



Little State

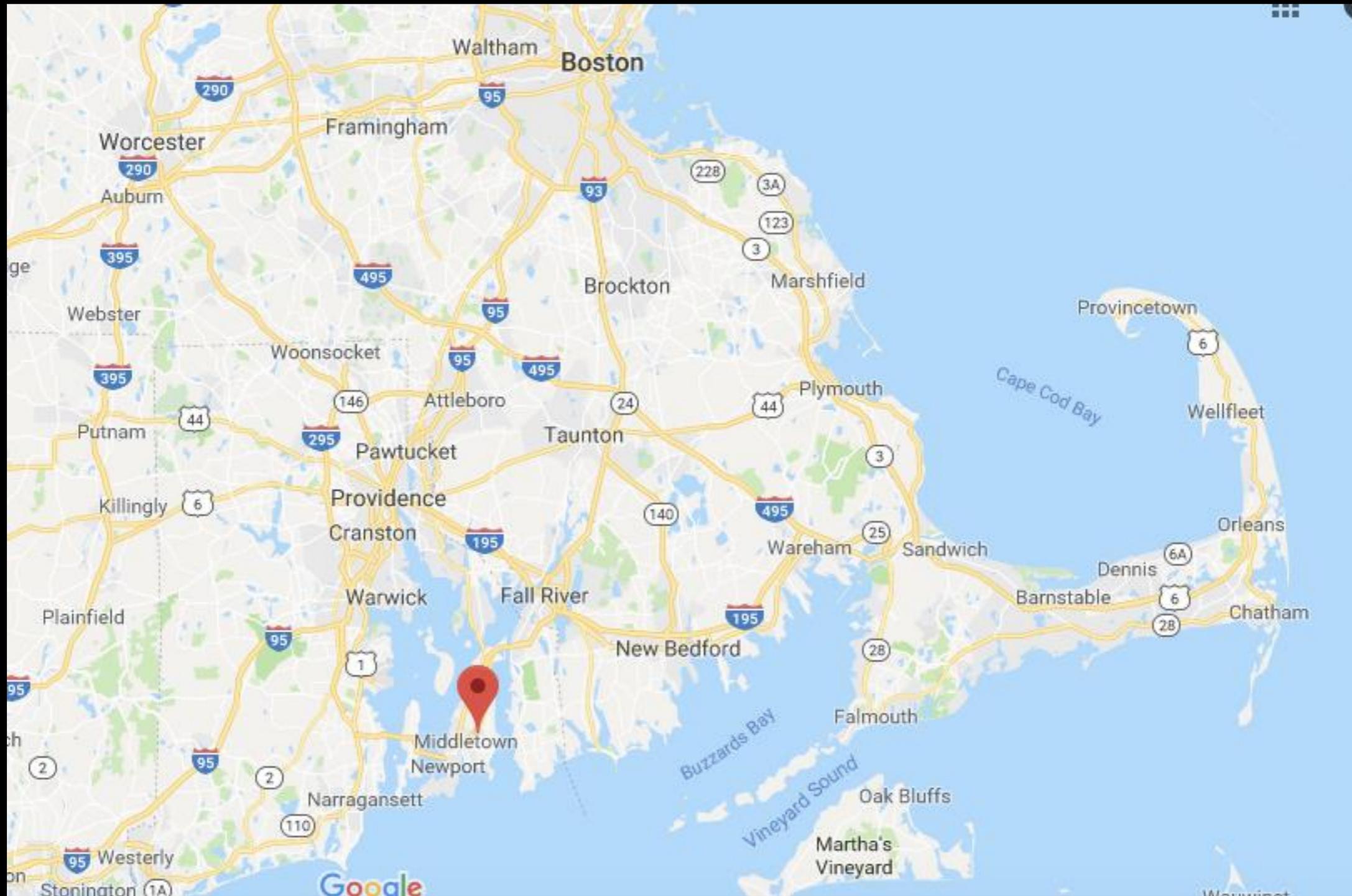
— FLOWER CO. —

A photograph of a large garden with rows of young plants, a house in the background, and a rainbow in the sky. The garden is filled with rows of young green plants, likely tomatoes, growing in raised beds. The soil is dark and rich. In the background, there is a large, multi-story house with a white roof and a chimney, surrounded by lush green trees. The sky is blue with some light clouds, and a vibrant rainbow is visible in the upper left portion of the frame.

