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The **Cut Flower**

Q U A R T E R L Y

Association of Specialty Cut Flower Growers Inc.

for growers of field and greenhouse specialty cuts

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FROM the **PRESIDENT**

Polly Hutchison

I grow plants for many reasons: to please my eye or to please my soul, to challenge the elements or to challenge my patience, for novelty or for nostalgia, but mostly for the joy in seeing them grow.

- David Hobson

It has been a joy, nearly always, to be your president. I thank those of you that took the time to give me your opinions at our meetings these last two years, especially those who served as the board of directors. Thank you also to the hard work and dedication of Linda and of Judy, our first and only director these twenty five years. I feel strongly that the organization is better than we found it as the recession shows signs of easing, and the membership and visibility of ASCFG are growing.

It's been a productive and exciting couple of years, in fact. We have made some behind-the-scenes improvements to make the meetings go more smoothly and the budgets get out more quickly. The starting of the Community Network was due to the fear that the old bulletin board system was in fact "old" and in danger of shutting down suddenly, and shure 'nuf, it did just that this summer. Thankfully Judy and Linda have it back on life

support, but I encourage you to look at Judy's notes on how to use the newer service and get emails on your favorite topics from the Network as we work on ways to save the treasure troves of discussions in the old system.

The most daring experiment of my term in office was the 25th anniversary switch to four "Super-Regionals" instead of a national conference. Boy did I hear about the downsides at our Tacoma meeting, but it turns out that we have had amazing attendance and wonderful feedback about these meetings, and we have reached growers and others who would not have taken the leap to a larger, more costly national meeting. Now that you newer members have seen how much fun we have, we hope you will join us no matter the distance! I encourage the next board to do the super-regionals either every other year or at least every third year to keep this energy building.

There is still quite a bit to do before I am well and truly done as your president, not least of which is hosting as many of you as will squeeze in at our final meeting of the year here in Rhode Island. It's a beautiful state, even in early November, and I

encourage you to take an extra day and visit our beaches or rocky coasts or mansions or museums. I am excited to see how many of you make it to the amazing program at Wooster, Ohio as well. Thank you so very much to all of the presenters and organizers of these programs. It was a heckuva lot of work, but so very worth it.

Finally, I will put in a plug again to continue our collaboration with the California Cut Flower Commission and others around the country to build on the "American Grown" label and publicity efforts. As a floral designer, I am in the wholesale market in Boston from time to time and it is fairly common to have no labeling of farm or country of origin on the sleeves of flowers that the market sells. Well-meaning designers all

over the country often assume that the flowers come from closer in, and although we have a few that have made buying local a branding issue (hollah Local Color and other members!) we could use more education and transparency for the broader public. Keep your customers posted about this, and as the brand develops, we'll keep you on the leading edge.

After all, isn't being on the leading edge the whole point? It's why I am a member! I love that the ASCFG shows me the latest cool varieties from the breeders, real life trials from around the continent, how to grow the stuff and what to do when we cut it, marketing tips and design inspiration. All that in one package? It's pretty terrific. Thanks for allowing me to give back and be your president. It was an hono

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Is *Eucomis* Winter Hardy?

Bill Miller and Chris Wien

Considering the increased production of *Eucomis* as both a cut flower and potted plant crop, we wondered about the winter hardiness of this southern Africa native.

We received bulbs which had originated from Eddie Welsh, well known to ASCFG members as a premier breeder of *Eucomis* varieties. In midsummer 2012, we planted 10-15 bulbs of three cultivars. They had been grown in six-inch pots in the greenhouse

for growth regulator trials by Jack DeGoede of DeGoede Bulb Farm and Gardens in Mossyrock, Washington.

After we collected our research data, the flower stems were cut off, and bulbs were planted in perennial trial beds at our Bluegrass Lane trial site in Ithaca. The site has very well-drained loamy soil (rare for our immediate region but much appreciated!), and after planting, the area was mulched with two inches of double-ground hardwood mulch. No further mulch, winter protection, fertilizer, or special care was given other than an occasional irrigation if needed.

The plants emerged in late spring 2013, grew slowly through early summer, and were beautiful and healthy in mid-July. Flowering began in early August, with the white cultivar ‘Innocence’ being a bit later than the other cultivars.

Since we did not anticipate any survival, we really did not keep accurate records on the number of plants used, etc. But it is clear from the plots and photos that the plants were substantially hardy this past winter, and did not suffer any extensive winter damage. Leaves were excellent (no burned leaf tips, distorted growth, etc.) and more importantly, the flowers were flawless. Quite a surprise.

But is this a new and novel finding? The website of the Pacific Bulb Society states: “In cultivation they have proved to be hardy to frost, especially if planted deeply or protected during their dormancy by snow” (<http://www.pacificbulbsociety.org/pbswiki/index.php/Eucomis>). While

interesting, the term “frost” is ambiguous (much used in England and mainly irrelevant to really cold areas!) and “frost plus snow” in many areas of the western United States is invariably a milder degree of cold than what we see in normal upstate New York winters.

So...is *Eucomis* winter hardy? First, we had only a limited selection of varieties originating from one breeding program in New Zealand. Eddie Welsh tells us these are *E. comosa* types, so perhaps we can tentatively assume that other *E. comosa* cultivars might show the same degree of winter hardiness. We have no way of knowing about other eucomis species or cultivars without additional trialing. As well, this represents only one winter. We will leave the plants in place and observe for the next several winters. If they continue to thrive for another couple of winters, then we can be quite sure that these plants will deserve much wider landscape use (and as a perennial cut flower, perhaps in tunnels or in open ground plots) in the future.

As an aside, check out the agapanthus in the first photo on the next page. This is ‘Back in Black’, and it has come through three winters. We have a number of other cultivars (‘Dr. Brouwer’, ‘Triumphator’, ‘Elisabeth’, ‘Pinocchio’ and a lovely unknown dark blue cultivar that was mislabeled as ‘Polar Ice’) come through two winters so far, and are getting bigger and stronger each year. A white cultivar, ‘Sea Foam’, has thrived in our trials for



Eucomis flowering in mid-August after overwintering from 2012-2013.

11 years! These are all small-flowered types and not the giant large cultivars.

Trust us, we do not have a lock on climate change in Ithaca, but just pointing out that plants can't read, and in the right place (well-drained soil being essential, as winter wetness is usually to blame for marginally hardy plants failing in the winter), many plants will do better than expected. For the record, Ithaca previously was in the cold end of zone 5 (zone 5a), and now resides in zone 5b with the winter hardiness revision from 2012. (<http://planthardiness.ars.usda.gov/PHZMWeb/>).



Eucomis plot in mid-July. Note also the *Agapanthus* ('Back in Black') in the background; it has survived three winters.



Eucomis in mid-August, having overwintered in the ground the winter of 2012-2013 in Ithaca NY.

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Just One Word: Plastics

John W. Bartok, Jr.

Polyethylene plastic has many properties that make it useful as a covering for greenhouses. Its low cost, large sheet size, ease of attachment and good light transmission are properties that have helped to expand its use so that today it is the most common glazing.

Since the early 1960s when polyethylene film was first used to cover wood frame greenhouses, many improvements have been made. Early films lacked durability and had to be replaced annually. They didn't stand up to the abrasion from the structure and the weather. They also had a short life due to deterioration from the ultraviolet rays of the sun.

Most polyethylene film is manufactured as a coextrusion of three layers with different polymers and

additives. Each contributes to the quality of the film and enhances its performance. The following summarizes some of the characteristics needed for your crops.

Life. The life of polyethylene films is limited due to degradation processes induced by sunlight and heat. Co-poly is a low-cost material that is good for one season. It is a good choice for seasonal greenhouses, overwintering structures and high tunnels. Avoid construction grade material that has less strength. Greenhouse grade poly is warranted for 4 years or more and costs about double that of co-poly. It contains an ultraviolet (UV) stabilizer that reduces degradation. If additional strength is needed, such as windy in locations, a woven poly or nylon scrim-reinforced material should be considered.

Thickness. One-year co-poly film is available in 3, 4 and 6 mil thicknesses. Three or four mil film is common for one-year use on narrow tunnels and overwintering houses. Greenhouse grade material, available only in 6 mil thickness, is best for multi-year application.

Condensate control (AC). "Anti-drip" is a wetting agent that reduces surface tension allowing condensation to flow rather than form droplets. This can be sprayed on the film or incorporated in the center layer and usually lasts a couple of years. Condensation droplets reduce light transmission and can lead to disease problems when they drip onto plants. An antifogging additive may be included to prevent early morning and late afternoon fog formation in the greenhouse.

Reduced nighttime heat loss (IR). This additive traps the inside radiant heat from escaping. In heated greenhouses, the

savings have been measured to total from 10-20% depending on whether the sky is cloudy or clear. In double layer poly installations, the IR film is always placed as the inner layer to retain nighttime heat. Research has shown that IR film can increase color and/or compactness and accelerated crop development. This is most likely due to increased nighttime plant tissue temperature. Costing only a couple of cents more per square foot, the payback is only a few weeks for a greenhouse heated all winter.

Reduced daytime heat gain. In areas with strong sunlight, blocking part of the infrared spectrum can lower inside temperature up to 10°F. Selective pigments can be added to the outside layer in copolymer film to reflect or absorb the near infrared radiation which is useless for plant growth. Research has shown that the higher the outside temperature, the larger the temperature difference achieved by use of these films. The advantages include lower cooling costs, greater worker comfort, lower irrigation needs, reduced plant stress and improved fruit taste.

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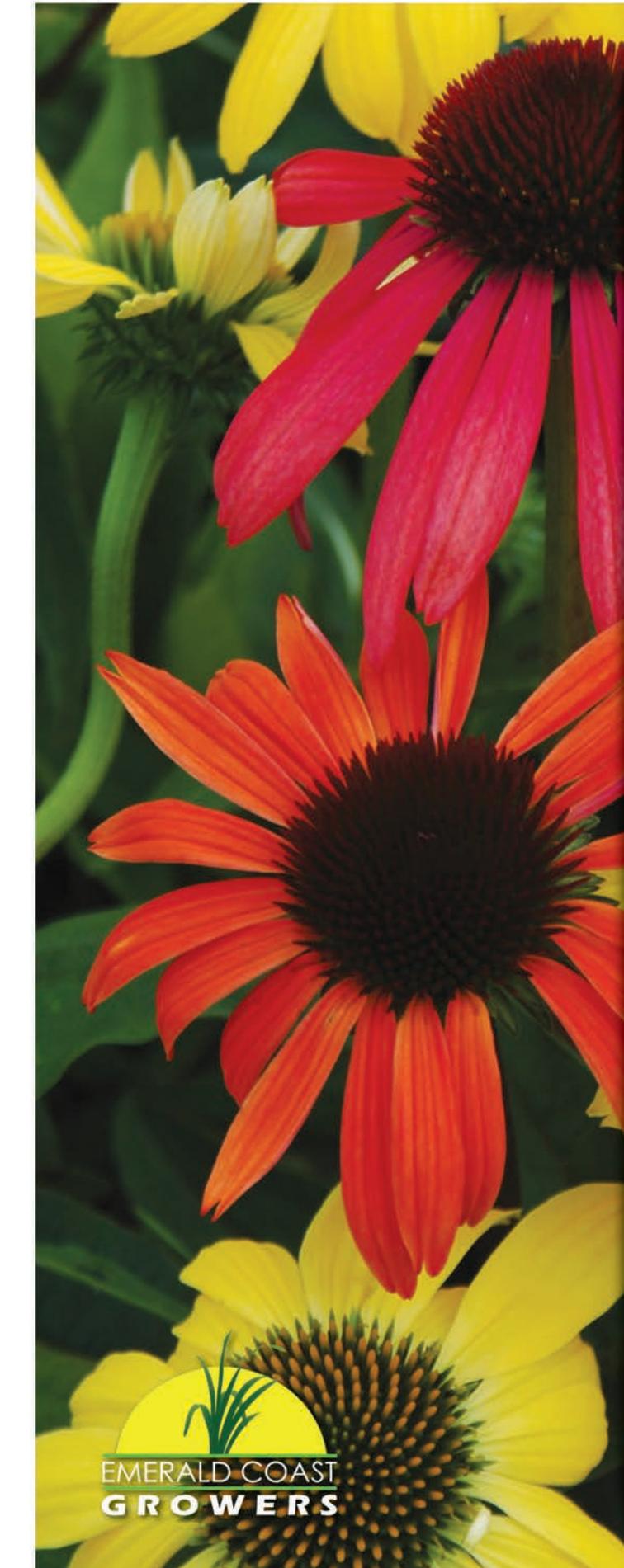
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Amazing Autumn

Gay Smith

Hello autumn, season of change. The shift of daylength triggers a magic transformation as leaves change from chlorophyll-saturated greens to rich red and golden hues. Berries, hips, pods, branches, and grasses, turning orange, cobalt, red, and purple, add seasonal flair to bouquets and arrangements. Even the temperature and fragrance of morning air are distinctly different.

