

Volume 31, Number 4 Fall 2019

The **Cut Flower**

QUARTERLY

Association of Specialty Cut Flower Growers Inc.

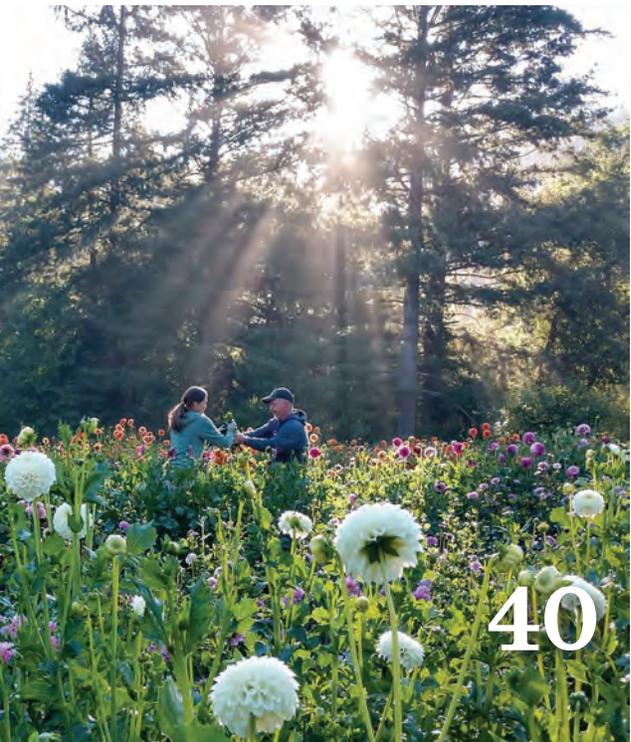
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Cover photo courtesy of Katie Huber and Diane Glock-Cornman, Lavender and Locks Floral Design and Flower Farm.

The Cut Flower QUARTERLY

is published by
The Association of Specialty
Cut Flower Growers, Inc.
MPO Box 268, Oberlin, OH 44074

Judy Marriott Laushman, editor.
Linda Twining, layout.
2019 ASCFG
ISSN 1068-8013

PUBLISHING SCHEDULE

ISSUE	DEADLINE
Spring	March 1
Summer	June 1
Fall	September 1
Winter	December 1

All articles, features, and display advertising must be received by these deadlines for publication. *The Cut Flower Quarterly* welcomes advertising. Contact ASCFG for advertising insertion order form.

Contact **Judy Laushman**
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Ready to Rest

Jennie Love



We're all a little (or a lot) weary as the 2019 growing season winds down. You growers who go year-round, I honestly have no idea how you do it. My tattered, stained, farm hat's off to you!

In October every year, I go through quite the range of emotions. So much bittersweet relief, anxiety, anticipation, unease, antsiness, appreciation, and much more as the killing frost looms ever closer. I'm always happy to be done with weddings (I cut those off the third weekend of October, which is around our first frost date). My life immediately becomes much more balanced! And with the vast majority of our on-farm workshops done as well, the workload shifts considerably.



Though those of you who have been farming for a while know that much of the critical work is just beginning in the autumn. No rest for the weary. Not just yet, at least. It's time to properly put that farm of yours to bed for the winter. Here at Love 'n Fresh Flowers that involves quite a few steps, which I thought it might be helpful to outline, especially for any new growers reading this.

Get a Soil Test

Stop what you're doing RIGHT NOW and go take soil samples! Testing soil in the fall means you can add amendments now that will make your soil super happy for next year's crops. If you wait until spring to test and amend, you're usually missing the boat for most of your spring crops. Bonus: since most home gardeners don't think to test their soil in the fall, the lab won't be as busy and can get your results back to you much sooner.

Get Your Supplies Ready

I make sure to get a big delivery of compost in mid-October, usually a tri-axle's worth. Any that we don't use isn't going anywhere and will be handy to have waiting for us in the spring. I also get a pallet of Fertrell organic fertilizers in so that we have those bags of amendments on hand as we work on the beds over the course of the late autumn. I also get my orders in for cover crop seed so there's no chance of missing a good sowing window when the weather is warm(ish) and rainy. I'm usually

placing calls for all these orders in mid-September so they arrive at the end of the month.

Clean Out Annual Beds

As annual crops finish for the season, be sure to remove them from the beds. Rather than rip them out of the ground, roots and all, we've recently taken to just cutting them down, right at the soil level. There are a couple benefits to doing it this way. One, it saves our hands and back a bit. I usually just take my beloved DR walk-behind trimmer right down the middle of each bed. We then use rakes to gather up the debris to put on the compost pile. By not disturbing the roots, we're also not pulling up weed seeds. And we leave the dynamic soil web of life intact, giving it a better chance to survive the harsh winter ahead and live on to develop symbiotic relationships with our spring crop root systems.

Sow Cover Crops

If you're not going to be planting cool annuals or bulbs into a bed for growing over the winter, do yourself and your soil a favor and sow some cover crop seed. Cover crops provide a "blanket" for the soil over the winter, protecting the soil structure from heavy rains that cause compaction and erosion. Cover crops also feed the soil microbes and will eventually add biomass to your beds when you cut them down in the spring. Master overwintering cover crops and hopefully you can get away from applying so much compost!

At my farm, I use a mix of vetch, cow peas, and winter rye in the beds, with white clover in the aisles. As soon as an annual bed gets cleaned out, we're

sowing cover crop seed. We're no longer tilling at my farm so we go through with a hard rake and scuff up the soil just a bit before broadcasting the seed on the bed. Then we go back over the bed and apply about an inch of compost. Best to sow cover crop seed on a day when you see rain in the immediate forecast.

Prep and Plant

In order to be in abundant bloom for our busy May and June wedding season, we plant more than 7,000 cool annuals and 3,500+ bulbs each autumn. So, clearly, there's a lot of bed prepping to get all that into the ground! Since we've gone no-till at my farm, our autumn bed prep involves a little more planning ahead. In August, I put about 1200' of bed space into cover crop (buckwheat). In mid-September, that gets mowed down and a tarp goes over it for about another two weeks to be sure the buckwheat is dead. Tarp comes off and about 3" of high-quality compost goes down. Then the cool annuals that we've been growing on in 128 trays since August are planted into those beds.

Clean Up Perennial Beds

Weeds need to be removed from your perennial beds. It's tempting to just close down the farm as the weather turns damp and chilly, walking away from fading weeds in your shrubs and perennials. But those weeds are harboring nasty pests like tarnished plant bug (ugh!) and removing them is the best way to keep your farm healthier in the long run.

Perennial and Woody TLC

After clearing any weeds, it's a great time to get in there and give those hard-working—yet oft-neglected—perennials and woodies some TLC. All our perennial plantings are in black landscape fabric. On a rainy November day, I walk all the rows with a blow torch and enlarge the holes for any plants that have gotten more girth over the growing season and could use some more breathing room. Once that chore is done, we go back across all the beds and side-dress them with compost and/or amendments according to the soil tests.

Low Tunnels

After too many battles with the wind in icy cold rain, I've long ago given up on caterpillar/low tunnels at my farm. But if you're planning to use them to protect tender crops like ranunculus and anemones, you'll be wanting to get those up before the weather turns cold. Make sure you have all the supplies



on hand by the time frost comes to your farm and work to get them up over your beds soon after. We do use floating row cover on wire hoops to protect our cool annuals (à la the infamous Lisa Z.). These thankfully don't blow away in the winter like the plastic caterpillar tunnels. I put row cover on the cool annuals usually in mid-December. Any sooner and our sunny days in late November will overheat the young cool annuals under the cover.

