



THE
Gardener's®
WORKSHOP

Turning All Thumbs Green

Added-Value Farm Products:

Could They Be for You?

Beyond Weddings & Dried flowers

- » Speaking
- » Retailing
- » Writing

While staying true to your first
love of flower farming!

Started as a flower farmer in 1998.



Over the years I grew into a flower farmer, speaker, writer, and retailer.



Now in 2016 I am a
retailer, speaker, writer and flower farmer.



Venturing Beyond the Farm

- My farm is landlocked in the city.
- Felt like no options to grow the business.
- Quit my day job.
- Went to maximizing my earning ability.



Becoming a Speaker

- I was asked to do a program and found my gift.
- Requests came naturally, markets, etc.
- Found ways to monetize on speaking and beyond.



Speaking Tips

- Who to speak to? The home gardener crowd! Garden Clubs, Master Gardeners, and many others.
- Fees-how much?
- Keep it simple! Give the basics.
- Give them groceries to take home.
- Share your secret sauce.
- Then I discovered these folks wanted more....

Retailing the next natural step

- I decided to offer the same tools, supplies, and seeds I used on the farm. I became a retailer.
- I visited several platforms...to arrive on an online garden shop with an annual catalog.



Selling at Programs

- Started with on-farm workshops and folks allowed to shop our warehouse shelves.
- Then I offered the option of shopping to programs.
- I paid % of sales as a vendor fee to the program host.
- At first I took orders.
- Such a hit introduced the pop-up shop.
- I only setup shop when I speak.

Pop-up Shop

Programs are not infomercials!



Pharsalia, Cut-Flower Gardening Day, Nelson County, VA



Guilford County Master Gardeners Gala, Greensboro, NC.



Knoxville Garden Club, Knoxville Museum of Art

Writing

- Books –validates and opens doors.
- Royalties not such a direct money maker, but great publicity for you. Also becomes a retail product for you to sell.
- Blogs-be faithful.
- Keeps you connected to audiences.

You Can Do It!

- Appeal to the home gardener and flower lover market—it huge.
- Folks just want to know how to have a garden and a bouquet on their table.
- Share your secret sauce and keep it simple.

Takeaway

- To be true to my roots as a flower farmer I felt like I had to produce what I sold—this is not true in this arena.
- You can become the gateway for your potential customers to guide them to what they need to succeed.
- Reselling is perfectly acceptable if you maintain quality, instruction, and great customer service.

Mother Earth News Fair



Reap what you have sown.

Think outside the box.

Consider building your
business beyond the farm!