Autumn, especially October, has surpassed June as the most popular wedding month in many parts of the country. What are the wedding trendsetters in love with this year? Apparently loose, summer bouquet styles are not so cool by

mid-September. Autumn designs trend to be tight, structured, more dome-shaped, featuring (what else?) warm autumn colors. Succulents are still hip in both designs and centerpieces. According to wedding trend watchers, this year's look for table centerpieces is an array of various containers from silver trophy cups and copper bowls to earthy, lichen-covered wood containers.

Mismatched is in and guests are invited to take the table décor home after the festivities. The Knot, a popular wedding site, encourages brides to use local flowers and plants rather than imported blooms as a way of reducing their carbon footprint. Make sure "locally-grown" is all over your marketing materials, signage, and sleeves because consumers can't be reminded often enough to think global, buy local.

Every Drink of Dirty Water Should be Prevented

As flower harvests shift to include other botanicals, postharvest solution use shifts a bit as well. The sugar in flower food so important for flower color and longevity is not as important for leaves and grasses. But before looking at solution options, it's important to stress that regardless of solution used, success is contingent upon a clean start. If a flower drinks polluted water and then is transferred into solution, whatever is inside the stem remains basically unchanged: if bacteria is inside, it stays there regardless of what solution is introduced, one hour later or 24 hours later. Therefore it is extremely important to prevent bacteria moving into stems.



Bacteria, commonly *Pseudomonas* and *Bacillus*, can cause severe problems for cut flowers and botanicals, and are almost impossible to kill once inside stems. Bacteria can move up into stems at least four to six inches (10-15 cm), even more in gerbera stems, so cutting off a mere three-quarter inch (2-3 cm) won't remove it all. The objective is to reduce the bacterial load to a safe level on tools, equipment and buckets. Bleach is an aggressive biocide, but has no residual power because chlorine breaks down and evaporates quickly. Flower cleaners like Chrysal Cleaner and Floralife DCD are quaternary ammonium-based products with completely different chemistry from chlorine-based products. The major advantage with quat-based cleaners is the persistence of the disinfecting effect's residual activity. Always scrub both inside and outside of any buckets or



vases. Let the cleaner solution sit at least 4-5 minutes in buckets before rinsing to achieve maximum cleaning power, and make sure buckets are dry before stacking. Quat-based cleaners are not corrosive to metal, so spray work tables and dip or spray cutters and choppers frequently to prevent cross contamination.

Best Solutions for Fall Specialties

Chinese lanterns, pumpkins on a stick, grasses, and ornamental foliage usually fare best when the postharvest solution contains no sugar (glucose). Sugar sometimes stimulates leaf yellowing if introduced too early after harvest. Let the consumer or florist introduce sugar (flower food) when processing flowers for sales display or filling vases, and after stems are filled with a super-clean hydration solution. Simple product comparison tests are the best way to decide the best solution—one that not only gives best results, but also fits your production logistics.

I am the technical consultant for a postharvest solutions company, Chrysal. Because our company is international, our consultants travel to farms all over the world, so that our troubleshooting covers many crops and our information pool is extensive. I am not shy about asking for colleagues' input when a grower has a product issue with which I am not familiar. Doesn't matter what it is, likely one of our techies has run into the same situation. I recall asking several years ago about zinnias

(and marigolds) and was immediately informed that Professional Gerb pills are the trick to prevent stem conk, a bacterial condition which causes xylem tissues to shrivel and stop drawing water.

The same treatment works for *Physalis*, although tip droop is the issue with lanterns rather than stem collapse. *Cotinus* and *Physocarpus* have long been staple bouquet fillers in the Netherlands, so as foliage interest developed in the U.S., I again turned to colleagues for advice on preventing droopy tips. Chrysal OVB with a surfactant (or a few drops per gallon of liquid detergent) is the recommendation to keep these stems turgid to the very tip.

The beauty of fall-fruited branches, and grasses like wheat and millet, is that they need no special treatment or flower foods. But studies conducted by our U.K. technicians for a large chain found that bucket water exploded with bacteria and pollutants when bouquets included "autumn" items. Tests showed the best pollution control was attained when these non-flowering items were pretreated with Professional Gerb pills to clean pollution from stems before elements were mixed in the bouquet. Because of the volatile nature of chlorine, the pills are a one-time use solution and are active up to three days. The solution basically sanitizes the stems, ridding them of dust and bacteria.

If berried branches are part of your program, avoid exposing them to sources of ethylene gas, which include exhaust from combustion engines, cigarette and barbecue smoke, and rotting green trash. Ethylene is generated from bacterial and botrytis infections as well. Always store sphagnum moss apart from flowers and berries, and empty trash cans regularly. One half-eaten mango stuck on the bottom of a trash can produce sufficient ethylene gas to "poison" an enclosed packing area. Ask Patrick Zweifel. Lunches and food should always be stored apart from flowers and ornamental items.



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Diseases and Insects Associated with a Wet Summer

Stanton Gill and David Clement

The East Coast experienced one of the wettest summers since 2003 and 2004, when new rainfall records were set. The interesting factor this year was the frequency of the rainstorms; just when things would dry out we would get another downpour. The silver lining in these dark clouds was that most cut flower growers had a reduced need for irrigation. With these frequent rains, many cut flowers flourished, but so did weeds, diseases, and certain insects.



Downy mildew on 'Pro Cut' sunflower.



Sunflower showing symptoms of downy mildew.

Foliar diseases such as bacterial leafspot, *Alternaria*, and *Cercospora* leaf spot on zinnias were common in 2013. Unless you were applying a lot of foliar fungicide and bactericide sprays it would have been nearly impossible to avoid these diseases in such a wet year. Extended periods of wet foliage and warm, humid air were ideal incubators for disease. High moisture levels in the soil created conditions perfect for root rots.

Spacing plants for optimal air circulation helps reduce foliar disease. Improving soil structure to encourage better drainage lessens the prevalence of root rots.

One disease commonly seen on sunflower was downy mildew. Many different races of this obligate pathogen exist, and they can be cultivar specific. Downy mildew of sunflowers is caused by the soil-borne fungal-like pathogen *Plasmopara halstedii*.

The disease is most active during cool, wet growing seasons, and can stunt, and in some cases, kill plants. Systemic infection of sunflower seedlings results when zoospores infect the roots. Plants that survive this initial infection are dwarfed and chlorotic. White zoosporangia appear on the underside of the chlorotic areas of leaves.

Secondary infection is not as serious. It's most common when sunflower foliage remains wet for prolonged periods, and windborne spores land on the leaves, producing angular chlorotic lesions.

Systemically infected plants usually are severely dwarfed. One mistake growers make is plowing infected plants into the ground. The pathogen can survive

for up to ten years in soil as thick-walled resting structures called oospores. Oospores are produced in the tissues of infected plants and are more common in roots than leaves. Wild sunflowers as well as some weeds like marsh elder are also hosts for this pathogen. Spores are also wind blown, so even fields with no previous sunflower history can become infected during wet seasons.

In the upper Great Plains where sunflowers are grown commercially for oil production, fungicide seed treatments are frequently used at planting. Most cut flower producers don't apply fungicides, so best management practices should include quick removal of infected plants from the field followed by disposal. Avoid planting sunflowers in wet fields or low areas. There is anecdotal information from cut flower growers that some cultivars of sunflowers are less susceptible than others. This might be a good field trial to conduct in the near future. We would love to hear your feedback if you are finding certain cultivars more susceptible or less susceptible. This will help give us a baseline of sunflower cultivars to evaluate.

A Rainy 2013 Means a Buggy 2014

The rains also affected the insect world. High soil moisture levels in July and August in 2012 resulted in high survival of larvae of scarab beetles. Adult scarab beetles such as Japanese beetles were very abundant in Maryland this summer feeding on roses, dahlia, and zinnias in many cut flower operations. The wet weather from July through August enabled many of the larvae of the

beetles to survive, so we can expect a high level of beetle pressure in 2014. Growers on the East Coast might want to plan a scarab beetle strategy for next season.

Several insecticides are labeled for beetle control, including carbaryl (Sevin), acephate (Orthene), and several pyrethroids. The problem is that many of the “older chemistry” insecticides can kill, sicken or repel beneficial insects, spiders and mites. One presently labeled low-risk material for Japanese beetle control is neem. Neem (Neemix, Azatin, Aza-Direct) is a botanical insecticide that contains azadirachtin, which has minimal impact on beneficial organisms.

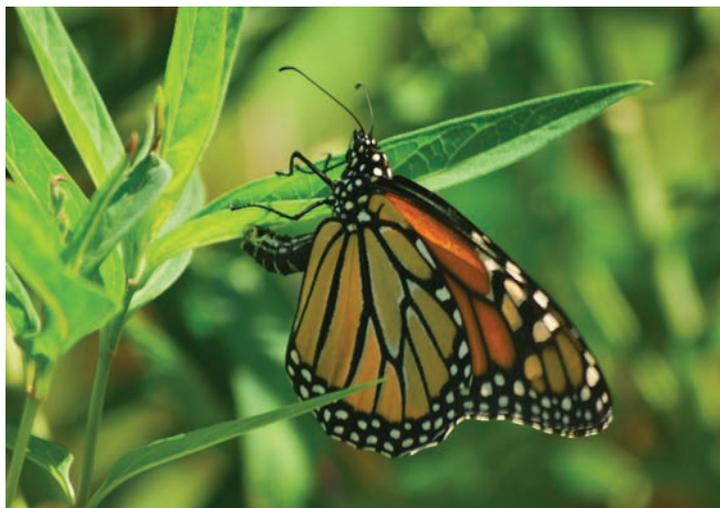
In trials conducted at the Central Maryland Research and Education Center in 2005 we evaluated neem products, as well as a synthetic pyrethroid (Permethrin) for pest control on zinnia plants. The permethrin treatments gave the best control for 5-7 days. Adult Japanese beetle populations were at an extremely high level in 2005 and feeding pressure was very heavy. Japanese beetles inflicted damage to zinnias receiving all treatments before being impacted by the chemical treatment. The azadirachtin (Neemix)

treatment appeared to provide repellency to beetle feeding but appeared to have short residual activity of only 3-4 days. Therefore 2 additional applications of azadirachtin were applied during the trial to reduce damage by Japanese beetles. When Japanese beetle population pressure is high, any grower can expect some level of damage even with the most effective insecticides.