Preempt Slugs

Slugs are a serious problem for anyone trying to grow cool annuals over the winter. Slugs remain active as long as it's above freezing. Your cozy little tunnels with tender young green growth are utopia for these greedy gastropods. In the past, I've had a team of ducks who did an amazing job at slug control. Sadly, the foxes did an amazing job at duck control. Now I use Sluggo pellets on all my overwintering planting beds to ensure slugs don't mow down a crop overnight. Applying it a few times throughout the winter is a good idea, too.

Dig and Divide

Just a brief mention that autumn's the time to dig and divide dahlias and perennials. But that's a topic for another time. One very important note for new growers: Do NOT dig your dahlias until several days after they turned black from a true killing frost. If you dig them before they've actually been killed off and had time to send their sugars down to their tubers, you'll likely experience higher losses during tuber storage and initially weaker plants the following season.

Whew! The autumn to-do list can be daunting, can't it? Lucky for me and most of you, we've got a few months of winter rest coming right up! Time to ruminate on successes, failures, and plans for the 2020 season. I'll be digging in even deeper with your ASCFG Board finalizing our formal Strategic Plan and putting all the pieces into place for outstanding events in 2020, like the Cut Flower Nerds meeting in February and the National Conference in November (woot woot!).

I want to take a heartfelt moment to thank you all for your invaluable input in the survey that went out over the summer for our strategic planning initiative. I don't know of any other professional trade organization that's quite so cool and colorful! I'm so proud of this organization, and I hope you are too!

*Jennie Love is owner of Love 'n Fresh Flowers.
Contact her at jennie@lovenfreshflowers.com*



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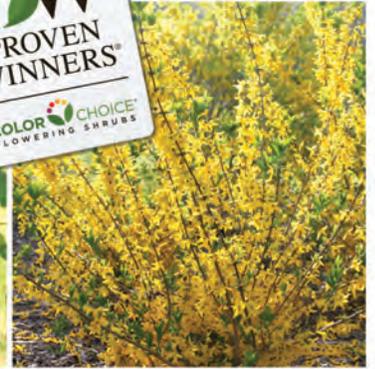
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Crops We Can't Do Without

Ellen Frost and Laura Beth Resnick



Butterbee Farm's Top Ten Fall Foliages

Everyone loves a list, right? Especially during busy fall seasons, with weddings abounding and farm cleanup looming. While we wait for frosts to take out tender annuals, here are a couple easy-to-digest lists of a few of our favorite things.

1 **Ninebark 'Summer Wine'** This glorious perennial is first on my favorites list because we never have to weed it. It's huge, it's bushy, and it's the right color for fall! The only downside is that it does get buggy in September onward, so we have to dedicate time to picking off hole-ridden leaves. We also have saddleback caterpillar here in the fall, so we wear gloves during harvest and carefully check each stem so that our florists don't get a nasty surprise. We get our ninebark plants from Spring Meadow Nursery.

Eucalyptus 'Silver Drop' Dave Dowling says we could sell a whole tunnel's worth of eucalyptus without trying, and as per usual he's right! We grow ours as an annual in the field, and space close at 6" apart. We pinch the growing tips out, but you can get good stems with side shoots without pinching too. We'll try overwintering ours using leaves topped with a tarp, but we'll start lots of plugs too, in case that doesn't work. We sell 15-20" stems for \$1 each, and longer 3-4' branches at \$2.50 each.

3 **Smokebush 'Royal Purple'** Another Spring Meadow favorite, smokebush is resistant to bug damage and deer seem to ignore it. All smokebush types sell for us, but 'Royal Purple' is my personal favorite.

Scented geranium 'Lemon Rose' We grow several scented geranium varieties each season. We get plugs from Silverleaf Greenhouses through Gloeckner, and take cuttings to double our stash. 'Lemon Rose' has a nice upright habit, but honestly I love all scented geraniums. We plant them in our tunnels in the summer since they can take the heat. We had bad caterpillar damage on the foliage this fall, so in the future we may spray BT preventatively.

Raspberry 'Joan J' We bought these bare roots from Nourse a few years ago and finally we had a huge crop of foliage this season! The deer gave it a hard prune in July, which meant we got nice long stems for cutting in September (looking on the bright side here!). Quick Dip helps hydration before the stems harden off.

6 **Dusty miller 'New Look'** I'm still getting the hang of timing this one. We planted a huge crop in the spring, which was destroyed by insects in the summer. We cut it all back in hopes that we'll get a late fall flush. Fingers crossed! In the future, we'll plant our dusty out later in the spring, cover it with insect netting, and hopefully get a nice crop starting around September.

Sage 'Berggarten' This variety is regular cooking sage. Planted close together at 6" and left to its own devices for the summer, it yields 10-12" stems in the fall. It holds up in the field until we get a hard frost. It doesn't wilt easily and is great for boutonnieres. We also grow purple sage, which is less popular but just as lovely.

8 **Rosemary 'Arp'** We grow rosemary as an annual, since it may not overwinter reliably in our zone. We pinch out the tips for bushier plants.

Autumn olive I groan about this foliage since I have to go forage it, but it is incredibly hardy and reliable. We cut loads of it and throw it into the back of the truck, then drive back to the farm and process it. We make sure to strip thorns from the main stem so that our customers don't get cut. We forage in the spring and fall; it's too buggy to be useful in the summer.

Apple mint We barely had a mint crop this year (the impact from last year's flooding is still resonating here) but we'll try for next year! Apple mint can be mowed in the middle of the summer to give a second flush in the fall. Just don't let your different variety mints flower at the same time, lest they mix together and become a weird mint monster.

10

Ellen's Top Ten Favorite Flowers in Living Coral

Living Coral is the 2019 Pantone Color of the Year! We used loads of flowers in this color palette this year at our Pantone design class and in countless weddings. Note: As a florist, my mind is always on the practical use of flowers and how they can be used in our design. Some of these flowers are easier to manipulate in design than others, but they are all amazing.

1 Flowering quince 'Cameo' Quince is often our first blooming branch of the season and the coral color is so refreshing after a long winter. It's best on its own, *en masse*, in my opinion. The only real challenge with working with it is the sharp barbs running up the branch. We try to trim these before sending them out in the world, to avoid scratches and torn clothing.

Ranunculus 'La Belle Salmon' In my opinion, ranunculus is pretty much the perfect flower. The plethora of fluffy petals is perfect for casual and formal designs. We start getting ranunculus from greenhouse growers in February and they usually go right through Mother's Day.

2

3 Icelandic poppy 'Giant Peach' Icelandic poppies are not my favorite flower. They're delicate, they lose petals and are damaged easily, and their vase life is around a week at best, if handled carefully. Despite their challenges, you cannot beat the look of those peachy, coral, papery beautiful blooms in design. We like to get these when they are cracked open so that they can open in the shop. This helps prevent damage.

Sweet pea 'Edith Flanagan' This coral sweet pea is number one on my list of favorite flowers in the Living Coral palette. It's just so unexpected for a sweet pea. Its delicate, wavy bloom, and sweet scent are combined with super saturated color to create a perfect spring bloom.

