

CHOOSE THE BEST CUTS

FOR YOUR FLOWER FARM



MICHAEL WELLS
ORNAMENTALS PRODUCT MANAGER

NEW TO GROWING CUT FLOWERS?

TAKE THE TIME TO RESEARCH YOUR POTENTIAL MARKET.

Local **Farmers' Markets** are an ideal consumer outlet for selling cuts as single stems, pre-bunched or as custom-designed market bouquets. Many growers also find success with **roadside stands** or “**You-Cut**” options. A cut flower **subscription (CSA)** supports the locally grown movement and **florists** also seek locally grown cuts during the key growing season. What type of a farm do you want to run, what type of schedule do you want.



WONDERING WHERE TO BEGIN? START SMALL... START SIMPLE!

If you're a beginner cut flower grower, start small and select a few easy-to-grow varieties. Keeping it simple is a practical approach that allows you to gain experience with your crops and your market. We recommend starting with popular cut flowers that can be sown directly into the field, eliminating the need to start plants indoors.



DIRECT SOW IS THE WAY TO GO

Amaranthus
Centurea

Agrostemma
Cosmos
Nigella

Aster
Gypsophila
Orlaya

Calendula
Helichrysum
Rudbeckia

Carthamus
Herbs
Sunflowers

Celosia
Larkspur
Zinnia

Plant large quantities with ease

Most seeders or planters plant at 9" with 36" spacing between the rows. Utilize this chart to help you determine seeds per acre. Single stem varieties can go as close to 4-9" in the row, while branching varieties should be between 12 and 24" in the row.

Number of plants per acre

	DISTANCE BETWEEN PLANTS IN THE ROW				
	6"	9"	12"	18"	24"
12"	87,120	58,080	43,560	29,040	21,780
15"	69,696	46,464	34,848	23,232	17,424
18"	58,080	38,720	29,040	19,360	14,520
21"	49,782	33,189	24,891	16,594	12,446
24"	43,560	29,040	21,780	14,520	10,890
36"	29,040	19,360	14,520	9,680	7,260
48"	21,760	14,520	10,880	7,253	5,440



Speed up your sowing!

For speed and ease use the Earthway Precision Garden Seeder!

Farmers have seen great success using the Earthway seeder, and multiple plates are useful for direct sowing sunflowers. Each plate accepts different size seed and drops the seed at different spacing. For more control over spacing, skip seed drops (apply hot glue to fill holes in plate) or increase the space between your rows helping achieve optimal spacing. See pg. 175 for full product details including additional planter plates.

Beet Plate: 3.6" spacing **Cucumber Plate:** 9" spacing **Popcorn Plate:** 9" spacing

STAND OUT AT MARKET

WITH HIGH-VALUE SPECIALTY CUT FLOWERS!

When you're ready to stand out at market, expand your production! In addition to starting from seeds, consider plugs for varieties that typically take longer to grow or are more difficult to germinate, and utilize bulbs and corms of products including Lilies, Dahlias, and Gladiolus, to expand your offering and take your program to a higher level.



ITEMS TO PURCHASE AS PLUGS/LINERS, OR START AHEAD FROM SEED

- | | | | | |
|-----------|------------------|------------|-----------|---------|
| Ageratum | Bells of Ireland | Celosia | Campanula | Cleome |
| Dianthus | Dusty Miller | Eucalyptus | Gomphrena | Herbs |
| Orn. Kale | Orn. Pepper | Snapdragon | Statice | Stock |
| | | | | Talinum |

BULBS, CORMS OR BAREROOT

- | | | | | | |
|---------|-----------|--------|------------|----------|-------|
| Dahlias | Gladiolus | Lilies | Delphinium | Lavender | Hosta |
|---------|-----------|--------|------------|----------|-------|



ASSOCIATION OF SPECIALTY CUT FLOWER GROWERS

This valuable resource brings together growers and educators to compile, publish, and share information that helps make each of us a better grower and business person. Each year members trial, nominate, and vote for their favorite cut flowers, helping you choose what is best for your farm. Visit ascfg.org to find out more about the association and take your business to the next level.



LOTS OF OPTIONS ARE AVAILABLE

Cuts from seed

■ Over 300 cut flower varieties for you to start from seed from Ageratum to Zinnia.

Plugs grown by Gro 'n Sell

■ Over 150 cut flower varieties available including Lisianthus, Ageratum, and Rudbeckia.

Plugs grown by Raker-Roberta's

■ Over 200 cut flower varieties available including Lisianthus, Snapdragon, Eucalyptus, and Gerberas.

Lily Bulbs, Gladiolus Corms and Dahlia Corms from Ednie Flower

■ Over 20 varieties of Dahlias, from bride favorite Café Au Lait to the popular Karma series. ■ Convenient mixes and 10 great Lily varieties including the highly fragrant Stargazer.

Perennial Plants grown by Walter's Gardens

■ Over 300 varieties of perennials including Astilbe, Delphinium, Echinacea, Phlox and more.





HOW DO I CHOOSE WHICH SUNFLOWERS TO GROW?

Pollen-Free vs with Pollen

Modern sunflowers are bred to be male sterile, or pollen-free, to help foster extended vase life and a nice clean appearance of flower heads that wholesalers and florists have come to demand. Growers looking for a lower cost point find success with the sunflowers with pollen.

Single Stem vs Branching

Single stem varieties are best for high density plantings and are programmable for consistently beautiful flowers on tall stems. Succession planting will be needed for continuous harvest throughout the season. Branching varieties produce multiple shorter stems over the season, ideal for mixed bouquets and roadside sales.

SUCCESSION PLANTING FOR BLOOMS ALL SEASON

Continual harvest can be achieved by succession planting your favorite varieties every 7-10 days. For a second option, choose varieties with different maturity dates and plant at the same time to minimize your plantings to every 20-25 days (See variety suggestions below).

Premier
(45 - 55 days)

Sunrich Summer
(50 - 60 days)

Sunrich
(60 - 70 days)



RECOMMENDATIONS FOR BEST VASE LIFE

- Cut when the petals, or ray flowers just begin to open, before they have opened off the disc completely.
- Cut into plain water after stripping leaves.
- Transfer to a holding solution – extends life of blooms up to 4 days.
- Due to negative impact on vase life of sunflowers we recommend not using hydrators or flower food.
- Check water regularly. Sunflowers are heavy drinkers and can empty a bucket overnight.
- Disinfect buckets between usage, dirty buckets will shorten vase life.
- Change water daily. Sunflowers have what many growers call a dirty stem, as water quickly turns cloudy with potential for bacterial issues.



SEASONS OF SALES WITH SUNFLOWERS

With more diversity in the “look” of sunflowers, maximize your sunflower sales by selecting varieties based on the sales season. Spring sales have a focus on pastel or light shaded petals combined with light colored disks. As you move into summer the warm brown disks with brightly colored yellow or gold petals take over the marketplace. For Fall, choose flowers in warm shades of burgundy, maroon, or bi-colors, all with very dark brown centers.



SUNRICH SERIES



Sunrich Summer Provence



Sunrich Summer Limoncello



Sunrich Summer Gold



Sunrich Orange & Sunrich Orange DMR



Sunrich Summer Lemon



Sunrich Lime