We are conducting trials to evaluate damage from brown marmorated stink bugs on cut flowers in 2013. This past summer’s heavy rain tended to move the nymphs off the foliage and stems temporarily but when the heat and humidity increased, they returned rapidly. The nymphs are fast and move around finding new feeding sites. The interesting thing is the nymphs do not fly but they will walk several meters to find plants to feed on. We found the nymphs swarming over gladiolus, feeding on foliage and unopened flowers in mid-August. Damage was apparent on foliage and unopened flowers. The growers allowed us to take data on the gladiolus for two weeks before they felt they had to treat the plants. We will have a summary of our trials in an upcoming issue.

A Bit of Good News

Several species of caterpillars did extremely well this season with the abundant supply of foliage used for food. Since many of these caterpillars were not species that feed on cut flowers, life was good. A positive result of the high caterpillar numbers, especially different swallowtail species, was that many cut flower growers saw a significant increase in the number of butterflies and skippers visiting their fields. Several growers commented they could not remember seeing so many butterflies in their operations. Zinnias, crocosmia, cosmos,



Monarch butterflies were slightly more populous in some mid-Atlantic states in 2013.

any of the composites, butterfly bush, and *Eupatorium purpureum* (Joe Pye weed) are highly attractive to butterflies.

Finally, if you could figure out a way to market weeds, 2013 was perfect for you. Growers had a real battle keeping weeds down last summer. As soon as they were killed, more popped up to take their place, nourished by the unending rains.

We cannot control weather but we think most growers would prefer a dry summer and a healthy trickle irrigation supply.

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Japanese beetle damage on Bada Bing™ cherry.

Megan Bame

Extending Dahlia Vase Life

Dahlia flowers have a relatively short vase life of 5-7 days. In hopes of prolonging the vase life, Japanese researchers observed the effect of STS, 1-MCP and the cytokinin 6-benzylaminopurine (BA) on the vase life of cut dahlias. The best application method (dip or spray) for BA was also investigated.

The reddish-black 'Kokucho,' a semi-cactus petal form, was used in most experiments. The cut stems were held at 23C, 70% relative humidity with a 12-hour photoperiod. The longevity of cut flowers was defined as the time from treatment to when several petals had abscised, or two-thirds of the petals of whole flowers had wilted or discolored. The vase life of a floret was defined as the time from treatment to when the petals wilted or discolored.

The sensitivity to exogenous ethylene was determined by a continuous exposure to ethylene. The end of vase life of most cut dahlia flower controls was determined based on wilting. This continuous treatment with ethylene induced petal abscission, and vase life was shortened to 3 days.

1-MCP, applied at a high rate of 2 $\mu\text{L/L}$, extended vase life of florets of 'Kokucho' by 1.6 days when the florets were held in distilled water. STS did not extend vase life of cut dahlia flowers. When BA was applied either to florets by dipping or to flowers by spraying, the vase life of dahlia was extended. Concentrations of 50, 100 and 500 μM were tested. The BA application method was modified to apply BA directly to petals by spraying instead of dipping them because a large amount of BA solution would be required for dipping whole dahlia flowers. In addition, BA dip treatment extended the vase life of florets 1.8 to 2.6 days, more than the vase life extension of the 1-MCP treatment. Therefore, BA may be effective in suppressing some factors other than ethylene involved in petal senescence. In this study, the vase life of cut dahlia 'Kamakura' and 'Michan' flowers was also extended by BA spray treatments, as observed in cut 'Kokucho', suggesting that this method is likely to improve the quality of other cut dahlia cultivars.



Shimizu-Yumoto, H. and K. Ichimura, 2013. Postharvest characteristics of cut dahlia flowers with a focus on ethylene and effectiveness of 6-benzylaminopurine treatments in extending vase life, Postharvest Biology and Technology, 479-486.

Delaying Iris Flower Senescence

In *Iris* 'Blue Magic', visible tepal senescence symptoms start with slight loss of blue color, followed by inward rolling of the edge, 4 to 5 days after the beginning of flower opening. Petal or tepal senescence in many species is regulated by endogenous ethylene, but iris is among those species where such senescence appears to not be regulated by ethylene based on the effect (or, rather lack thereof) of exogenous ethylene. Other hormones may play a role, however.

This study investigated the effects of exogenous ABA, two auxins, a gibberellin, salicylic acid, several cytokinins, two jasmonates, and the existing inhibitors for each hormone class. Iris flowers were harvested in commercial greenhouses at commercial cutting stage and immediately placed in water. Stems were held in a climate-controlled room for vase life observations. Chemical treatments were applied at the onset of vase life experiments.

The study concluded that cytokinins and jasmonates delayed tepal senescence in cut iris flowers, while senescence was unaffected by ethylene, auxin, gibberellins or salicylic acid.

Van Doorn, W.G., F.G. Celikel, C. Pak, and H. Harkema, 2013. Delay of Iris flower senescence by cytokinins and jasmonates, Physiologia Plantarum, 105-120.

Preplant Steam Alternative to Methyl Bromide

Methyl bromide fumigation for preplant control of a broad range of soilborne pathogens, weeds and nematodes continues to be eliminated due to its ozone-depleting nature. There are several chemical alternatives, but few of those are labeled for use in protected greenhouse structures as is often found in at least a portion of a cut flower operation. Steam treatment may be an effective methyl bromide alternative. This research evaluated the efficacy of various steam application techniques, specifically as a methyl bromide alternative in California coastal cut flower production.

Five trials were conducted in commercial flower operations including two open-field calla lily trials, two greenhouse oriental hybrid lily trials, and an open field sunflower/bupleurum trial. Steam was generated using a trailer-mounted boiler and delivered through a 3-inch-diameter hose until the soil temperature exceeded 158F at 10-inches deep. After 20 or 30 minutes (depending on the trial), the steam was discontinued and the soil allowed to cool naturally.

Two steam delivery systems were evaluated. The spike-hose method delivered steam through a 5-inch-diameter mesh hose with 8-inch hollow steel spikes spaced 10-inches apart. Alternatively, steam was injected through subsurface plastic drain tiles.

When treatment differences were observed, the steam treatments generally performed better than the untreated control and were comparable to methyl bromide treatment for weed control. Steam treatment reduced the pathogen populations of *Phytophthora* and *Pythium* in the sunflower/bupleurum trial, while no treatment differences were observed (even including the untreated control) for population levels of *Fusarium*. Steam treatment also seemed to produce a positive growth response in the spring oriental hybrid lily trial compared to the untreated control.

This study concluded that while steam injected below the surface generally performed well and resulted in pest control equivalent to methyl bromide use, reducing the labor and energy requirements of steam application would need to be accomplished before adoption by the industry.

Rainbolt, C.M., J.B. Samtani, S.A. Fennimore, C.A. Gilbert, K.V. Subbarao, J.S. Gerik, A.Shrestha, and B.D. Hanson, 2013. Steam as a Preplant Soil Disinfectant Tool in California Cut-flower Production, HortTechnology, 207-214.

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GROWER PROFILE

Emily Calhoun, Floriography, Mesilla Park, New Mexico

Emily Calhoun is a “valley girl”; a child of the Rio Grande Valley, specifically where the borders of Texas, New Mexico and Mexico intersect. It’s a valley rich with agricultural heritage with which she proudly identifies herself as a fourth-generation farmer. She admits that some of the “good ol’ boys” thought flower farming was a joke when she sowed her first crops just a few years ago. While it’s been only a short time, she’s proven that the market for locally-grown flowers was previously untapped, but holds tremendous growth potential.



Emily’s family once farmed more than 3,000 acres of cotton and vegetables. More recently they established the first organic pecan orchard in New Mexico, a 300-acre venture she helped manage when she first found herself pulled back to the farming culture in the valley after finishing college. Both operations are obviously a rather stark contrast to her 1¼ acres of direct-marketed cut flowers, but it didn’t deter her. Emily first took interest in the floral industry when she was studying in Ecuador and was introduced to the less than romantic realities of commercial flower production in South America. With degrees in anthropology and international relations, she thought her career path would take her abroad, possibly as an ambassador. But ultimately she kept returning to the valley, and there, decided to carve out a niche for herself.

Only the Strong Survive

The closest local flower growers were Frank and Pamela Arnosky in Blanco, Texas, nearly 600 miles from Mesilla Park, New Mexico. The Arnoskys have been great mentors and encouragers for her, but from a business perspective, their distance meant something more: she had no competition. She purchased several books about flower farming, but after a few chapters, hid them in the closet. The more technical the information got, the more overwhelmed she got. In the end, she decided, “I’m not going to grow a lot of flowers by simply reading about flowers.”

So with \$1,000 “seed” money, she ordered seeds and bulbs and set out to use what she had learned in those first few chapters to get her through the first year. Those childhood years as a farmer’s daughter were largely spent hand weeding, or, “building character,” as her mother liked to say. While she had done a little experimenting before officially launching the business, the big debut of Floriography was Mother’s Day 2012.

For the first year, she set up two delivery days for flower subscription drop-offs in El Paso, Texas, and Las Cruces, New Mexico. She made a lot of cold calls to businesses that first year, but she considers it time well spent beating the pavement when they all renewed for the second year. This year, she has a good balance between individuals and corporate clients. In an effort to steadily grow the business, she added three Saturday farmers’ markets this year, and picked up a few wedding clients. She would love to

see the events portion of the business grow and hopes to secure a contract with the nearby university to become their floral vendor.

Emily just hired her second part-time employee, both are college students. She is working to develop an internship program, but otherwise has relied on the help of family and friends (who “will work for burritos”), and volunteers (previously strangers), who simply want to help cultivate beautiful, fresh flowers in the desert. Emily acknowledges that having a strong farming operation in place (the pecan orchard), contributed to her ability to get the business off the ground quickly. She had equipment, contacts, labor (if it were needed) and other resources already at her disposal. However, she’s still getting settled, having rented different plots of land each growing season

and therefore not establishing much infrastructure, i.e., no greenhouse, no hoophouse, not even a cooler (though, in a pinch, she does utilize a few refrigerators that she picked up at yard sales).

Her motto is “only the strong survive,” when it comes to variety selection. And she admits to having a few “complete failures,” including aster plugs planted this spring. She recalls, “They were plugs. I guess I thought, ‘What could go wrong?’ But then they never grew more than four inches tall.” She thinks it may have been the unamended clay soils in the new location, but it was also a reminder that selections grow better when the flower has a certain appeal to her. Because she personally likes a flower, she looks at it more frequently and works harder to make sure it performs well. Perhaps her greatest production challenge though, is the most basic requirements: water. A major drought the region is facing is challenging farmers to be thoughtful and responsible with the limited water supply.

Her top five species are zinnia, sunflowers, sages, lavender and basil. She says the fragrance of the basil is great to attract folks to the farmers’ market booth and strike up a conversation. More than once, she’s found herself convincing customers that she did, in fact, grow the flowers they are seeing in the desert (albeit with city water). When she had tulips, which she grew in partnership with a local greenhouse, folks thought they weren’t real, or that they couldn’t have been grown locally.