4

Peony 'Coral Charm' is one of the earliest peonies to bloom which works great for May weddings and Mother's Day designs. These beauties start perfectly coral and fade to an antique cream as they age.

5

6

Godetia 'Grace Salmon' While many flowers on this list are close to the color of Living Coral, this godetia is spot on. For designing in the color palette, there is nothing better. The challenge for us as designers is that the petals are really prone to bruising so we like to receive them from nearby farmers to minimize damage.

Dahlias Countless varieties are close to Living Coral. Some of our favorites are 'Iced Tea', 'Robin Hood', 'Hillcrest Kismet', and 'Brown Sugar'.

7

Zinnias Some of our favorite coral zinnias are Benary's 'Giant Coral', 'Giant Carmine Rose', and 'Giant Salmon Rose'. Even the new 'Queen Lime Orange', which is a little more peachy than coral, is pretty great for summer and fall design. We also use the small blooms of 'Oklahoma Salmon' for variety in shape and size.

8

Chrysanthemum 'Coral Charm' Once frost has hit and dahlias are done for the season, having mums available make me feel so grateful. This coral mum singlehandedly allows us to continue doing coral-colored weddings throughout October and November.

9

Strawflower 'Apricot Mix' The nuances in strawflowers' colors make them a great pairing for any Living Coral Arrangement. Some blooms lean more peach, some more gold, and some true coral. These are our go-to flower for boutonnieres, corsages, floral crowns, and floral jewelry.

10

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From the FFA to the ASCFG

Jodi Helmer



A passionate high school student defied expectations when he started a successful cut flower farm



Drew Groezinger

Drew Groezinger was in high school when he started selling dahlias to florists and growing cut flowers for weddings in his hometown of Stockton, Illinois. Participating in 4-H and FFA introduced Groezinger to floral arranging and helped cultivate a passion for horticulture, and a part-time job at a flower shop sparked the realization that there was a strong demand for local blooms.

“Because I grew up around gardens—my grandmother grew dahlias and my great-grandmother, Lillian, bred and showed dahlias in the 1920s—I knew there was a huge gap between the beautiful flowers I could grow and what we sold at the flower shop.” he recalls. “I started small, with 50 dahlias in pots in the greenhouse, and everybody at the flower shop loved them, and people at the farmers’ market went nuts for them. I realized that I needed to pursue this whole floral gig with a little more intensity.”

Social Media Provides Impetus

Groezinger confesses to ignoring the teachers in his high school classes in favor of checking out flower farms on social media, learning more about how established growers operated their businesses, and evaluating whether he could follow in their footsteps.

“Yes, I’m 21 years old (now) and yes, I started the business when I was in high school but I feel like I know so much, because I put in years and years and years on the backside just watching people,” he recalls.

A combination of reading blogs and Instagram stories and getting positive reactions to his inaugural crops gave Groezinger the confidence to expand his business. In 2015, when Drew was a senior in high school, he planted 450 dahlias, placing an order with Dave Dowling at Ednie Flower Bulb alongside the vegetables he grew for competition (and market) for FFA and 4-H.

“In just shy of an acre and a half in veggies, and a 75 x 100’ plot in flowers, all dahlias, and just during dahlia season, I made almost as much as I made [selling] veggies,” he says. “It was a big eye opener and...it was all happening right as the whole ‘it’s-cool-to-be-a-flower-farmer’ craze started to hit.”

With three other students, Groezinger was awarded the ASCFG's Dave Dowling Scholarship in 2017.

"The scholarship came at a very influential point in the whole progression of the farm," he explains. "I'd heard about it before but I wasn't in the right situation to apply. When I put in my first dahlia tuber order with Dave (Dowling) and told him my story, he said, 'I want you to apply for this,' and I was thinking, 'Dave Dowling, the godfather of cut flowers, is telling me to apply. I have to do it.'"

Making a Name for Himself

At the same time Groezinger learned about the scholarship, he convinced his parents to rent him a five-acre parcel of land on their farm. In 2018 he launched Clara Joyce Flowers, named after his best friend's great-great grandmother, and his own paternal grandmother. He grew three acres of up to 40 different varieties of cut flowers, including 10,000 dahlias.

"We have four or five other flower farms in a two-hour radius and I knew I had to have something that was different than everybody else, and would set me apart in a really quick manner," Groezinger says. "I had all the dahlias and everybody knew instantly that...there was a young kid in Stockton, Illinois who grew 10,000 dahlias. The news spread like wildfire and now people know me for that."

Starting Clara Joyce Flowers required significant investments of time and capital. Groezinger had an 18 x 96' greenhouse for vegetable production, and added a second 32 x 96' greenhouse, installed an irrigation system, erected fencing, and purchased equipment.

"I invested \$75,000 of my own money, which was very scary," he says. "I was only 20 years old and the thing that kept running through my head was, 'Is this really what I'm supposed to be doing?'"

Customers made their opinions clear: Two brokers from Chicago signed on to purchase flowers from Groezinger; florists placed big orders; and fresh-cut blooms sold out at local farmers' markets. Clara Joyce Farms became a go-to local farm for cut flowers for weddings and events.

It's All About the Team

Drew employs two full-time and three part-time workers who help with planting, harvesting, packing, maintenance, payroll, responding to emails, and posting on social media, explaining, "There is so much value in having a team behind you. If I didn't have them on my team, I couldn't be able to do this. You can do a lot of the work, but you can't do it all."

A strong team is one of the biggest reasons Groezinger knows he can follow through on plans to expand the farm. He has



access to an additional five acres of land on his family's property, and a local landowner has more ground available if he needs it.

In five years, he hopes to hire a farm manager to handle day-to-day operations, secure accounts with florists nationwide, and expand the floral design portion of the business.

"I really love the relationships of working with florists and brides...because that's my opportunity as a local agriculturalist to kind of bring the small grower and the American floral industry to the forefront," he says. "For the vast majority of our consumers, especially our wedding and event clients, flowers are flowers—until they get involved with us, have an opportunity to come visit the farm and see where their flowers are coming from and then they get a true appreciation for local flowers."

Sounds like the young kid from Stockton, Illinois will do just fine.



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A Summary of Late Summer and Early Fall Pests

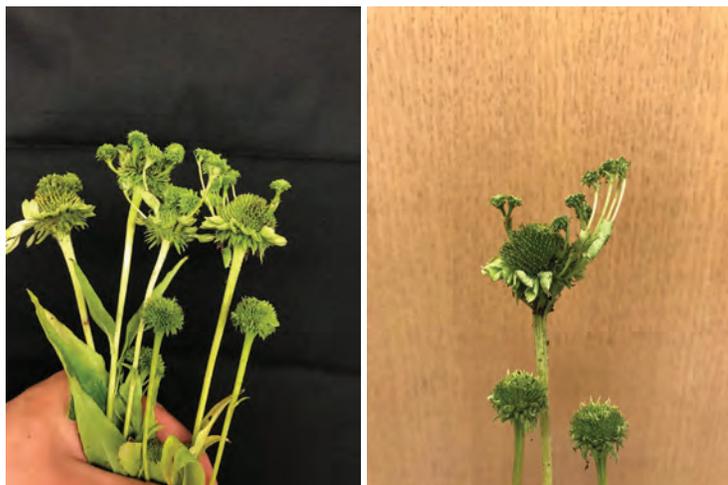
Stanton Gill and Karen Rane



Aster Yellows

Karen Rane

Symptoms of aster yellows are apparent now on *Echinacea* (coneflower) (Figures 1 and 2). The pathogen that causes this disease, a phytoplasma, is a bacteria-like microorganism spread by leafhoppers, primarily the aster leafhopper (*Macrostelus fascifrons*). Over 300 plant species can be hosts for this disease, including ornamentals such as asters, zinnia, *Echinacea*, and chrysanthemum, and vegetables such as lettuce, carrot, and tomato. Symptoms of aster yellows include stunting, chlorosis (yellowing), and abnormal flower development (green petals, clustered mini-flowers instead of a single blossom, green petal-like tissue in center of flowers). There is no cure for infected plants, so they should be removed. *Echinacea* flower distortion can also be caused by an eriophyid mites.



