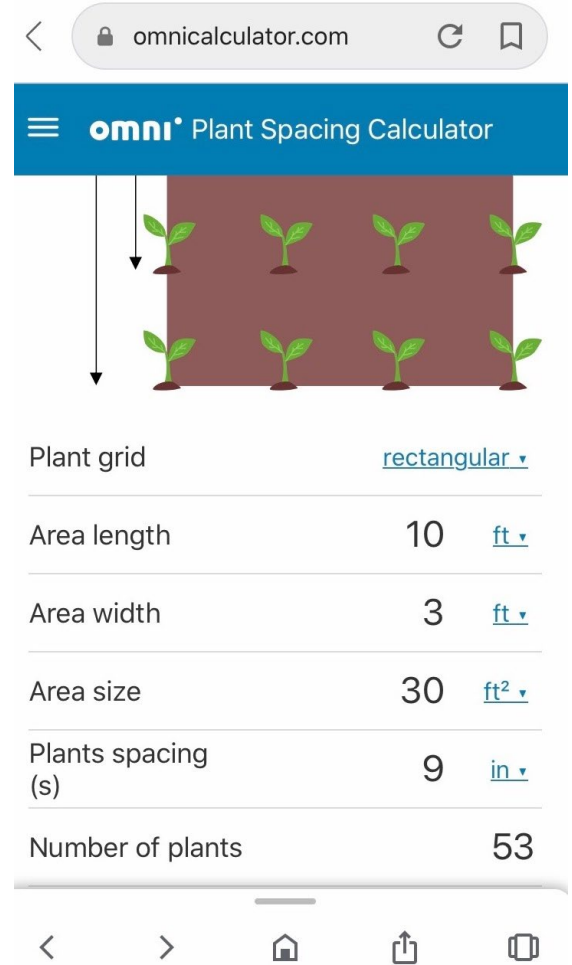
Keeping records - spreadsheets

I plant in ten feet, usually double rows on my 24" wide beds so about 30 plants

Calculate by field length

Location determined first by pest pressure, then support structure, then maturity

Spring, summer and fall gardens



omnicalculator.com

omni Plant Spacing Calculator

Plant grid: [rectangular](#)

Area length: 10 ft

Area width: 3 ft

Area size: 30 ft²

Plants spacing (s): 9 in

Number of plants: 53

Color

Design is important

Color is personal

Color is seasonal

Red and bright yellow don't sell

Color block for impact

Watch your customer's reactions



Scent

First thing customers do is smell the bouquets

Expectation of a scent

One or two stem to not overpower

Careful to mix scents

Varieties include herbs, stock, carnation, mignonette, tuberose and sweet annie

Lavender, eucalyptus and sweetpeas are all candidates for arrangements



Flowers to Avoid for Mixed Bouquets

Don't grow well in field - delphinium and bells of ireland

Cost per stem - peonies or eucalyptus

Not prolific - carnation or craspedia

Disease or pest pressure - cactus zinnia or light colored snapdragons

Height - dusty miller, ranunculus, iceland poppies

Wrong shape - cascading amaranth, cockscomb or hydrangea

Blossoms shatter - dark colored sunflowers

Hydration issue - Indian summer rudbeckia and woodies

Dangerous - monkshood or snow on the mountain



Straight Bunches

Focal flowers (sunflower, zinnia, lisianthus, lilies, dahlia)

Specialty Short Season (columbine, daffodil, tulip, sweet pea, nigella)

Daisy Like (rudbeckia, shasta daisy, echinacea)

Anything that can be dried (statice, gomphrena, celosia)