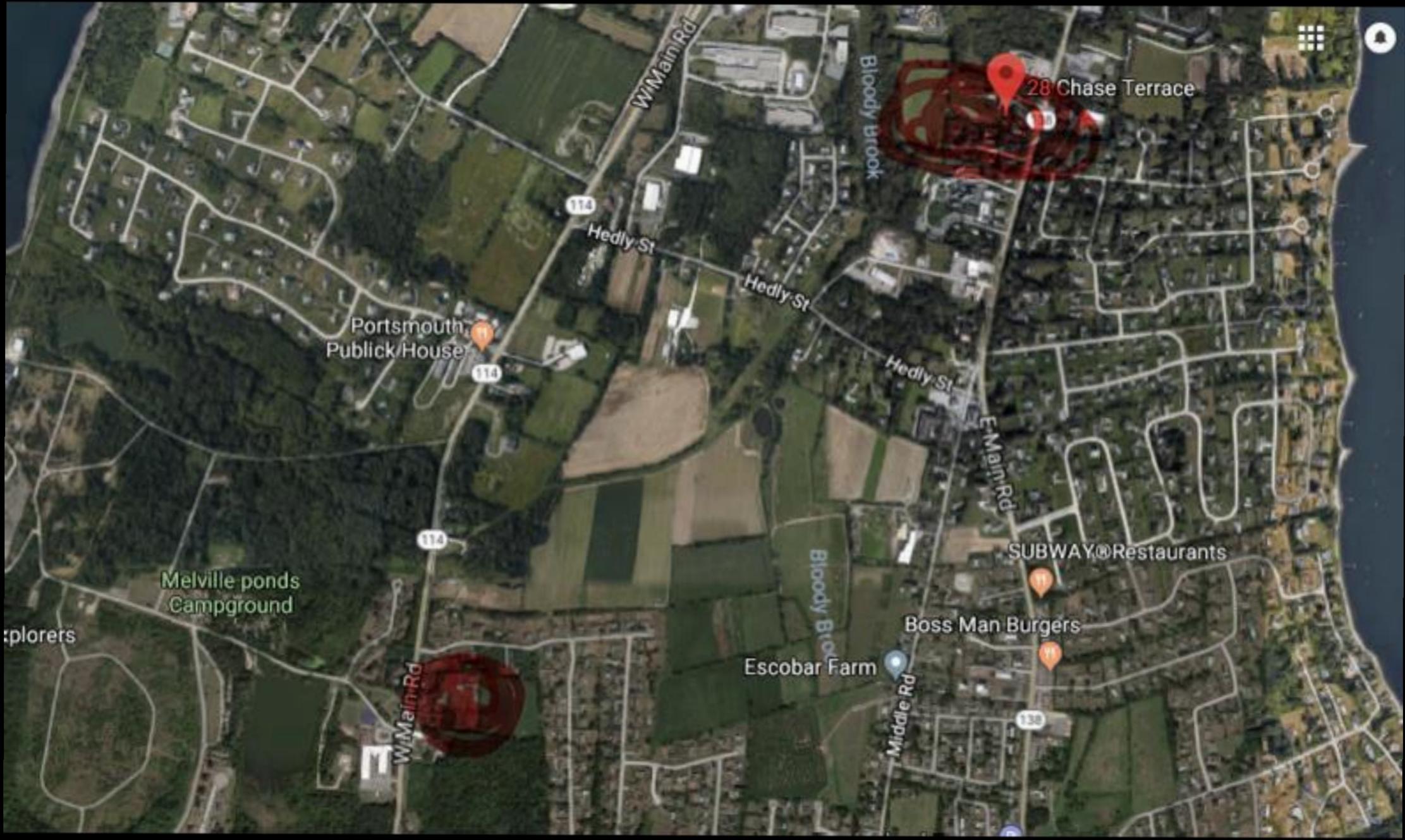
We have built this
project from nothing...
no investors, no money
from friends or family,
we did not own land...