Aster yellows on *Echinacea*.

Controlling Leafhoppers and Planthoppers

Stanton Gill

In the previous section on aster yellows, Karen mentions that leafhoppers are one of the major vectors of this disease. Plan now to deal with these sucking insects next season. I would suggest making a root drench application of either Altus (Bayer Company) or Mainspring (Syngenta Company) early in the season right after you plant, or in early summere. Mainspring should provide 12 weeks of control when applied at 8 oz/100 gallons of water. Altus is long lasting but I have not yet had enough

experience with this newer material to tell you how long a soil drench would provide control. If you prefer to spray, I would use either Endeavor or Aria, which are both stylet blockers. When the leafhoppers feed, their stylet is blocked and they cease feeding. It takes a day or two for the insects to die from starvation.

Dahlias Problems

Stanton Gill and Karen Rane

In July, a dahlia grower in central Maryland experienced heavy damage from a fleahopper (*Halticus* sp.). This insect quickly caused damage to plant foliage, in some cases hitting just about all of the foliage. We checked with other dahlia growers, and they were not experiencing this pest. If you are seeing it at your operation, please contact me at sgill@umd.edu.



Fleahopper (*Halticus* sp.) found feeding on dahlias.

For sucking insects like fleahoppers, three excellent materials to use are stylet blockers under the names Aria, Altus, and Endeavor. They stop the insect from feeding pretty quickly, but it takes a couple days for the pest to die.

Thrips usually start to build up in August, when they head to dahlia flowers, where they love to feed on pollen. Mainspring works very well on thrips and is very soft on beneficial organisms and pollinators. It is a little expensive, but safe and effective.

The sunny days and cool nights near the end of July created perfect condition for powdery mildew on dahlias. Check your plants for early leaf symptoms. There are a number of fungicides, including myclobutanil, propiconazole, strobilurins, and potassium bicarbonate products, which effectively manage powdery mildew, but phytotoxicity may occur if sprays come in contact with open flowers.

*Stanton Gill is Extension Specialist in Nursery and Greenhouse IPM, Central Maryland Research and Education Center, University of Maryland Extension and Professor with the Landscape technology Program, Montgomery College.
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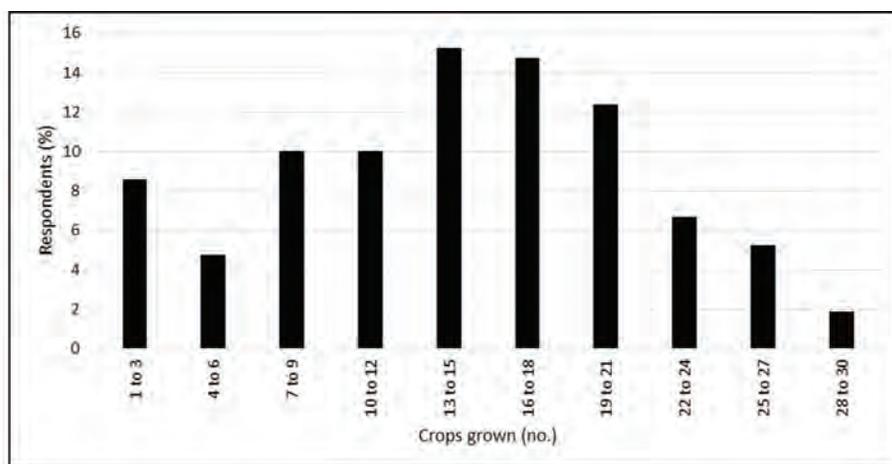
Table 1. Job position of the respondents (n=210).

Job position	Respondents (%)
Owner	71.0
Grower	15.2
Production manager	1.9
Floral designer	0.5
General manager	0.5
Sales representative	0.5
Other	10.4

Table 2. List of the most commonly-grown cut flower crops. Respondents were provided with a list of 31 cut flower crops and asked to mark those species they produce. Crops are ranked in order from most commonly to least commonly grown (n=188).

Crop	Respondents (%)
Zinnia	83.0
Peony	75.0
Snapdragon	74.5
Sunflower	74.5
Dahlia	73.9
Lisianthus	63.8
Celosia	63.3
Sweet William	55.3
Ammi	54.2
Cosmos	52.7
Yarrow	51.1
Hydrangea	48.4
Larkspur	47.9
Tulip	47.3
Statice	46.3
Stock	46.3
Sweet pea	46.3
Ranunculus	44.7
Marigold	41.0
Anemone	40.0
Delphinium	37.8
Lily	36.7
Phlox	33.0
Ageratum	31.3
Tuberose	29.3
Viburnum	28.7
Gladiolus	27.7
Purple coneflower	27.1
Garden roses	20.2
Calla	16.5
Dutch iris	11.2

Figure 2. The number of different crops produced by each respondent as a percent of total responses, including those who did not answer the question (n=210).



What we found

Cut flower farms in the United States and Canada are diverse, growing a broad range of crops. Almost one-third of the respondents produced or handled 13 to 18 different crops, another one-third produced 1 to 12 species, and 26% produced 19 or more species (Figure 2).

Zinnias were the most commonly-grown or handled crop by respondents (Table 2). Rounding out the top five crops were peony, snapdragon, sunflower, and dahlia. Note this doesn't mean that zinnias are the most important crop in the United States and Canada, just that 83% of respondents grow at least some zinnias on their farms.

In addition to the 31 most commonly-grown cut flower species, respondents reported growing another 99 cut flower species and categories (Table 3), of which eucalyptus (11 respondents), black-eyed Susan (8), and chrysanthemum (8) were the most commonly reported genera. The total list of species grown by ASCFG members is much larger than 130, as respondents also listed a number of broad categories of cut products that could include many more species: edible flowers (1 respondent); fillers (3); flowering branches (4); foliage (8); grasses, grains and millets (14); herbs (3); natives (2); perennials (3); vines (1) and other woodies (4).



Photo by Linda Doan



Photo by Jennie Love

Table 3. Respondents were asked to list additional cut flower species and categories they produce in addition to the 31 main species included in the survey (Table 2).