Wild-Collected and Orchard-Gathered

She scavenges for cactus, yucca, and common crops grown in the region such as cotton, chile peppers and pecans. The succulents add a unique, yet familiar appeal to the arrangements. Including agricultural commodities is part of her mission to help people realize the beauty of these plants that they may have previously seen only as part of a monoculture field. The pecans are obviously a product near to her heart and she’s found ways to incorporate all stages of growth in floral arrangements, from the green buds to the open hulls.

While she can get the fieldwork done, Emily considers herself more geared toward design rather than production. She loves being part of the creative process and finding interesting ways to showcase beautiful flowers—one reason she hopes to see weddings become a more prominent part of the business.

Emily definitely sees opportunity for growing her business. In just the second full season, business is growing almost faster than she can handle, with no advertising,

only word-of-mouth promotion. But having literally and figuratively planted the seeds of a successful cut flower operation in southern New Mexico, this valley girl has her sights set on a northern expansion, establishing a sister operation in the Albuquerque or Santa Fe area. At this point, it’s part of a bigger dream for her future. It may involve moving away from family, but through the cut flower business, she and her dad have built a new shared interest. He plans to experiment with 8 acres (remember, he’s used to farming hundreds of acres) for wholesale flower production next year. If it goes well, the southern operation, with its longer growing season, may be a supplier for the northern operation. Emily remarks that it is a good combination of old and new, where she benefits from her father’s business and farming experience, while he benefits from her passion and vision for bringing a new facet of agriculture to the Rio Grande Valley.

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NORTHEAST

Missy Bahret

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What is inspiration? Is it anything more than someone or something that evokes an existing passion or direction that is within yourself?

What is creativity? Is it anything more than a substrate that allows the uniqueness of yourself to be expressed?

What is success? Is it anything more than finding the correct balance of effective work time and time to do fun non-work things?

Inspiration... Creativity... Success... It is all within you. It may seem dusty, or rusty, or on-again/off-again. But it is there nonetheless, and it is very important to evoke.

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2. You've had a lousy year and you don't want that to happen again.
3. You need a new technique that will save you time and increase your profits.
4. You need some help organizing your thoughts as to where your business is headed.
5. You've never been to an ASCFG conference or meeting or Growers' School before.
6. You have been to an ASCFG conference or meeting or Growers' School before and know how great they are.
7. You want to learn from some of the best growers.
8. You want to hang out with some of the most fun people.
9. You haven't done any professional development in years (it's a business expense, by the way!)
10. You want to thank Joe Schmitt in person for everything you have learned from him on the Bulletin Board.

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."
-- Albert Schweitzer

See you in November!

MID-ATLANTIC

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As small businesses and cut flower growers we are always struggling to grow and be profitable selling what is basically a luxury product (a "want" vs. a "need") in an economy that keeps folks pinching their pennies. So, I made a list of Seven Ways to Make More Money in 2014 to share here in my Regional Report.

1. Direct seed an extra row of late-season sunflowers. Go one or two weeks beyond your normal planting date. At most, you risk a few minutes behind the Earthway and \$15-20 worth of 'Pro Cut' seed. If they make it, which mine often have (thanks, climate change!), it can bring in as much as \$500-600 worth of extra income at a late market when sunflowers go like hotcakes.

2. Pick one market day every year, such as the third Saturday in July, when you have an abundance of summer annuals such as zinnias or sunflowers. Give away one small bunch with every purchase. Promote it for 2-3 weeks before to your Facebook followers and even through market signage. Even those who don't take advantage will hear the buzz about your farm. Plus, non-flower-buying marketgoers may decide to grab some flowers that day, ideally creating a few new regulars.

3. Increase your prices by \$0.50 per bunch, both wholesale and retail. Your customers won't blink at the increase, but if you sell 1000 bunches per month, you'll make an extra \$500 per month.

4. Take your best customers to lunch, again both wholesale and retail. Ask them what they like, dislike (assure them you won't be offended and then be sure you're not) and what they would like to see more or less of. Then, really LISTEN and make a few changes accordingly.

5. Add a new perennial or woody crop that is a strong producer and a good seller. Ask other growers for ideas and sources. I put in twenty 'Limelight' hydrangeas several years ago, bought at 3-gallon size from a local wholesale nursery. At \$12 per plant, I spent \$240. By the first year I more than paid for the plants. In the second year, I sold an average of \$550 per week for over 6 weeks from them. Returns might not be immediate but they'll be exponential. Peonies, anyone? (BTW, I got HUGE roots from Swedish Touch peonies last year....instant gratification.)

6. Email at least five other growers in your off-season and ask them each five questions in areas you need help. Find out what works for others. Always offer your help in return. This is how beautiful friendships are made!

7. Attend the ASCFG Meeting in Rhode Island on November 3 & 4. Visit with other growers face-to-face, see what works so well at Robin Hollow Farm, and fine-tune your goal setting, marketing, crop planning, record keeping and so much more. Take it all back to your farm and apply it for awesome result

SOUTHEAST

Charles Hendrick

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Since the last issue of the *Quarterly*, we've had two happy occasions at our farm. The first was the marriage of our son Bryan on June 22nd. We grew 99% of the flowers for the service and the reception, and we used peonies from Dual Venture Farm in Pantego, North Carolina. We were able to do a little old-fashioned bartering too. One of our florist customers, Pat Prillaman, is also a baker, so we traded our flowers for 200 of her cupcakes in four yummy flavors. They were a big hit! Patty provided flower arrangements for her co-worker's wedding and reception, in exchange for her friend's fiancé (who is a videographer) providing video of Bryan and Beth's wedding. Who says bartering is a thing of the past? It worked out pretty well for us.

Our other good news is that we have been approved for a USDA hoop house grant. We applied a good while ago, but the funding finally came through, meaning we can put up another hoop house to help us get a start on the season with more crops. We're ordering more dahlias now, hoping to be able to extend our season this year too. We just got back a soil sample analysis



Growing for Market

cut flowers in every issue



Temptress poppies and peonies by Erin Benzakein, GFM Contributing Editor and owner of Floret Flowers, Mt. Vernon, Washington

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of our existing hoop house, and have some amending to do. Soil science is just that—science. Hopefully we can get some advice on how to get everything back into balance and healthy again. We removed the plastic, which we need to replace, so opening it up to the rains will have hopefully helped some too.

We have been encouraged by the postings on the ASCFG's Community Network and Facebook page from the many growers who have advocated, lobbied, written about, or otherwise supported the Buy Local movement. At the grassroots level here, we have experienced a noticeable rise in florist customers who are supportive of the Buy Local mindset, especially because brides and other customers are buying into the idea of being good stewards of local product. One of our florists even surprised us with a sign in the window cooler! Okay, the sign wasn't pointing to our zinnias and was too close to those South American roses, but it's progress!

On a final note, I want to say how much I appreciate the opportunity to have served these last three years as the Southeast Regional Director. I want to personally thank Judy and Linda for all they have done; these are two hard-working and organized ladies who kept me on the right track! I also want to thank my fellow Board members and the lasting friendships I have made. Through this wonderful organization, I have met many wonderful fellow growers, who I now call lifelong friends. Lastly, I want to thank Tanis Clifton for agreeing to serve as the next Regional Director. Tanis is very knowledgeable and will be awesome—there is no doubt! I hope to see you all at upcoming events, and wish everyone a productive fall and a restful winter.

MIDWEST

Kent Miles

Illinois Willows

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Well, it's that time of year again: apples ripening on the trees, celosia looking its best, bittersweet harvest, new seed catalogs arriving in the mail, fall festivals upon us, and yes, the "killing frost".

The killing frost will be here before you know it and when it hits you know it. Zinnias down, darkening celosia hanging to the ground, leaves turning autumn hues and falling, lawns with a frosting on them, and willow leaves still green and crisp in the early morning. The paths between the beds have a crunchy sound as you walk the length to seek out a few harvestable stems that may have survived the first touch of winter.

For us here in Illinois, that touch can be but isn't always a welcome sight. To me, it means a new season; summer is officially over and autumn is here. Autumn brings us new beginnings as to crops, and chores to finish before the white stuff happens. By now the fall crops are either just finished, like bittersweet, pumpkins and other gourds, rose hips, callicarpa, and it's the beginning of the willow harvest, fall wreath making, boxwood harvest, irrigation lines storage, plastic mulch pulled off beds, and removal of plant debris has begun.

Fall cleanup is a definite must. The list seems never ending and constantly growing. I remember one year forgetting to clean up some sunflower beds and the stubble was left till the spring. Boy, that was much more work for me in the spring. Work on getting your fall bed cleanup finished in a timely manner; you will be so grateful later in the year. Getting all those weeds removed from around your buildings and structures will also help.

For those of you who do not or have not thought of this, here is a way for increasing your November and December sales. Sell cut evergreens, in one form or another. We make boxwood and mixed evergreen wreaths for our indoor market, which runs the second Saturday in November until Christmas. Last year we started to offer white pine tips to our retail florist and market customers. We sold more than I thought we would to our florists, so this year I'm doing a pre-order with them. For the first time we're selling wholesalers white pine tip bunches, at 20 bunches per case.

This was one of the times that you flip the switch in your head and the light bulb goes on: Why didn't I think of this before? So go out and check to see what you have to sell in the way of winter greens like white pine, hemlock, balsam, and Douglas fir.

I hope everyone has been drying enough product during from this season. Every year the first and second story ceilings of our barn are filling up with product to use for wreath making in

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October through December. Seems like so much hanging, but we go through so much more once we start cranking out the dried and wintergreen wreaths. Here's a tip for those drying product for later use: Sow extra seed in your early planting for just this purpose. If you think "Oh, I'll just save what doesn't sell as fresh." you will not have enough product for later. Next spring when you are deciding on how many of this or that you want for fresh sales, put in an extra bed for dry use product. You'll appreciate it next fall.

This year's winterberry crop is looking better in the past. The 2012 drought hit us hard but this year's above-average rainfall in April and May produce heavily-fruited branches. All of our woodies have been more productive, ideally leading to more dollars.

The curly willow harvest hasn't started as of this writing. It's a large block of time and product for us and I welcome the change from harvesting flowers to harvesting willows. If you follow us on Facebook www.facebook.com/pages/Illinois-Willows you can see pictures of the harvest process and the finished product. If you haven't yet, check out the page and click the "Like" tab. Okay, shameless plug here!

Fall and early winter seem to give us a smidgen more time to reflect and think about the new year, and what we will plant and harvest, and ways of selling it. If you haven't started a Facebook page for your business you should do so one of these autumn nights. It's not hard to do, and I feel you need to have one for your farm. It's another tool to get your farm's message out to the masses. And if you don't have a web site, add that to your social media "to do" list. If you're receiving more and more wedding requests, then you better have a Pinterest page. Brides to be, mothers, and grandmothers are all on Pinterest finding ideas for their events. Post pictures of your work on this site for many returns dollars down the road. Are you doing farmers' markets? You'd better be using Twitter. Sending tweets about specials for the market is a way to bring in new or more customers.

We have been using Facebook and Twitter at our market as a comparison, seeing how much of a difference it has made. We will advertise a particular item at a market; one with Facebook and one with Twitter, to see how much difference in response there is in using both. I feel that using social media has been a growing area for us in terms of sales and foot traffic at the market. We will continue to expand in this form to get our message out to the public.

This is the time of year to at least start thinking about a few new ways to promote and grow your business. As you sit with family and friend by the bonfire, with your cocoa or cider in hand, think about what you have done this past year and your dreams for the next year.

Happy people grow happy flowers. Or is it happy flowers grow happy people?!

