

# Catskill Regional Agriculture Conference

## Crop Planning for Market Bouquets

Betsy Busche - Spongetta's Garden

	June	July	August and September
<b>Center Filler</b>	Wild Scabiosa Lady's Mantle Feverfew Yarrow Goat's Beard Bachelor Button Grapevine	Applemint Oregano Sea Holly Triloba Rudbeckia Sapronaria Phlox Lambada	Basil Anise Hyssop Ageratum Mahogany Hibiscus Goldenrod Cosmos Gomphrena
<b>Cuff</b>	Solomon Seal Fern Bupleurum Chinese Forget Me Not	Statice Scabiosa Crococima Seaholly	Statice Scabiosa Branching Gomphrena Winged Everlasting
<b>Disk</b>	Iceland Poppy Calendula Dianthus Allium	Rudbeckia Echinacea Yellow Yarrow Phlox Dianthus	Zinnia Aster Marigold Rudbeckia Sunflower
<b>Spike</b>	Columbine Stock Foxglove Delphinium	Snapdragon Salvia Bee Balm Clarkia	Gladiola Celosia Amaranth Millet
<b>Focal</b>	Allium Peony	Lily Lisianthus	Sunflowers Zinnia Dahlia

These are examples of flowers grown in the field in Zone 5A in Upstate New York with frost dates of May 20 and October 1.

# CRAC Crop Planning for Market Bouquets

January 15 at 1:30 pm

Betsy Busche from Spongetta's Garden



Betsy Busche  
Spongetta's Garden  
[www.spongettasgarden.com](http://www.spongettasgarden.com)  
West Winfield, NY  
[spongettasgarden@gmail.com](mailto:spongettasgarden@gmail.com)

## Reading List for Making Market Bouquets

*Crop Planning for Organic Vegetable Growers* by Frederic Theriault and Daniel Brisebois from Growing for Market

Growing for Market Article on choosing the best selling option <https://www.growingformarket.com/articles/consider-putting-all-your-eggs-one-basket-when-selling>

Debra Prinzing article on Johnny's Blog interviewing farmers on bouquet making <https://www.johnnyseeds.com/growers-library/flowers/slow-flowers-market-bouquets-tips-techniques.html>

Lynn Byczynski *The Flower Farmer* <https://www.growingformarket.com/store/products/6>

Pamela and Frank Arnosky Growing for Market Article starts on page 17 <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwiHye6b7I3uAhUVBs0KHTweA2oQFjAAegQIAhAC&url=https%3A%2F%2Fwww.growingformarket.com%2Fdownloads%2F20090706%2Fdownload&usq=AOvVaw3gL-Sm5FrIAm4nYMBD23x4>

Arnosky books that are collections of their Growing for Market articles: *We're Gonna Be Rich!* (out of print) and *Local Color*

Gretel Adams Selling to Supermarkets <https://www.growingformarket.com/articles/Selling-flowers-to-supermarkets> (there is a follow up story actually talking about bouquets that is in the archives.)

Steve and Gretel Adams on The Profitable Farmer podcast <https://www.thrivingfarmerpodcast.com/sunny-meadows-flower-farm/> talk crop planning

Erin Benzekien Floret blog post on making bouquets <https://www.floretflowers.com/making-market-bouquets/> She also releases each summer a mini course that includes a great video in assembly line bouquet making