Common name	Scientific name	Respondents (no.)	Common name	Scientific name	Respondents (no.)
Agrostemma	<i>Agrostemma githago</i>	4	Heliopsis	<i>Heliopsis</i> cultivars	1
Allium	<i>Allium</i> cultivars	4	Hellebores	<i>Helleborus</i> cultivars	2
Alstroemeria	<i>Alstroemeria</i> cultivars	1	Herbs	-	3
Amaranth	<i>Amaranthus cruentus</i>	6	Hibiscus, 'Mahogany Splendor'	<i>Hibiscus acetosella</i>	2
Artemisia	<i>Artemisia</i> cultivars	3	Holly	<i>Ilex</i> cultivars	1
Aster	<i>Callistephus chinensis</i> or <i>Aster</i> cultivars	6	Honeywort	<i>Cerintho major</i>	1
Bachelor buttons	<i>Centaurea cyanus</i>	1	Hops	<i>Humulus lupulus</i>	1
Balloon plant	<i>Gomphocarpus physocarpus</i>	3	Hosta flowers	<i>Hosta</i> cultivars	1
Baptisia	<i>Baptisia</i> cultivars	5	Hyacinths	<i>Hyacinthus orientalis</i>	1
Basil	<i>Ocimum</i> cultivars	5	Icelandic poppies	<i>Papaver nudicaule</i>	1
Beebalm	<i>Monarda</i> cultivars	3	Japanese anemone	<i>Anemone hupehensis</i>	1
Bellflower	<i>Campanula medium</i>	3	Lady's mantle	<i>Alchemilla mollis</i>	2
Bells of Ireland	<i>Moluccella laevis</i>	1	Lilac	<i>Syringa vulgaris</i>	3
Bittersweet	<i>Celastrus</i> species	1	Love-in-a-mist	<i>Nigella damascena</i>	2
Blackberries	<i>Rubus</i> cultivars	2	Mints	<i>Mentha</i> cultivars	3
Black-eyed Susan	<i>Rudbeckia</i> cultivars	8	Mockorange	<i>Philadelphus</i> cultivars	1
Borage	<i>Borago officinalis</i>	1	Mountain mint	<i>Pycnanthemum muticum</i>	1
Bupleurum	<i>Bupleurum rotundifolium</i>	3	Natives	-	2
Butterfly weed	<i>Asclepias</i> cultivars	1	Flowering tobacco	<i>Nicotiana sylvestris</i>	1
Celosia, plume	<i>Celosia argentea</i> plumosa group	3	Ninebark	<i>Physocarpus opulifolius</i>	1
Centaurea	<i>Centaurea</i> cultivars	2	Orach	<i>Atriplex hortensis</i>	1
Chamomile	<i>Matricaria</i> cultivars	1	Ornamental cabbage/kale	<i>Brassica oleracea</i>	4
Chrysanthemum	<i>Chrysanthemum x grandiflorum</i>	8	Ornamental okra	<i>Abelmoschus</i> hybrids	1
Clematis	<i>Clematis</i> cultivars	2	Parsley	<i>Petroselinum crispum</i>	1
Gerbera	<i>Gerbera jamesonii</i>	1	Penstemon	<i>Penstemon</i> cultivars	1
Daffodil	<i>Narcissus</i> cultivars	3	Perennials		3
Dill	<i>Anethum graveolens</i>	2	Pineapple lily	<i>Eucomis</i> cultivars	1
Dogwood	<i>Cornus</i> cultivars	2	Poppy	<i>Papaver</i> cultivars	4
Dusty miller	<i>Senecio cineraria</i>	3	Quince	<i>Chaenomeles</i> cultivars	2
Edible flowers	-	1	Raspberry	<i>Rubus idaeus</i>	2
Eleagnus	<i>Elaeagnus</i> cultivars	1	Red hot poker	<i>Kniphofia uvaria</i>	1
Eucalyptus	<i>Eucalyptus</i> cultivars	11	Rosehips	<i>Rosa</i> cultivars	1
Euphorbia	<i>Euphorbia</i> cultivars	3	Sage	<i>Salvia</i> cultivars	2
Feverfew	<i>Tanacetum parthenium</i>	2	Satin flower	<i>Clarkia amoena</i>	1
Queen of the prairie	<i>Filipendula</i> cultivars	1	Scabiosa	<i>Scabiosa atropurpurea</i> or <i>S. caucasica</i>	6
Fillers	-	3	Scented geraniums	<i>Pelargonium</i> cultivars	5
Flowering branches	-	4	Sedum	Crassulaceae	3
Foliages	-	8	Shasta daisy	<i>Leucanthemum</i> cultivars	3
Forsythia	<i>Forsythia</i> cultivars	1	Smilax	<i>Smilax</i> species	1
Foxglove	<i>Digitalis</i> cultivars	3	St. John's wort	<i>Hypericum</i> cultivars	1
Freesia	<i>Freesia</i> hybrids	2	Sweetshrub	<i>Calycanthus</i> cultivars	1
Fritillaria	<i>Fritillaria</i> cultivars	1	Trachelium	<i>Trachelium caeruleum</i>	1
Ginger	Zingiberaceae	1	Tree peony	<i>Paeonia</i> cultivars	1
Globe thistle	<i>Echinops</i> cultivars	1	Verbena-on-a-stick	<i>Verbena bonariensis</i>	1
Gloriosa lily	<i>Gloriosa superba</i>	2	Vines	-	1
Goldenrod	<i>Solidago</i> cultivars	2	Wild carrot	<i>Daucus carota</i>	2
Gomphrena	<i>Gomphrena</i> cultivars	7	Willow	<i>Salix</i> cultivars	1
Gooseneck loosestrife	<i>Lysimachia clethroides</i>	1	Winterberry	<i>Ilex decidua</i> or <i>I. verticillata</i>	3
Grasses, grains, millets	Gramineae	14	Woody trees, shrubs, vines	-	4
Gypsophila	<i>Gypsophila</i> cultivars	1			

To be continued! We will focus on the production and postharvest problems in the next issue of *The Cut Flower Quarterly*.



Cheer Up!

The Vincent series offers extra rings of rounded, overlapping and upward facing petals on strong stems and necks. Plus, pollenless flower heads and increased percentage of saleable stems are more reasons to smile. Available in three colors: Vincent's® Choice, Vincent's® Fresh and Vincent's® Choice Deep Orange DMR.

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For Flower Farmers Growing Above and Beyond

By Suzannah Schneider



“Certified Naturally Grown’s sole existence is to do something good for people and planet,” say 3 Porch Farm’s Steve and Mandy O’Shea in Georgia. “This organization provides an incredibly valuable service for both the community and the farmer. Whether you are planting a seed or prepping a plate, you are involved in the process that CNG puts all its efforts towards improving,” they continue.



CNG twist ties enhance these bright blooms from The Amazing Heart Farm in Pennsylvania

This is to say, Certified Naturally Grown is much more than a farm certification: it’s a community, a movement, and a commitment to healthy ecosystems.

Since 2002, Certified Naturally Grown has offered certification for farmers using natural methods to grow crops for their local communities. CNG’s peer-review approach is tailored for direct-market farmers who are dedicated to working in harmony with nature, without relying on synthetic chemicals to manage pests, soil fertility, and plant diseases.

Today, there are nearly 800 CNG farmers and beekeepers all across the United States, Canada, and Puerto Rico. Eighty-five percent of CNG’s producers have produce certification, with flowers included in this certification. Georgia is home to the largest number of CNG farms, followed by New York, Arkansas, and Tennessee.

“A Prime Differentiator in a Crowded Field”

Certified Naturally Grown offers distinct marketing benefits across many groups of customers. “It’s a very concise way to highlight growing practices,” say Eli Hernandez and Marie Denoon of Rainbow Sprinkles Farm in Arkansas. Just imagine how helpful that can be at market on a busy weekend morning. “It’s the icing on the cake!” emphasize Marie and Eli.