SOUTH-CENTRAL

Rita Anders

Cuts of Color
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Summer is almost gone, and we have been busy planting all those last chance beds of zinnias, celosia, sunflowers and marigolds. Frost for our region is usually not until sometime in November, so we usually plant sunflowers until the first of October, and hope we can get them all in before it freezes. I grew mostly 'Vincent' sunflowers this year and was not disappointed. This variety has that second row of petals and my customers tell me they love them.

Now is also the time we are starting to get our beds ready for our ranunculus and anemones. We make one planting of ranunculus and anemones, which begins with their arrival around October 1. They are accompanied by clear instructions on the pretreatment and cooling which must

be followed for best performance in our region.

Frank and Pamela Arnosky wrote an excellent article in the Winter 2013 issue of *The Cut Flower Quarterly* on anemone pretreatment and rooting. I recommend you read it; you can find it in the Members Only section of the ASCFG web site.

Weather plays such a huge part in our lives as flower growers. Too much rain can ruin your flowers because there are a lot of flowers that don't like getting soaked day after day. Not enough rain can diminish yields and cause crop failure. If I had a choice I would go with not enough rain, because you can always irrigate. I've heard of all the rain some places had this year and am pretty sure I don't want to be in their shoes.

This year we added several areas of automation to keep up with watering because we have had very little rain. I've found a battery-operated timer and solenoids that have made my life a lot easier. The brand is Node by Hunter and you can get single-station, two-station and four-station timers. Depending on which one fits your needs, you can choose three programs with multiple start times. I've also added those timers with another intention in mind, which is being able to leave the farm for a couple of days at a time and not have all my plants suffer from no water, because they certainly aren't getting it from up above.

Now those nicely-irrigated rows create another problem: armadillos. Yes, those little rascals may be good for biological control of grubs but they can burrow through a row a night and uproot all your little plants. The only cure for them is a little lead.

This summer I also had a problem with insects burrowing into sunflower stems, causing the plant to wilt and die. Luckily I noticed it early on and sprayed with a light spray of Sevin and haven't lost a plant since to those worms. Another pest that can give you fits is a little worm that balls up under gomphrena leaves and can quickly ruin a crop. I have been successful spraying a product called Conserve and it puts the end to those little worms in no time. One application is all it takes for



a long time. Rabbits are also giving me trouble this year. They like to come in and eat my little sunflower seedlings and they love marigolds. I can't believe anything would eat a marigold as bad as they stink. I'm pretty sure the reason I have all this animal and insect traffic is because I'm the only green thing around since our area of the county has experienced very little to no rain this summer.

In the last issue I told you that I would give you an update on what is going on with a couple growers in our Region. Southern Floral is a large floral wholesaler



keeping herself very busy. She is going to grow a crop of marigolds for Southern but growing even just one crop, she has experienced how hard it is to promise a large number of stems, only to find out that a portion of the plants didn't survive for one reason or another.

Denise was required to put bar codes on her bouquets, and went with a company called Bar Codes Talk. This company sells you barcodes and then you order preprinted labels from them at a very reasonable price. I also sell to the same company and after over a year of them supplying me with labels, we too are going to go with Bar Codes Talk. You can buy as many codes as you need and put them on your products to help track sales of each type of item you sell your retailer. I know this will be very helpful to determine the small amount (I hope) of shrink the store experiences with our product.

Summer was also tough on Cynthia Alexander of Quarry Flower Farm in Celina Texas, but she was able to keep selling to her restaurants, and is starting back up with her florists after a couple of months' absence. Cynthia is selling poke salat (*Phytolacca*) to her customers. It grows wild here in Texas along edges of the woods and on fence lines, reseeds profusely, and has a beautiful flower. She has been able to get \$8.00 a bunch.

Some of her bestsellers this past summer have been all types of amaranthus including 'Opopeo' and 'Hopi Red'. Cynthia had a row of amaranth blow over but was still salvageable because all the side shoots shot up giving her lots of

branches to cut. Cynthia loves dragging anything out of the woods that is an interesting cut to sell to her florists. This year she is growing a crop of colored cotton in shades of green, brown, and one that has a red stem with a beautiful burgundy-colored bloom. She is growing them just for seed this year so she will have a good supply of plants to sell next year. Another favorite of hers this year is Jamaican hibiscus, which has a dark red seed pod and leaves that are green with a red vein. Cynthia is excited for Christmas because she is going to be making lots of wreaths with her berry-loaded juniper branches.

There is still time to register for the fourth ASCFG meeting of 2013 in Rhode Island. This is your last chance of the year to gather with growers and reminisce about the past year and make plans for the new year to come. The program is packed with awesome growers with a lot to share. Hope to see you there.

There is still time to register for the fourth ASCFG meeting of 2013 in Rhode Island. This is your last chance of the year to gather with growers and reminisce about the past year and make plans for the new year to come. The program is packed with awesome growers with a lot to share. Hope to see you there.

WEST and NORTHWEST

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I was contacted earlier this year by a new grower who was having a difficult time making sales at a farmers' market. Because there was a long-established flower farmer already there, it was difficult to get enough sales to make the market worth the effort. Boy, does that take me back to days gone by. Not that I had to deal with a successful, already established flower grower—I had to deal with customers who don't buy flowers. I have loved the challenge of growing my farmers' market stand. It didn't happen overnight or even over a year, but it did happen.

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Selling flowers at a farmers' market is a great "springboard" to getting your business off and running. It will lead to opportunities and fresh ideas, and open new doors. All you need to do is get your product into the hands of customers so that they can see and experience YOUR quality firsthand. Then you want them coming back week after week for YOUR flowers. That's the challenge, so let's talk about the nitty-gritty of grabbing a part of that market share.

It's intimidating entering a farmers' market as a vendor. You've no doubt heard countless stories of that "fly-by-night certain farmer" who came in, undercut everyone, couldn't make a living, is now gone, and hurt everyone's sales in the process.

Well, I'm going to say something that may be a little taboo. Do what it takes to get people to try your flowers. That just might mean that you need to have a price point that will attract some customers who otherwise may be stuck in routine buying

habits. I'm not suggesting you undercut across the board but surely you could come up with a "special" that would attract some customers. How about "Zany Zinnia Bouquets" when you have them coming out of your ears? Make up something simple and fun, price it low, make a very large sign, and see what happens. Chances are that low price point will lure customers into your booth where they talk themselves into something a little more spendy. You may end up tossing "Zany" bouquets in the compost but it got people into your booth.

Next, do not take a chair. You don't have time to sit down (even if you do have time to sit down). You get only a couple seconds to engage a potential customer and you'd better be on your toes. If someone pauses in front of your booth to admire the flowers, do not hesitate to give them a business card and say something like, "BeeHaven is a new flower farm here. Check us out online or try some of our flowers. You won't be disappointed, I guarantee it."

People are attracted to activity, so bring flowers and sleeves and work some of your flowers right there so that you look industrious and creative. And while you're putting that bouquet together make sure you are tilting the flowers in a way that your customers can see what you are putting together. They will stop to watch you and it will be very likely that you will sell it right out of your hands, so don't be too shy to say, "This one is for sale too, I'm taking it to \$15.00."

Another reason I like to take bulk flowers is so that I can custom make bouquets. People love to have something custom made, and it is an opportunity for a bigger sale. If they ask for something custom (most of my bouquets are at the \$10.00 price point), I will say, "Suuuurrrre. Nooo problem. Step into my office (which is behind my table where all the bulk flowers are). How big do you want it, \$15?, \$20?, \$100?" They will laugh and usually say "\$20 to \$25, please".

You may need to have flowers that are unique and different enough to catch people's attention and make you stand out from your competition. I make a habit of always throwing something funky into my mixed bouquets so that when the bouquet gets home there is some little design element to play with that is fun and interesting; something you would never get in a grocery store bouquet, or from the vendor down the way. Grasses are good for this, as well as small interesting flowers like scabiosa with their pods or a cool and funky foliage.

But chances are your competition probably already has a lot of the same flowers you have, so how about coming up with a nifty way of wrapping that will attract attention? I change my wraps throughout the year to complement the flowers as they come and go out of season. For instance, when the colors are really vibrant and bright in August, I like to use clear sleeves so that you can see all that wild color. When September hits I will go to kraft sleeves and bring out the brown, rusty fabric sheets. Things always look new and different at our stand, so you'd better stop and take a look.

Signage. I think I read somewhere that you can overdo it with too many signs, but that was probably written by some college student who has never run a business and is perpetuating

bad information he or she read somewhere in a marketing textbook. I love signage and I would say most vendors have a problem with not enough rather than too much. I created a simple publisher document for 8 1/2 x 11 paper that, when cut in half, makes two signs.



I can easily create a sign to list the name of the flower or bouquet and the price. It's quick, easy, and do-able.

I also invested in some bright card stock and a laminating machine to keep things clean, neat, and professional. I attach the signs to the buckets with wooden clothes pins. I also have several signs that I change out regularly that help kinder the spirit of buying flowers in my customers. A few of my favorite are:

- Where are you going tonight that you could take flowers?
- Flowers: the all-natural mood enhancer.
- Flowers are food for the soul.
- In the doghouse? Stop here.

Having a good display is important to enticing people to stop at your booth. I keep playing around to discover "the ultimate layout" and I still don't have that down but what I will say is this: Get a flower or bouquet stand. I am POSITIVE that once I got one, my sales went up. It displays the flowers slightly forward facing so that customers can easily be lured from a distance.

Mine is from Floral Supply Syndicate and holds twelve bouquets. I highly suggest the 12 over the 8 because 1. You should be thinking big, and 2. You want to portray "abundance" and "variety" to your customers.

My final bit of advice for getting and keeping a customer, and being a successful market vendor? Be kind to people because they are people, not because they are potential customers. I have plenty of customers who do not buy every week but will stop by to check out the flowers and say hello. I want everyone to enjoy the flowers I have grown and brought, and besides, it looks good to have people milling around the booth; it attracts others. I know it's more convenient to buy flowers at the grocery store so finally I tell people, "Thank you for buying my flowers." or "Thank you for coming to the market to buy flowers." I want to foster a relationship of "Let me be your flower grower." I really do appreciate it



Why Buy Local Flowers?

They Are Truly Local

Almost 80% of fresh flowers sold in the United States are not grown in North America, but in Colombia, Ecuador, Mexico, the Netherlands, and Israel. Shipping flowers from those countries to the United States incurs huge transportation, energy, refrigeration, and storage costs, leaving an enormous carbon footprint. These floral materials may carry residue of chemical pesticides or fungicides.

They Are Truly Fresh

Imported flowers are often cut a week or more before they arrive in a consumer's hands. During this time, quality and vase life decline. Locally-grown flowers can be cut in the morning and on your dining room table that evening.

They Are Usually Sustainably Grown

Our growers strive to produce their flowers using responsible farming methods like integrated pest management, diverse cropping systems, and low-input fertilization programs. Their farms encourage important biodiversity, soil health, and water conservation.

They Smell Better

Many commodity-type flowers have been bred for uniformity to fit into a box, and the stem strength to hold up in that box for long-distance travel, usually losing their natural fragrance in the process. Locally-grown flowers are produced in greater varieties, providing a wide range of colors, forms, and scents.

They Support Small Farmers and Other Local Businesses

The production and sale of locally-grown cut flowers contribute to a community's economy, and provides employment and valuable agriculture experience to young people.

They Make You Feel Better!

Flowers reduce stress and improve your mood. Flowers can be connected to a time, a place, a person, a season, an event. They have a story and you are part of it.

www.ascfg.org



If you weren't able to make it to the spring meetings held in Blanco, Texas, and Raleigh, North Carolina, we've summarized a few of the talks here for you. To see the more of the presentations, go to www.ascfg.org and click on Events/2013 Events.