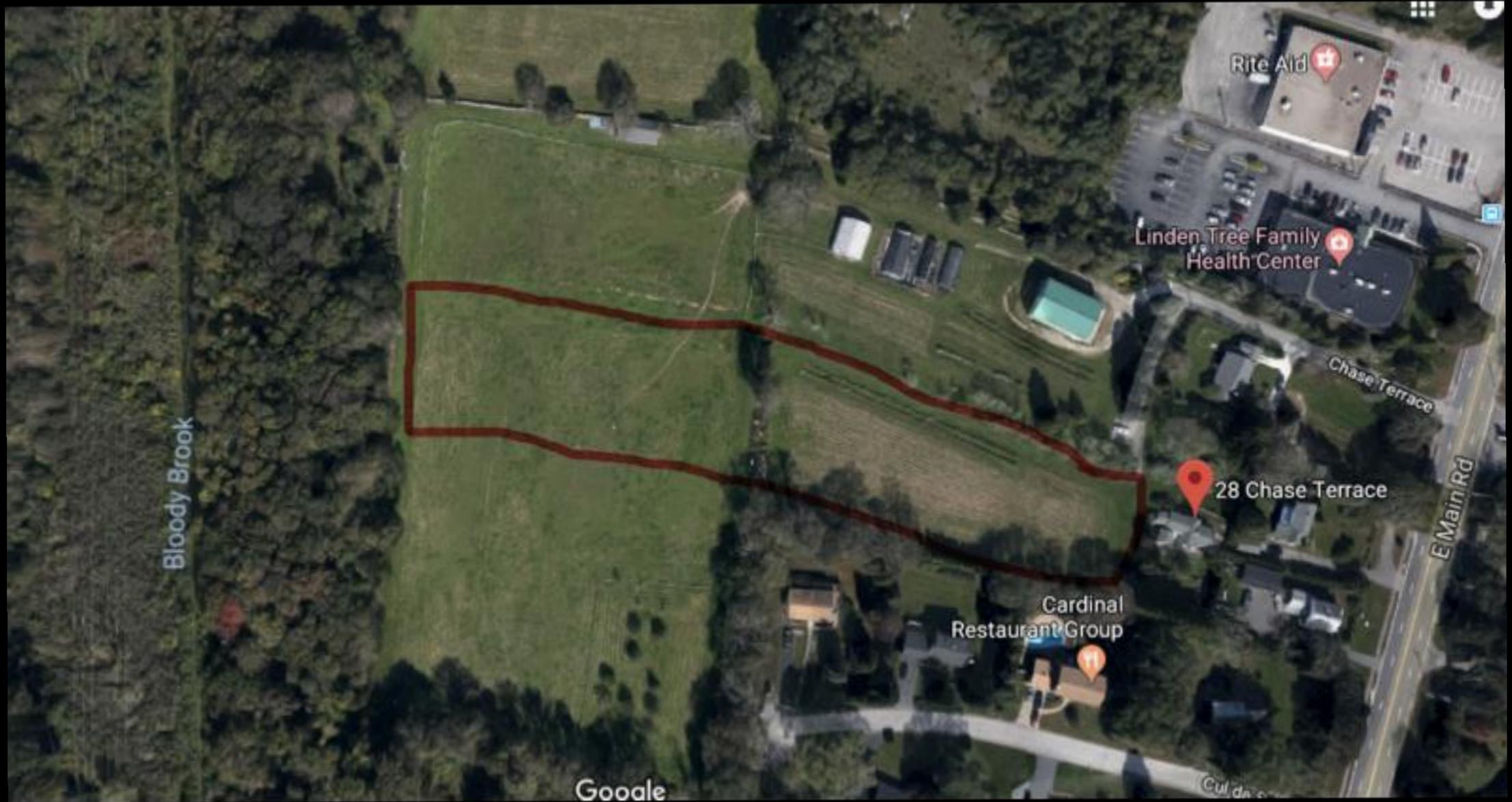
What we do have:
supportive families, a
wonderful marriage,
excellent educations,
about 8 years of
farming experience
and a mutual ability to
over work ourselves



Google









Little State Flower Company

A 5 acre specialty cut flower farm that primarily sells “direct to florist wholesale” to the wedding and event industry in and around Rhode Island.

Currently, our wholesale availability page is viewed by about 150 clients a week during our growing season.

Working Closely With Florists



“direct to florist” wholesale

-the prices they pay AT the international market or
ordering from Dutch Direct, etc





**Where are they?
Who are they?
How do you connect?**

Research your potential clients

*do they have a website? instagram? Facebook?

*what KIND of events are they doing?

*do they have a storefront? moving a lot of product?

*what KIND of flowers and foliage do they use?

*what COLOR PALETTE do you see?

*how far are you willing to deliver? (they will always want delivery...at least at first...some of my clients love to pick up and visit the farm now...)



Definitely reach out
to this person....













not likely your best audience.....



[Twitter](#) 0 [Facebook](#) 0 [Google+](#) 0

Classic Dozen Roses
Red Rose Arrangement

All prices shown in US dollars

\$100.00

Make your gift extra special by adding:



not likely....too uniform
and strict
on stem counts
...so so so
rose heavy....

I literally found this on the FTD website



Bigger Production style
design houses

Reach out to them....
but know they will likely
need exact numbers,
precise estimates,
and will be used
to their ordering systems
-they are VERY strict on
their “formulas”

Analyze your market:

*other farms already selling to the florists in the area? if yes, what are they selling them? this is important not only for peer to peer manners, but also you do not want to grow what they already have a local source for

....BE DIFFERENT...HOW ARE YOU DIFFERENT?