Many farmers choose CNG as a conversation starter. Charlie Griffin of Hepzibah Farms in Alabama realized, “Many market-goers were assuming that locally grown also meant organically grown. We were looking for a way to make it obvious to customers in a very busy market which farms were pursuing sustainable practices.”

In some areas, CNG certification can even grant access to certain markets. Members of CNG’s Guide to Exceptional Markets (GEMs) recognize and promote CNG producers’ high standards, and in some instances, even prefer or require that vendors hold a certification such as CNG. As David Norman of Good Ashe Lavender Farm in North Carolina says, “CNG certification is a prime differentiator in a crowded field.” Plus, CNG certification has given his lavender farm an additional sales channel: “We can safely offer our lavender buds for culinary purposes, without any consumer fear of contamination.”

All CNG producers earn a profile on the CNG website at CNGfarming.org, chock-full of information and photos to serve as a stellar landing page for all sorts of customers. Once applicants complete the certification process, they’re also eligible to purchase CNG marketing materials such as logo stickers to place on bouquet packaging, or laminated certificates or signs. Certified Naturally Grown also offers affordable custom design services for banners, sticker labels, business cards, and more so farmers can benefit from the cachet of a full suite of customized marketing supplies.

But as it turns out, marketing isn’t the only reason, or even the main reason, why folks join Certified Naturally Grown and maintain their certification.

CNG Inspections Grow Community

This grassroots certification requires members to make a commitment to robust ecological practices and reject synthetic inputs—just like certified organic farmers. However, CNG differs from USDA Organic Certification with its peer-review inspection model, in which inspections are typically carried out by other CNG farmers. This practice promotes full transparency, builds trust, and boosts farmer-to-farmer knowledge sharing. Plus, peer inspections work to minimize paperwork, and keep certification dues affordable so farmers can focus on what really matters: their beautiful blooms.

Many farmers report that they initially chose Certified Naturally Grown because of its accessibility around both time and money. It doesn't take long for farmers to find much more in this certification: "CNG stood out as a viable option to showcase the way I grow, and my commitment to the environment without having to go through too much red tape," says ASCFG member Nadine Charlton of Blumen Fields Flower Farm in British Columbia, Canada. "I wanted to show off my commitment to the principles of organic production, but I've found that my favorite thing about being certified by CNG is that it is so community minded."



their growing season. In Ohio, lavender grower Kylee Seibert Wongrowski of Luckey Road Lavender Co. shares, "My first CNG inspection from a fellow local CNG lavender grower was the single most valuable interaction that I have had since I began this adventure."

Grassroots Certification Goes a Long Way

Most CNG farmers are growing on a fairly small scale, on around 10 acres or fewer. But the small size doesn't stop CNG certified flower farmers from competing with wholesale growers.

"Hearing from clients that the flowers are nicer than anything they get from the wholesalers, I know that my flowers have been grown with people and the environment in mind," says Nadine Charlton. "Sure it takes extra time and effort, but knowing that my flowers are bug free without pesticides that harm the environment and those that work with the cut flowers at the end product makes it all worthwhile."

Plus, as the most discerning flower farmers know, "Flowers and vegetables after harvest are brighter and more gorgeous in color and last twice as long as compared to those that are heavily sprayed," says Sidney Egly of Gypsy Flower Farm, an ASCFG member in Maryland. "The end results are worth it."

Are you ready to pursue a holistic certification and grow your community? Please join us! You can learn more, get certified, and register for updates at CNGfarming.org/flowers



3 Porch Farm's most recent inspection was conducted by farmer Brent Jenkins of Wild Dream Produce, another CNG farm in Georgia

For Rainbow Sprinkles Farm, CNG gave farmers Marie and Eli an instant community of friends and colleagues when they moved their operation from Texas to Arkansas in 2018. "We've met some wonderful farmers and shared many ideas. Thanks CNG!" declare Marie and Eli, echoing countless CNG farmers across the country.

Certified Naturally Grown inspections are not designed to be formal or intimidating. Rather, they are an educational opportunity for growing community.

"We love when it's time for inspections!" says Jolea Gress of Green Earth Growers, another ASCFG member, who grows in Minnesota. She is one of the countless farmers around the country who also report that their annual CNG inspection is one of the brightest moments of



Vibrant Certified Naturally Grown strawflowers at Blumen Fields Flower Farm in British Columbia, Canada

For more information:

CNGfarming.org/flowers Instagram: [@CNGfarming](https://www.instagram.com/CNGfarming) Facebook.com/CNGfarming

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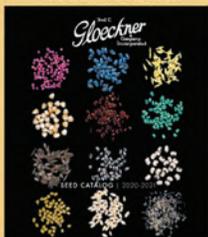
Dahlia 'Peaches'



Calendula 'Genesis Maayan'



Cosmos 'Apricot Lemonade'



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Lisianthus 'Corelli Delft Blue'
This new addition to the Corelli series is classified as mid to late flowering. Large flowers are uniquely colored and have relatively thick petals. The Corelli series is available in nine colors.



Lisianthus 'Corelli II Lavender'
Lavender has strong petals that have a lovely fringed edge. A mid- to late-flowering variety, a deeper lavender color may happen under cooler conditions.



Lisianthus 'Croma III Red'
Featuring better top blooming and branching with sturdier stems than 'Arena Red'. 'Croma Red' is a late-flowering variety. The Croma series is comprised of ten colors.



Lisianthus 'Jolly III Pink'
'Jolly Pink' produces an abundance of blooms and has a very vigorous plant habit. It has strong petals and stems. It is a late-flowering variety.



Tulip 'French Blend Rose'

This is a stunning blend of large, florist-grade tulips in shades of pink, rose and apricot. Plant these, and next spring you and your clients, friends or neighbors will know the simple pleasure of having a bouquet of home-grown tulips. Often planted for cutting but just as valuable in the landscape.



Daffodil 'Evan Scent'

This is a blend of four jonquil varieties that complement each other nicely and smell great. The flowers are relatively small, but they are often borne 2-3 per stem.



Tulip Parrot Blend

Parrot tulips make terrific cut flowers. Sensational in the garden, too. Three parrot tulips in apricot, orange, and red. They make interesting and unusual cut flowers. They are also effective in beds and borders.



Tulip 'Menton'

'Menton' is a rich pink with orange highlights that give it a hint of warmth. It looks beautiful on its own and combines easily with any of the other French tulips. Great for cutting, too. Rich pink flowers with orange highlights open on tall stems.



***Calendula officinalis* 'Genesis Maayan'**
 Dark orange, 2-2 "double flowers on stems 18-20 inches long. Good vase life. No pinch. Crop time 50-55 days. Height 25 inches, spread 10 inches.



***Cosmos bipinnatus* 'Apricot Lemonade'**
 First early-flowering apricot cosmos. Erect, bushy plants. Height 20-28 inches, spread 14 inches.

Nigella hispanica

'African Bride White'

Large, pure white flowers with almost black contrasting pods. Height 3 feet.

'Delft Blue'

Flowers resemble Delft blue porcelain with blue splashes all over. Height 2 -3 feet.

'Midnight Dark Blue' (not pictured)

Velvety dark blue flowers on deep purple pods. Height 3 feet.



Stock Anytime Series

'Deep Purple' (not pictured), 'Hot Pink'(not pictured), 'Lavender', 'Red' (not pictured), 'White', 'Yellow'

Excellent cut flower series which extends the growing season, taking warmer and cooler temperatures. Height 3 feet. About 55% of seeds will be double flowered. Seedlings of what will be single-flowered plants may be selected out to yield nearly all double-flowered plants.