Effect of Postharvest Time on Cut Flower Life

Iftikhar Ahmed, North Carolina State University

Cut flowers are typically harvested in the morning to avoid heat exposure, and to allow the rest of the day for processing. Carbohydrate status and vase life are significantly affected by harvesting at different times of the day. Harvesting late in the day increases shelf life and carbohydrates, and decrease postharvest ethylene sensitivity.

Our objective was to determine whether harvests at different times of the day would influence postharvest performance of cut stems, and to investigate the effect of pre-harvest carbohydrate status of cut stems on postharvest longevity. Flowers tested were 'ABC Purple' lisianthus, 'Double Eagle Gold Coin' African marigold, and 'Benary's Deep Red Giant' zinnia.

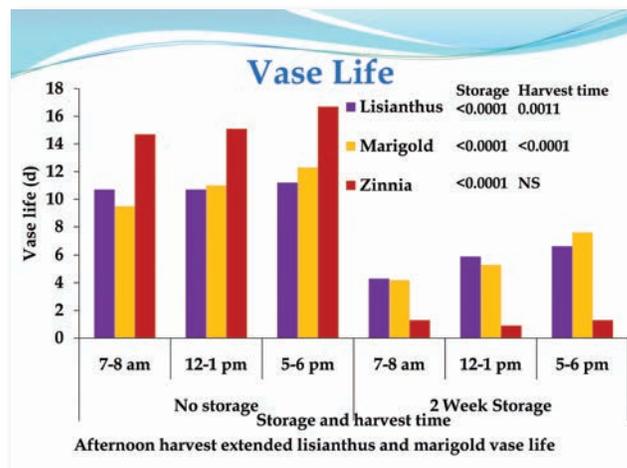
Objectives

- Determine whether harvest at different times of the day would influence subsequent postharvest performance of cut stems.
- Investigate the effect of pre-harvest carbohydrate status of cut stems on postharvest longevity.

Species tested

- 'ABC Purple' lisianthus
- 'Double Eagle' Gold Coin African marigold
- 'Deep Red' Benary's Giant zinnia





Flowers were harvested at three times: morning (7:00-8:00 a.m.), noon (12:00-1:00 p.m.), and afternoon (5:00-6:00 p.m.). Postharvest performance was evaluated after either no storage, or two weeks in storage, in water, at $35 \pm 3^\circ\text{F}$

We found that afternoon harvest was better than morning or noon harvest for vase life extension. Storage reduced vase life. Lisianthus and marigold stems harvested in afternoon had smaller reduction than morning and noon harvests. Morning and noon harvests had higher water content on the seventh day of vase life than afternoon. Carbohydrates were higher in afternoon or noon harvests of lisianthus and marigold, but no clear pattern was observed for zinnia.

In conclusion, for the tested species, stems should be harvested in afternoon for longest vase life.

Postharvest Evaluation of Cut Celosia, Marigold, and Snapdragon

Iftikhar Ahmed, North Carolina State University

The purpose of this study was to evaluate the postharvest performance of celosia, marigold, and snapdragon, and to standardize postharvest protocols for extending longevity. Flowers tested were 'Fire Chief' celosia, 'Sovereign Gold Coin' marigold, and 'Chantilly Yellow' snapdragon.

Treatments were: Expt. 1 - Harvest stage; Expt. 2 - Harvest procedures; Expt. 3 - Ethylene sensitivity; Expt. 4 - Storage methods and duration; Expt. 5 - Grower treatments (hydrators); Expt. 6 - Wholesaler treatments (hydrator + holding preservatives, sucrose pulses); Expt. 7 - Retailer/florist treatments (vase preservatives with or without floral foam). Here is a quick summary of the results.

Celosia stems should be:

- Harvested at early stage (with only <2 cm head size) for longest vase life (10-14 days longer), while at later stage (>5 cm head size) for better visual quality flower heads.
- Stored only in water, preferably for not more than a week.
- Placed continuously in FL Clear Professional Flower Food, with or without foam.

Celosia stems should not be:

- Placed in hydrator and/or holding solutions (grower/ wholesaler treatments).
- Pulsed with sucrose.

Marigold stems should be:

- Harvested at early stage (when <50% petals have opened) for longer vase life.
- Stored dry, for not more than 2 weeks.
- Hydrated at farm with either STS, FL Hydraflor 100, or Chrysal Professional 1 for 4 hours.
- Pulsed with FL Clear Professional Flower Food, or sucrose.
- Placed continuously in FL Clear Professional Flower Food without foam.

Snapdragon stems should be:

- Harvested at early stage (when lowermost floret starts expanding) for longer vase life, but later when 2-3 florets have opened for better visual quality.
- Stored dry, for not more than 2 weeks.
- Hydrated with 0.2 mM STS (1 mL.L-1 Chrysal AVB), or FL Hydraflor 100 for 4 hours.
- Pulsed with 5% sucrose for 24 hours.
- Placed continuously in FL Clear Professional Flower Food or Chrysal Clear Universal Flower Food without foam (foam reduced vase life).

A Year on the Farm

Frank and Pamela presented a lively perspective of the always-interesting happenings at Texas Specialty Cut Flowers.



The Arnoskys produced about 10,000 tulips in 2013.



Larkspur is an important crop.



Mountains of zinnias are processed every week.

Weed Control for Cut Flowers

Joe Neal, North Carolina State University

Corn gluten, the protein fraction of cornmeal, is a pre-emergent herbicide which inhibits root growth. Soil solarization takes 6 to 8 weeks, and works best on small-seeded annuals. The process of stale seed bedding allow weeds to germinate, then kills them with non-selective herbicides or flame weeding, not by cultivation. Flame weeders are almost as effective as contact herbicides. Natria, and other biorational “herbicides” control annual weed seedlings, but are less effective on grasses. They will not control perennials but burn them back.

Meet Your Incoming Board Members!

These fine folks were elected to join the Board of Directors. We thank them for their initiative in stepping forward to serve all members of the organization.



President
Frank Arnosky
2014-2015



Vice President
Mike Hutchison
2014-2015



Northeast
Regional Director
Diana Doll
2014-2016



Mid-Atlantic
Regional Director
Jennie Love
2014-2016



Southeast
Regional Director
Tanis Clifton
2014-2016



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Caitin and Seth Roberts
Bev Schaeffer

Carolyn Snell
Joan Thorndike
Mary Turner
Chris Wien
Susan Wright
Cheryl Ziehl

2014 National Conference & Trade Show

Mark your calendar!

October 19-23, 2014 ♦ Hilton Wilmington ♦ Wilmington, Delaware

The ASCFG Welcomes its Newest Members

a RECORD NUMBER of

Drew Asbury

Hillwood Museum & Gardens, Washington, DC

Sandra Babbitt

Lutz, FL

Andrea Bachynsky

Saco, ME

Clancy Baucom

Arbor Fields, Marshville, NC

Barbara and Harold Beck

Avon, NY

Kati Blalock

Sevier Blumen, Sevierville, TN

Doug Bletcher

Ivy Garth Seeds & Plants, Chesterland, OH

Mike Brewster

Barn Swallow Farm, Grand Rapids, OH

Steven Brown, AIFD

City College of San Francisco, San Francisco, CA

Kathryn and Marjorie Dagnal

Goose Creek Gardens, Oakdale, PA

Anna Dale

Harvest Moon Farm, Bloomington, IN

Michael Davis

Davis Floral Company, Dewy Rose, GA

John Donati

Ocean View Flowers, Lompoc, CA

Jessica Douglas

Flowers and Weeds, Saint Louis, MO

Laurie Douglas

Scarborough, ME

Steve DuBois

Troy, MO

Teresa Engbretson

My Garden Over Floweth, Paterson, WA

Robin Ernst

Truxton's Farm, Kintnersville, PA

Tara and Jonathan Fodor

Fodor Tree Farm, Poland, OH

Madeline Frankel

West Chester, PA

Debora Hamlin

Enchanted Blooms, Oscoda, MI

Melane Hoffmann

Clarksburg, MD

Meg Ingraham

Thornton, CO

Carrie & Chris Jennings

Honeybee Flower Farm, Cordova, MD

Nancy Johnson

Ravenswood Flower Farm, Union, ME

Jacqueline Kowalski

St. Croix Farms, Lakewood, OH

Nan Langhorne

Gibsonville, NC

Gay Marini

Nassau Orchard's Flower Farm, Lewes, DE

Christine McCracken

Albion, NY

Kimberlee Michel

Blue Cloud Farm, Walpole, ME

Deena Miller

Grass Valley, CA

Shelly Nadler

Washington, PA

Christy Nightingale-Lindsay

Bixby, OK

Allan Nishita

Flora Fresh, Inc., Sacramento, CA

Sarah Nixon

My Luscious Backyard, Toronto, ON

Melissa Oothout

Rose of Sharon at Blossom Hill, Dunstable, MA

Sarah Overcash

Specials From Sarah, Woodbridge, VA

Alyson Paredes

Spokane, WA

Jeanne Plaisance

Lafayette, LA

Lynn Rapp

Oreland, PA

Julie Raymond

Bittersweet Gardens, Kingston, MA

Louise Reiling

Auburn Pointe Greenhouse, Chagrin Falls, OH

Dan Ross

Friendswood, TX

Diana Roy

Resendiz Brothers Protea Growers, Fallbrook, CA

Susan Salontay

Chardon, OH

Karen Stewart

Stewart's Fields, Maple Park, IL

Katherine Stone

Round Hill, VA

Melinda Studinka

Van, TX

Marsha Swezey

Leisure Woodworks, Ridley Park, PA

Jane Tanner

Commonwealth Farms, Charlotte, NC

Quill Teal-Sullivan

Vernon, NJ

Karl Vahrmeyer

Green Park Nurseries, Ridgeville, ON

Nancy Van Nest

Skyfields Flower Farm, Groton, MA

Nancy Viseth

South County Flowers, Charlestown, RI

Yeng Yang

Hickory, NC

Microbials and a New Botanical for Lisianthus Disease Management

This project was funded by an ASCFG Grower Grant. For more information, see "Research" at www.ascfg.org

By Jana Lamboy and Thea Folls

In the spring of 2013, the ASCFG funded a proposal to study the efficacy of low toxicity materials applied to prevent botrytis gray mold on lisianthus. Thea Folls had reported that in prior years serious losses due to botrytis took place in her lisianthus. Jana Lamboy, ASCFG member and a retired plant pathologist, volunteered to monitor the project, since she also grows lisianthus and worked with management of botrytis with microbial products on several hosts in the past. The grant paid for the materials and for travel, since the two participating growers live 40 miles apart.

The main trial took place at Folls Flower Farm in Owasco, New York, where Actinovate was applied to all seedlings that made up two thirds of the trial. One third consisted of transplanted purchased plugs.

Actinovate, Regalia, and Serenade were applied at transplanting and then regularly during the season from early May until July 26. The treatment plots were marked off in the row with three replications, 30 plants per treatment block. The project relied on locally available botrytis spores, with no inoculated control since the entire crop was destined for sale. At Hastings Field in Geneva, compost tea prepared from Worm Power vermicompost was applied monthly to all the lisianthus, which was grown from purchased plugs.

At Folls Flower Farm, regular applications of water and liquid fertilizer with a drip line supplemented the initial application of composted horse manure tilled in at the beginning of the season. Plants were lightly mulched with straw after the soil warmed. Jana visited Thea in May, June, July, and August to observe symptoms and survival rates, and document the health status of the crop at Folls Flower Farm. It was a very successful crop, with three strong beautiful stems from each plant harvested to date.