*if not, what are the florists like? FTD?

*are the florists “event” florists meaning....wedding\$?

Are you ready to sell to florists?

*can you produce consistent amounts (or bulk amounts) of crops?

*do succession plant? (cosmos, snaps, dianthus, etc)

*do you understand how to professionally harvest as well as appropriate post harvest treatments?

*do you understand pricing your crops?

*can you estimate at least two weeks out?

*are you a good/clear communicator?

*do you have a large enough vehicle/vessels/crates/etc to safely transport? (this is easier said than done)

*do you have a walk in cooler? YOU MUST for this type of selling...YOU MUST.



Packing your
vehicle is
VERY
IMPORTANT...



Meaning.....

- you need shelving
- preferably wide enough for bulb crates
- with height so that things can be packed below
- pack the van so the first delivery is the easiest to access
and so on....
- no van yet? just be sure to use crates etc.
and be ready for flower damage if you pack too tightly
- you may need to make multiple trips



My point....



- this order extremely difficult to transport without damaging them...
- This is worth a lot of money...
- Enough money that if you lose 4 or 5 of them, you will feel that...

Marketing to florists

- *weekly availability lists in the form of emails, excel spreadsheets, physical lists (not practical), wholesale website (we have this)
- *clear concise descriptions-not too whimsy or dreamy-**CONCISE**
 - *imagery (multiple images per single crop)
- *keep an active instagram account with very clear and beautiful images of what is available-do not post blurry or blown out images...find good light or a good location to shoot your flowers
- *active instagram with what is “coming soon” and write when you think it will be available

Visual Explanation:
show the crops harvested,
in the field and
at least one or two details





It is worth the time
to do this
-florists are creative
artists
and will shop visually



Even better if you can
show in the field, AND
a harvest bucket



This is 100 stems of
“tall cut”
and 100 stems of
“side shoot”
limelight hydrangea

The initial approach

Be persistent, friendly, and confident..... but NOT ANNOYING

*call or email first....try to schedule a meeting

*if no, then do the “stop by” during business hours and leave a business card or nice note and your contact information

*follow up with email....and if still nothing, try again in a month....if still nothing...move on...they are not your audience

You got a meeting!

Ok...now what do you do to prepare....?

*have your crop list with you (not your planting plan...)
and bring a couple of bunched samples that you feel
confident in producing

*research pricing and be prepared
to discuss it confidently along with
delivery fees and flower minimums

*******PRICING IS NOT A NEGOTIATION*******

*ask about delivery day? Can they pick up?

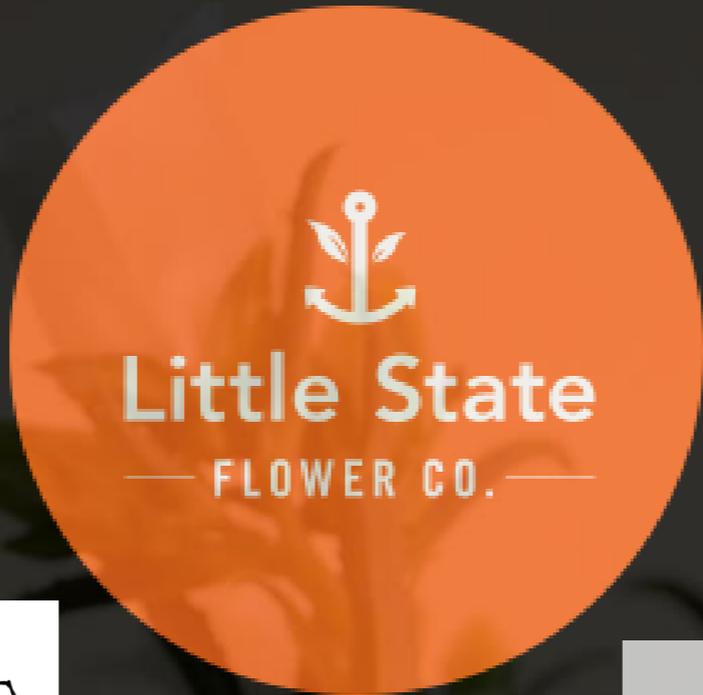
*wear clean clothes, brush your hair, be friendly and
confident...the days of the dirty farmer driving up in a
messy vehicle are over....be professional

NO



NO





What does it look like when the flower farmer and the florist are in synergy?

Like this!