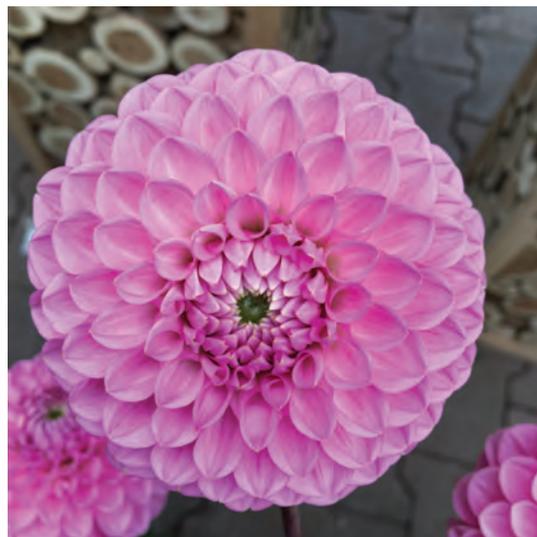
***Helianthus annuus* 'Marley'**

Exciting new bicolor, with a unique color combination. Single stem, pollenless, F1 hybrid, with dark disc. A spring, summer, and fall bloomer. Matures 55-65 days. Height 3-5 feet.



Dahlia 'Clearview Debbie'

New decorative dahlia variety producing upward-facing white flowers with each petal outlined in soft lavender. 4" diameter flowers are produced on plants that grow 44" tall.



Dahlia 'Fabienne'

Pink, 4" flowers produced on 40" plants. Bright, ball-shaped flowers are a great addition to summertime market bouquets.



Dahlia 'Peaches'

This long-awaited variety has taken over three years of production in Holland to produce the quantity of tubers needed to supply the anticipated demand. The 40" tall plants produce 4" blooms that may vary slightly from flower to flower. There is no mistaking, this is the peach that customers want. Available exclusively from Ednie/Gloeckner.



Dahlia 'French Cancan'

A decorative dahlia with flower petals that are soft mango on the upper side, with raspberry on the reverse. As the buds begin to open, the flower center shows the raspberry color. Large 5" flowers are produced on 40" plants.



Lilium 'Empress'

This beautiful new double lily introduction performs excellently as a cut flower. Each flower bud will open even till the last bud. Exclusively available through Ednie/Gloeckner.



Lilium 'Hocus Pocus'

This new variety combines three colors on mostly upward-facing flowers. This lily makes very strong plants and does well in outdoor and summer



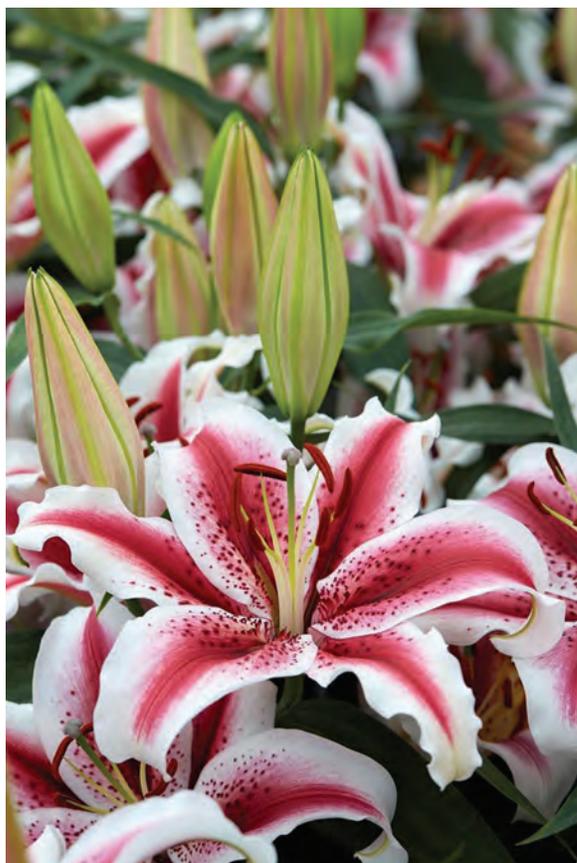
Lilium 'Domasco'

This new introduction combines a pure white flower with a slight red brushed line in the middle of the petals. This lily makes very strong plants and does well in outdoor and summer production.



Lilium 'Chameleon'

This is a unique new introduction! As the name suggests this lily changes colors: it starts out pure white and turns to pink in 5 different stages! Exclusively available through Ednie/Gloeckner.



***Lilium* 'Special News'**

This introduction has large flowers with many speckles, and makes a great replacement for 'Starfighter' or 'La Mancha'. This lily makes very strong plants and does well in outdoor and summer production.



***Lilium* 'Tourega'**

Do you have customers that like Orientals but don't like the smell? Here is your answer: a pure white Oriental, which has no fragrance!



***Scabiosa* 'Focal Scoop'**

Almost double the size of the original Scoop scabiosa, 'Focal Scoop' is available in seven colors: 'Hot Pink', 'Bicolor Pink', 'Dark Purple', 'Lilac', 'Lavender', 'White' (not pictured), 'Purple Lace'.



***Craspedia* 'Paintball Globe'**

(not pictured), 'Pop' (not pictured), and 'Jumbo'. Three sizes of craspedia, to meet your every need. Flowers dry easily, with stiff stems. Flower heads can be tinted allowing its use in floral work in all color palettes.



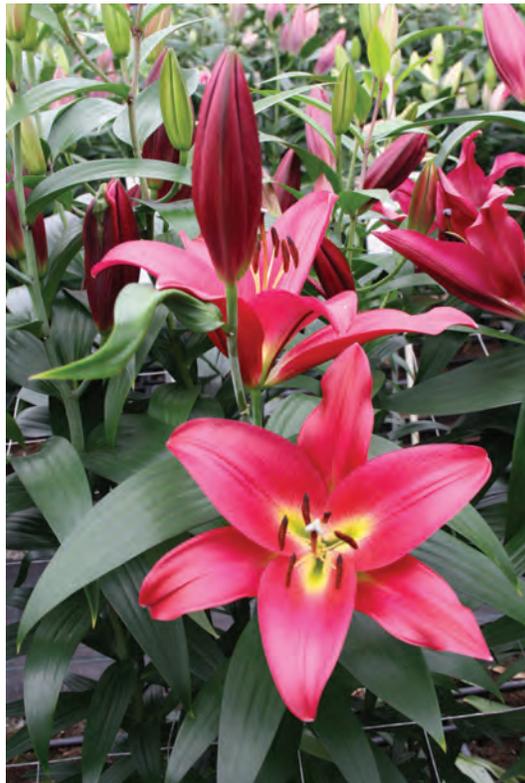
Freesia 'Essence'

If you are looking for the perfect white addition to your cut flower program look no further than 'Essence'. This stunning new variety has won several awards for its vase performance. With pure white double blooms, 'Essence' provides a classic fragrance and elegant cut flower. Height is 18-24"; growing time is approximately 16-17 weeks.



Freesia 'Marseille'

'Marseille' is a gorgeous cut flower freesia. With its unique double bloom and strong stems, it is a perfect choice for a bouquet. This variety is a winner of the prestigious Goemans Trophy due to its improved fragrance, production, weight, and length over current varieties on the market. 'Marseille' produces beautiful, delightfully scented golden-yellow flowers. Growing time is approximately 16-17 weeks.