Botrytis did not appear in the crop at either farm, however there were initial losses in Owasco among the seedlings after transplanting. Inclement weather and issues with the potting soil used reduced numbers. Ten percent of the plants were rogued due to symptoms of stem disease. An affected plant wilted, and displayed a dry tan lesion at the base of the stem, while the roots remained white. There did not appear to be any effect of the preventive treatments on the stem blight incidence. The problem appeared random and did not spread.

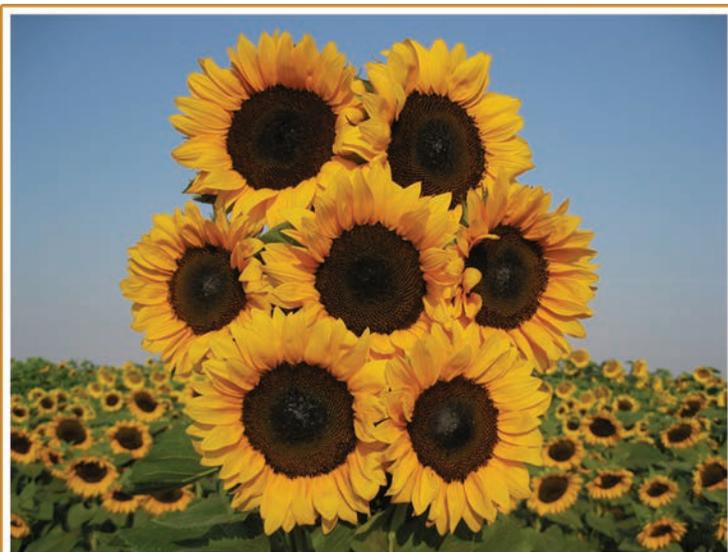
Samples were sent to the Long Island Horticultural Research and Extension Center in Riverhead, New York. Fusarium was isolated from lisianthus at both farms. At Hastings Field about 7% of the plants were removed. The crop was less productive than at Folls Flower Farm, evidence that drip irrigation and full sun improve yield. At harvest several nodes remained on the plants, and a second crop is on the way. Both growers will rotate the lisianthus away from the current location to help avoid this soil pathogen. Additional recommendations are to avoid ammonium nitrogen, pH lower than 6.2, and to increase the available calcium in the soil.

The project allowed two members of ASCFG to develop a working relationship that will continue. The two growers traded ideas and plant materials, and already made plans for next spring.

Thea Folls added, "I'm really glad we did the project. I am going to rotate Actinovate, Serenade, and Regalia next year."



Lisianthus 'ABC Purple' and 'Excalibur Green'



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Chain of Life Network®



The Chain of Life Network® is a free website that contains floral production, postharvest care, handling, and marketing information designed to benefit every segment of the floral industry, from breeders and growers to wholesalers, florists, and supermarkets. Most of the information was compiled by its founder, Dr. George Staby, and his wife Kathleen. Additional support has been and continues to be provided by Professors Michelle Jones (The Ohio State University), John Dole (North Carolina State University), Michael Reid (University of California, Davis), Bridget Behe (Michigan State University), and Ernst Woltering (Wageningen University & Research Centre).

An updated version of the site has recently gone online. YouTube, responsive design, sub-navigation, and other features have been incorporated to make it easier to retrieve more useful information. Monthly reports are available by email that contain the latest production, postharvest, and marketing articles, references, videos, and related information.

Links are presented to hundreds of articles, companies, services, programs, websites, videos, products, and experts, all related to the production, postharvest care, and marketing of floral crops.

Free services are now offered whereby individuals can interact directly with George Staby to have him answer their questions by email, participate in consultations by phone or Skype, and/or have him present webinars and onsite programs, with the only cost being reimbursement for out-of-pocket travel expenses when travel is required.

Please contact George Staby if you have any questions or comments at georgestaby@chainoflifeflora.org or (520) 723-9705. <http://www.chainoflifeflora.org>

NCSU NEWS

The cut flower team at North Carolina State University, led by Dr. John Dole, announces a recently expanded web site for cut flower growers. It is a comprehensive collection of NCSU's many years of variety trials and postharvest evaluations, national resources, and information for beginning growers.



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Are You Using Your Online Member Services?

As with most tools, proper training and regular use are essential for most productive use. That's true of online services like the ASCFG Bulletin Board and Member Map. Every now and then, it's good to have a refresher course in what the ASCFG provides its members. The next few pages illustrate how you can take advantage of these features to promote your business, learn more about cut flower production and marketing, and connect with other growers.

ASCFG Member & Flower Search

Buyers across the country use our Flower Search to find your flowers and products. It's important that you keep your page as current as possible. In Members Only, click Edit Member Page to get to your own ASCFG Member Page. Go through each section, adding new or changing existing information. Remember to click Preview and Save in each section.

Description of Business

Here is your chance to completely and creatively describe your company to potential buyers. Highlight your specialties, your services, and your markets. Do you sell to florists only? Do you deliver to grocery stores or restaurants? Do you specialize in wedding or event work, or a specific crop like woody branches or cut herbs? Are you organic? Emphasize your unique qualities. Take the time to craft your description so that it appeals to a broad range of buyers.

Distribution

Mark how you distribute your flowers. Are you a local supplier, do you offer regional delivery or national shipping?

Web and Social Media

Include your web site and other social media to point buyers to more information about your business.

Business Type

Mark the categories that describe your business and update the list for each. This will help you connect with buyers looking for specific flowers, products, and services.

- Grower/Farm - update the flowers that you grow.
- Supplier - update the products that you sell.
- Designer/Florist - update services that you offer.
- Educator/Researcher

Photo or Logo

Upload a photo or image to add a personal touch to your page. If you need help uploading please email your file to ascfg@oberlin.net.

 **The Cut Flower Experts!**

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Love 'n Fresh Flowers

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Facebook: [Facebook](#)
Pinterest: [Pinterest](#)
[Photo Gallery](#)

Love n Fresh Flowers is a petite, sustainably managed, urban flower farm and full-service design studio in Philadelphia, dedicated to creating fresh textural arrangements exclusively with locally-grown flowers. We specialize in weddings and vintage decor.

[More about my flowers](#)

Distribution:

- Local Supplier

Flowers We Grow

Ageratum	Eucalyptus
Alchemilla	Euphorbia/Snow/mtn
Allium	Feverfew
Amaranthus	Goldenrod
Ammi	Gomphrena
Anemone	Grasses & Grains
Artemisia	Herbs
Asclepias	Hydrangea
Aster	Kale
Astilbe	Larkspur
Bachelor button	Lavender
Baptisia	Lily of the valley
Bells of Ireland	Lisianthus
Broomcorn	Monarda
Bupleurum	Mountain mint
Calendula	Nigella
Calla	Peony
Callicarpa/beautyberry	Phlox
Caryopteris	Physostegia
Celosia	Poppy
Centaurea	Ranunculus
Columbine	Salvia
Cosmos	Scabiosa
Cotton	Sedum
Craspedia/drumstick	Snapdragon
Crocasmia	Sunflower
Daffodil	Sweet pea
Dahlia	Trachelium
Delphinium	Tulip
Dianthus	Veronica
Echinops	Yarrow
Echinacea	Zinnia
Eryngium	

Services We Offer

- Bouquet Subscription Service
- Design Workshops
- Events
- Weddings





ASCFG Bulletin Board

One of the longest-lasting and most-revered ASCFG member service is the ASCFG Bulletin Board. Activity on it has ebbed and flowed through its twelve years, but it remains a huge reference for growers. If you've been a member for a while, and perhaps have taken for granted its usefulness, go to it, and use the Search function under Utilities. Type in any keyword, and be prepared for a flood of messages about that subject. We did just that with "lisianthus", and put together this string of messages discussing lisianthus overwintered in hoopouses. It was started in 2004, but is still valuable in 2013.

 By [Farmhouse Flowers & Plants \(Davedowling\)](#) on Friday, **September 03, 2004 - 10:53 am:** If you can leave your Lisianthus plants in the hoopouse this winter and keep it from freezing hard, most of the plants will come back next year and produce even more stems than this year. They will bloom a couple weeks earlier too. Another option it to plant the winter variety Aurora in a cool greenhouse kept at 45 nights, 65 days. Planted in early November last year, I was harvesting them the last week of May, though early July.

 By [Laurie Hodges, SE Nebr., zone 5b \(Lhodes\)](#) on **Monday, October 19, 2009 - 04:28 pm:** Well, I learned a lot on my first attempt to overwinter lisianthus. Overall, it looks promising. I did not keep any through to July. Here is what I learned for the method described on Aug 13, 2008:

Water lightly periodically in the winter to keep soil just barely moist - I checked about once a month.

Mold developed at the soil/hay interface but did not develop on the lissies.

Some lissies died of a root rot; other died for lack of water or poor root systems; others survived.

Removing hay chunks in early March was too soon. Warm tunnels prompted growth. Then plants died when air temps dropped back into the teens. Leaving a loose layer of hay was better protection from March to late May. I was worried about rots developing with warm, moist conditions under the hay. Removing hay in late May seemed best as plants were still green with good root systems in that plot.

Next plan: use heavy polyester row covers or double layer of light row covers and not remove until late April or early May when temps are more stable above 45 F. For earlier flowers, it may be possible to elevate the row cover or use a clear plastic vented row cover. I have some Group I and Group II varieties in the tunnels now which should bloom earlier than Mariachi.

 By [Laurie Hodges, SE Nebr., zone 5b \(Lhodes\)](#) on **Tuesday, May 10, 2011 - 10:01 pm:** Update on overwintering lissies in a high tunnel: Winter 2010-2011. I did nothing after September harvest to the lissies other than some very light watering in November and again in January. No cover of any sort. No mulch. Very dry from mid January to April. Survival was pretty good! With warmer weather they are now starting to shoot stems from the basal cluster of leaves that made it through the winter. I think keeping the soil on the dry side over winter is one key.

 By [Laurie Hodges, SE Nebr., zone 5b \(Lhodes\)](#) on **Wednesday, April 11, 2012 - 08:05 pm:** Lisianthus overwintering update 2012: Cut back to basal leaves in the fall. No cover on lisianthus other than the roof of the high tunnel. One sidewall no longer exists and the other is flapping open. Water deeply about once a month, just to keep the plants alive. We had a relatively long fall, short intense winter (some subzero temps) and early spring, and virtually no snow. But we have more new stems growing and almost all those that were alive in November are pushing new growth now. I'm excited at the prospect of a bumper crop of long-stemmed overwintered lisianthus for 2012! The transplanted new seedlings from January are still very small, busy putting down roots. So far, everything is surviving sudden night temp drops into the low 30s without any problem and no additional row cover. Day temps are in the 60s to low 90s.



Instructions for Using the ASCFG's Community Network

Getting Started:

- Log into Members Only. If you need your login information, contact ascfg@oberlin.net
- Click on the Community Network banner. This leads you to the Community Network Welcome page.
- Click on Sign In (upper right corner). Login using your email address and password.
- Edit Profile - Add or change profile information. Be sure to "Save".
- Edit Photo - Click to upload or change your photo (optional).
- Settings (top right corner) - Select or unselect the options as you prefer for notifications and privacy.