Create opportunities to make beauty together...COLLABORATE



Do Workshops together!







Invent fun projects and interesting ways to get your flowers seen and out into the world!







Help each other out!

Tag each other on social media!





Niceness and great
communication will lead to
amazing
and beautiful work....

I mean seriously look at this couple!!!







See how happy we are? It works!



How our florist orders come in....

- what do I need to know?
- email? Phone? text? (for me?....please email lol)
- in person (face to face)
- through wholesale page of our website....

Hello Anna!

Hope you are well and getting some relax time in!!!

Here we go for 2019 so far... all preliminary numbers but at least to put
a hold on them for us.

Aug 21st~ 100 cafes
100 whites

Aug 28~ 200 Cafes
200 whites

Sept 4th~ 250 cafes
200 whites

Sept 11th~ 200 Cafes
200 whites

Sept 18th~ 100 cafes
100 whites

Sept 25th~ 250 cafes
150 whites

Oct 2nd~ TBD

Thank you!!!

Hey Anna,

Here is my preorder for Sept 20 pick up:

Cafe 40 stm

White Dahlia 50 stm

White scab 80 stm

Green tassel amaranthus 30 stm

plectranthus 60 stm

hydrangea 40 stm

Please and Thank you

From Studio Choo/Jill Rizzo.....

so event for redwood is all low cylinders.

mix of peach, white, lavender and burgundy accents and
maybe some hotter orange pops and blue pops...

(they love the cover of the flower recipe book for inspiration but with
some cooler tones mixed in) they love fruit and herbs

it would be for thursday morning delivery or pick up depending on how much stuff it is

from website these could work...need to do proposal today for quantities-
but let me know how many bunches of below you might have for thursday...

basil

white cosmo

foxglove

geranium

gooseneck

blue nigella

caramel phlox

tapestry phlox

scabiosa (black, peach, white, pink)

strawflower (black, white, peach)

trachelium

Anna Jane's Response.....

- *basil -10 bunches
- *white cosmo -15 bunches
- *foxglove -some peach, 15 cream, no white
- *geranium -ivy 20, spider 20, Plymouth, 10, rose 4
- *gooseneck-NO
- *blue nigella-need to check but could likely do 10 bunch? Delft blue 20 bunch
- *caramel phlox-15 bunch
- *tapestry phlox-10 bunch
- *scabiosa (black, peach, white, pink)-white 20, black 8,
not sure on other colors yet
- *strawflower (black, white, peach)-5 black, 5 peach, 10 white
- *trachelium-15 bunch

So can we revise the gala order a bit.

Add 50 stems small size hydrangea- i guess it is the limelight sideshoot or small peegee

took off the queen lime orange cuz there aint no more

take off the one bunch of tinkerbelle nicotiana- that was a mistake

***SORRY can i take the plectranthus off- i am not gonna do the gray foliage anymore.

and just to review dahlias...

40 cafes

125 red mix

125 orange mix

125 burgandy mix

125 white mix

we want all the varonne obsidian and platinum blonde :) :) :)

LET ME KNOW IF DIS OKAY!!

jillllllllian

I think you can just give me extras of the workshop stuff for the window!
Maybe sweet peas, stock, snaps? Whatever you think will hold up best.

Also- wouldnt a chive and lovage and allium window be cool?! do you
have allium this year?

And for my order-

2 white anemone
2 mixed color anemone
2 shirley poppy
4 pheasant eye
3 white snap
3 pink snap
3 peach stock
3 white stock
5 cream sweet pea
5 light blue sweet pea
3 anniversary
3 nimbus

let me know if this all works for pickup on tuesday around 2

finally.....the bucket debacle

BUCKETS ARE EXPENSIVE AND AN IMPORTANT TOOL FOR YOUR FARM

*put stickers on ALL of your buckets

*at our farm, our buckets simply do not leave our possession...its a rule and all must abide by it or go shop somewhere else

*your buckets must always be super duper clean and presentable...

*discuss this at your first meeting....be clear on this right off the bat-are you leaving buckets or are you swapping buckets evenly or are you switching the flowers into their buckets on arrival?

*this is important because depending on their normal purchasing habits....they might be used to everything showing up in boxes....buying from us is a bit different

CHEERS

To the return of the US Cut Flower Grower!!!!



A close-up photograph of several carnations in shades of orange, red, and pink. The flowers are in various stages of bloom, with some showing detailed petal textures. The background is dark with a bokeh effect of warm, golden-brown light spots. The text "Thank You for Your Interest!" is overlaid in white, sans-serif font in the upper left quadrant.

Thank You for Your Interest!