YOU ARE ALL SET UP! Now you can look around and explore your options:

- What's New** This is the home page and shows the most recent activity by members of the Network. You may post a general update here, and attach a web link, photo, or video to your message.
- Members** Displays a list of all registered members, alphabetically by first name, and is searchable.
- Albums** Click on "Browse" to see other members' albums. Click on "Add New Photos" to create your own album and upload photos from your computer.
- Groups** Groups provide the ability for Members with common interests (other than flower growing) to communicate. You may start your own Group (follow instructions, including choosing a Category for your Group), or join an existing Group.
- Videos** Click on "Browse" to see other members' videos. Click on "Post New Video" to post a video.
- Discussions** Follow the most recent conversations in "Discussions", and post your own questions or answers. Choose a topic under Forums (left column, e.g. FIELD PRODUCTION, PEST CONTROL). Enter a keyword in the search box to find a sub topic. Click on the topic to read, reply, or post a new topic. When you post or reply, be sure to check the box "Send me notifications when other members reply to this topic".
- You may also choose to "Watch this Forum" at the top of the page. A box will appear asking, "Do you want to watch this forum?". Mark the box "Watch all sub forums in this forum" and click "Watch Forum". Repeat this process for each discussion (forum) that interests you. You will then receive updates at the top of your page.
- Search** Enter a keyword or topic in the search tool on the top right of the page. Refine your search further on the results page by choosing from the drop down menu on the results page and clicking search.

**If you have questions or comments, contact Judy at ascfg@oberlin.net or call (440) 774-2887.
We appreciate input!**

Find ASCFG Members on the Map!

New and Improved Directory and Map

SEARCH BY COMPANY NAME

CLICK "X" FOR NEW SEARCH

OPEN AND CLOSE DATA WINDOW

Company	Phone	First	Last	Email	Website	Zip	State	Address	City	Region
The Fresh Herb ...	(303) 449-5994	Chet	Anderson	canderson@the...	www.freshher...	80503	CO	4114 Oxford Road	Longmont	Region 5 South ...
Bartlett Ocean V...	(508) 228-9403	Hilary	Newell	hilary@bartlett...	www.bartlettfa...	02554	MA	33 Bartlett Farm ...	Nantucket	Region 1 Northe...
Homeslead Flow...	(252) 257-2080	Steve	Bender	homeslead@flow...		27589	NC	178 Hunt House ...	Warrenton	Region 3 Southe...
Color Burst	(770) 822-9706	Joe	Burns	joeb@color-bur...		30017-0005	GA	P.O. Box 280	Grayson	Region 3 Southe...
Growing for Market	(785) 748-0605	Lynn	Byczynski	lynn@growingfor...	www.growingfor...	66046	KS	P.O. Box 3747	Lawrence	Region 4 North a...

CLICK COLUMN TITLES TO SORT ALPHABETICALLY

SEARCH DATA WINDOW BY COMPANY NAME

CLICK "X" FOR NEW SEARCH

CLICK HERE TO FILTER SEARCH (see details below)

CLICK COLUMN TITLE "REGION" TO GROUP BY REGION

Filter data

Temporarily reset filter to show all rows

Add or remove filter criteria for data columns.

Last = Smith

AND

<None>

Add criteria

Filter

FILTER DATA

- CLICK TO FILTER SEARCH (WHEN NOT SEARCHING BY COMPANY)
- CHOOSE FROM DROPDOWN MENU TO SEARCH BY LAST NAME, FIRST NAME, ETC.
- CHOOSE "=" IN THE BOX TO THE RIGHT
- TYPE NAME IN THE NEXT BOX
- CLICK FILTER
- CLICK "X" IN FILTER WINDOW TO CLEAR FILTER AND RETURN TO ALL DATA

Wolfram Gardens

5197 Jefferson Road, Jefferson, VA, 22724

Phone: (540) 937-3222

First: Bob

Last: Wolfram

Email: wolfram_bob@gmail.com

Website: www.wolframgardens.com

Region: Region 2 Mid-Atlantic

Company	Phone	First	Last	Email	Website	Zip	State	Address	City	Region
Castle Hayne Far...	(910) 675-9763	Man	Hornes	man@castleha...	www.castleha...	28429	NC	4415 Castle Hay...	Castle Hayne	Region 3 Southe...
La Sierra Gardens	(941) 857-8223	Juan	Thomson	juan@lasierra...	www.lasierra...	97520-2716	OR	209 Grande Hay...	Ashland	Region 6 West a...
Orion Sell Inc.	(214) 822-9778	Diane	Eastum	diane@orionsell...	www.orionsell...	18914	PA	320 Lower State ...	Chalfont	Region 2 Mid-At...
Oregon Flowers I...	(503) 678-2550	Marb	Wicks	marb@oregonfl...	www.oregonfl...	97069-0311	OR	P.O. Box 311	Aurora	Region 6 West a...
Oids College	(403) 558-8288	Kim	Wickware	wickware@oids...		144186	AB	4500 50 Street	Oids	Region 6 West a...
Wolfram Gardens	(540) 937-3222	Bob	Wolfram	wolfram_bob@g...	www.wolframg...	22724	VA	5197 Jefferson...	Jefferson	Region 2 Mid-At...

CLICK INSIDE BOX TO ENLARGE AND VIEW ALL CONTACT INFORMATION.

REMOVE BY MOVING YOUR CURSOR OVER THE BOX AND CLICKING "X" IN THE TOP RIGHT CORNER.

Judy Laushman

Our vase runneth over: The ASCFG doubled its new member count in the first nine months of 2013, compared to the last five years. In late September, our total stands at 640, including 136 new members.

It's hard to say why this is so. Maybe it's our continuous outreach effort, or the unifying effect of the internet, or the "buy local" ethos. Maybe it's simply our time to shine. We don't know. But we know it makes us very happy.

Check out page 27 in this issue for a look at these newly-enrolled colleagues. New members are immediately set up with our online services: access to the Members Only section of the web site, accounts for the Bulletin Board and the Community Network, and a personalized Member Page for the online flower search. They are emailed passwords and instructions for these, and a New Member Packet containing a welcome letter, recent issues of the Quarterly, meeting brochures, and other information is popped in the mail.

We do as much as we can to make each newcomer feel comfortable with our programs and services, and glad that he or she has joined our little world. Then, it's your turn.

When you read that newbie's question on the Bulletin Board, asking about the best varieties for farmers' markets, or where to find lily bulbs, take a minute or two to send a simple reply. If you're playing around on the ASCFG map page (careful, it can be addictive) and see that a grower two counties over from you has joined the organization, drop her a line. Sometimes we offer "FIRST-TIME ATTENDEE" name badge ribbons for our meetings. Not all new participants want to wear one, but when you spot one, shake that person's hand and welcome him to the group.



It's been said for twenty-five years that ASCFG members are known for their inspiring generosity. Help us continue that legacy for the next twenty-five.

While you're at it, review all the ASCFG online member services, and instructions on their use, on the previous pages. While you were busy in your fields and at your markets this past summer, we were busy restructuring some of the sites. Now is your chance to get caught up with us.

Since I'm piling tasks on you, read the Floral Marketing Research Fund's recent report on barriers to and motivations for purchasing flowers (floralmarketingresearchfund.org). Researchers found that 8 in 10 adults

surveyed do not plan to buy flowers in the next twelve months. Inconceivable! Who are these 8 adults, and where do they live?

Along with our combined efforts to promote locally-grown flowers on a national scale, give your own customers reasons to make your flowers easy go-to gifts. Remind your wholesale or florist buyer that your flower varieties were chosen as the best for cut flowers, have been processed according to the best handling resources, and are simply fresher and longer lasting. If you need a cheat sheet, see page 23.

There will be a quiz at both the Ohio and Rhode Island meetings later this year, where we hope to meet as many as possible of the folks on page 27. See you there!



**“The ASCFG Growers’ Business School”
Rhode Island, November 3-4, 2013**

URI Coastal Institute Bay Campus
220 South Ferry Road
Narragansett

The Farmer’s Daughter
716 Moorsfield Road
South Kingstown

Robin Hollow Farm
1057 Gilbert Stuart Road
Saunderstown

Sunday, November 3 _____ **URI Coastal Institute, Narragansett**

- 12:30 Registration**
- 1:00-1:30 Welcome**
Missy Bahret, Old Friends Farm, Amherst, Massachusetts
Becky Devlin, Roost Flowers and Design, Virginia Beach, Virginia
- 1:30-2:30 Goal Setting and Business Decision Making**
Missy Bahret, Old Friends Farm, Amherst, Massachusetts
Whether you are new to your business or have been at it for awhile, it is important to have clear goals and a decision-making process. Missy Bahret shares Holistic Management (HM) tools she uses for her 22-acre farm business. This workshop will include some “hands-on” work on for your business goal for 2014, and will go through practice examples of the HM business decision-making approach.
- 2:45-5:00 Growers’ Seasonal Tour Panel**
Suzanne Nolter, Blazing Star Farm, Block Island, Rhode Island
Carolyn Snell, Carolyn Snell Designs, Bar Mills, Maine
Erin Windham, Windham Gardens, Granby, Connecticut
Pictures speak a thousand words, and these mini slide shows from three established growers through the seasons will be worth millions! Photos will be of organizational systems, growing systems, marketing styles, harvesting styles, transport, extended season and more!

Monday, November 4 _____ **The Farmer’s Daughter and Robin Hollow Farm**

- 8:00- 8:15 Welcome**
Polly Hutchison, Robin Hollow Farm and Judy Laushman, ASCFG
- 8:15-9:00 Hutch’s Tips**
Mike Hutchison, Robin Hollow Farm
A long-time veggie grower turned flower grower, Mike will share tricks of the trade he has learned over the years. With photos and explanations, he’ll cover a wide array of crop production systems and techniques. There will be something for every experience level here.
- 9:00-10:15 Crop Planning and Record Keeping**
Joe Schmitt, Fairfield Flowers, Madison, Wisconsin
Joe is a third-generation flower grower well-known to ASCFG members for his thoughtful and generous communications.
- 10:15-10:30 Break**
- 10:30 -12:00 Marketing Strategies and Implementation: Examination of Two Marketing Styles**
Becky Devlin, Roost Flowers and Design, Virginia Beach, Virginia
Jim Kelly, Emerald Farm, Glen Cove, New York
Plant some marketing seeds for 2014. Learn from established growers (and sellers) about their marketing techniques. Jim grows and sells primarily to local florists and at farmers’ markets, and Becky offers bouquet subscriptions, flowers for events, and design workshops.
- 12:00-1:30 Lunch included with registration. Vendor presentations**
- 1:30-2:15** _____ **Concurrent Sessions** _____
- | | |
|--|--|
| <p>Getting the Most Stems from your Plant Choice
Chris Wien, Cornell University, Ithaca, New York
A well-known researcher, Chris will share his findings on the productivity of various cut flowers, and how to optimize their saleable cuts. He will share specific cultivars, techniques for producing the best flowers, and season-extension tips.</p> | <p>USDA and Farm Service Agency Microloans
Roxanne Boisse, USDA, Warwick, Rhode Island
Producers can apply for a maximum of \$35,000 for startup expenses like hoopouses for season extension, essential tools, irrigation, delivery vehicles, and annual expenses such as seed, fertilizer, utilities, land rent, and marketing and distribution expenses.</p> |
|--|--|
- 2:30-4:30 Tour of Robin Hollow Farm, Mike and Polly Hutchison**
Topics covered: fall greenhouse and tunnel production, major improvements (USDA and EQIP funding), cover crops and soil fertility, growing systems.



Association of Specialty
Cut Flower Growers
M.P.O. Box 268
Oberlin, Ohio 44074

Find ASCFG Members on the Map!

Association
of
Specialty
Cut Flower
Growers



www.ascfg.org