Liliam OT 'Touchstone'

This beautiful lily has fragrant violet-red/pink flowers and blooms naturally in July and August. With a mature height of 50-55" this plant will be a terrific addition to a bouquet. Lots and lots of blooms! Growing time is approximately 105-115 days.



Roselily 'Anouska'

Sure to be a hit is the new Roselily Anouska. With its gorgeous pink and white blooms it is stunning! It is a pollen-free Oriental with large double flower blooms that can easily reach up to 4". Anouska has a mature height of 28-32". Growing time is about 100-110 days.



Forsythia koreana Flying Machine™

Flying Machine® is a very special forsythia with enormous flowers of deep, true golden-yellow that fall from the branches intact, resulting in a doubly dramatic display—the first when it blooms, the second when its fallen blossoms carpet the ground. This large forsythia is ideal for cut stems in spring bouquets. Stems can be forced for early bloom. Flying Machine® forsythia will grow to 5-8' tall and wide and is hardy in USDA zones 6-8. Deer resistant and shade tolerant.



Syringa Scentara Pura®

A standout in field and container trials, this well-branched, semi-dwarf, compact lilac blooms heavily each spring. The flower buds emerge a mulberry-violet and open to clear jacaranda purple, heavenly scented and perfect for spring bouquets. Developed from low-chill bloodlines for improved warm climate performance and resistant to powdery mildew. Scentara Pura® lilac is extra hardy down to USDA Zone 2, heat tolerant to AHS 8, will reach height/widths of 4 to 6'.



Coprosma repens Wax Wings™ Series

Enjoy color all year long with super glossy Wax Wings™ mirror bush. This New Zealand native is ideal as a colorful foliage addition to any bouquet. The series includes Wax Wings™ Lime, Gold, and Orange, all boasting vibrant foliage, each leaf a swirl of color. Though quite tender, this vigorous shrub makes a nice choice for seasonal color in cold climates and can be brought indoors in winter. Shiny “mirror” like leaves have gorgeous, rich color. 1-3' tall and 3' wide, USDA zone 9, AHS 11, deer resistant.



***Centaurea cyanus* Jazzy Mix**

36" spreading 8". Highly contrasting bright mix of Blue, Lilac, Red, and White. Crested semi-double flowers, many bicolors created by both the central crest and others with contrasting petal edges. Good, easy crop for field-grown cut flower. Produces a ready-made mix for bouquets.



Flowering cabbage 'Dream'

About 28" tall in an upright habit with nicely overlapping, compact, round leaves. Center colors very early and remains stable. Suitable as cut flower or bedding plant. Good heat and disease tolerance. Colors: Carmine, Red, White.



***Cosmos bipinnatus* 'Yellow Garden'**

Grows 3 to 4 feet tall with vivid lemon-yellow petals with golden center and a cream yellow band at the base of the petals. January or early February sowings bloom in May. Later sowings bloom in 80-90 days. Good subject for direct-sown field-grown cut flowers or high tunnel for spring crops.



Sunflower 'Soleil Lemon'

24" spreading 12", pollen-free branching type. Lovely soft lemon yellow petals surround a green-gold center. Four-inch diameter. Petals are very numerous and overlap in 3-4 layers. Bushy knee-high plants produce numerous flowers in canopy. Very early with a long bloom season.



***Lilium x formolongo* 'Vega'**

Pure white Easter lilies, 3 to 4 feet, seed raised, with F1 hybrid uniformity and vigor. Larger and more numerous flowers, longer stems. Lovely fragrance. Bred for easy handling, short leaves, trumpet-shaped flowers with delayed widening after harvest. For professional cut flower production.



Zinnia Magna Series

36" spreading 12"; Large Dahlia-flowered full double blooms. Rich color range includes special bright green and a deep ruby red. For tall borders and specialty cutflowers in field or high tunnel.



Lisianthus 'Queen of Night'

Group 3-4; medium large flower type on 40" stems. Stunning deepest purple flowers with black center and extra thick petals. Makes very little pollen, so long-lasting petals stay clean and tidy. Good for late culture, autumn market.



Pennisetum messiacum

'Red Bunny Tails'

Bright red spikes with white tips atop numerous, three-foot, stiff stems rising above dense foliar clump. Dries to straw color. Striking landscape plant and worth trying as a specialty cut.



Panicum violaceum 'Green Drops'

Grows to three feet, a handsome annual grass. Produces large pendulous heads of green seeds which turn reddish purple in fall. Easy growing. For back of the border, large containers, field grown cut flowers, fresh green or dried red.



Marigold 'Coco'

24" at looser spacing, 36" at tight spacing; large vibrant flowers and strong stems. Uniform for earliness, stem length, and full doubleness. Can be grown at tight spacing especially when disbudded. 'Coco Orange' is very deep and intense. Crop in 12-15 weeks from sowing. Bred for professional cut flower growers, high tunnel or field grown. Colors: Deep Orange, Gold, Mix, Yellow.



Roselily Angela®

A gorgeous pure white. It has a good bud count, and by using a 16-18 size bulb you will have at least 3+ flowers per stem. Nice and tall and takes about 110 days.



Roselily Elena®

The deepest pink variety in the Roselily lineup. It has a great bud count, and by using 14-16 you will produce least 3 flowers per stem. A predictable producer.



Roselily Kendra®

One of the best potential new light pinks in the Roselily® series. It has a very nice blush pink color, shows already in the budding stage. We advise you to go for a 14-16 to have a perfect balance in bud count and volume. Takes 15 weeks to grow.



Roselily Natalia®

This variety could be described as the double-flowering Sorbonne type. It has that same pink color. Our own Zabo Plant trial greenhouses confirmed that this one is on the right track. One challenge is this variety has a little more side-facing flowers.



Roselily Patricia®

“Elegance at its finest!” is the best description for this new Oriental variety, especially because of its puffy, shiny pink flower buds. All the buds will be staged just right on the main stem which makes it a wonderful presentation of flowers. Size 14-16 will already give you a secured average of 3 blooms. A must-try for you.



Roselily Viola®

Viola is one of the nicest full pink varieties in the Roselily series. Especially in the supermarket business this variety is a winner. The consumers like this flower very much because it presents very well. The color is close to a deep gloss pink look. Definitely worth while your trying out.



Flowering kale 'Flare White' and 'Flare Rose'

Add some variation to your fall kale offerings with this open-form variety. The Flares complement our current selection of round and feather types. 'Flare White' is a true white with no pink centre. Both can be used green until low temperatures add colour definition.



Poppy 'Amazing Grey'

This has been in our trials for several years, but we've been waiting for seed availability. The smoky blue and purple colours are incredible! As with any *Papaver rhoeas*, this is a short-term cut flower that needs extra handling to keep it in good condition.



Scabiosa QIS (Quality In Seed) Series

These new colours of 'Purple Black' (dark burgundy flowers with black buds) and 'Salmon Pink' (mid-pink) blend beautifully in bouquets of all sizes. The plants are healthy with many long, straight stems over a long picking period.

Gomphrena 'Fireworks'

Looking for a filler like *Verbena bonariensis* without the shattering petals? Try 'Fireworks', which like other gomphrenas also dries beautifully, holding its purple colour.



Leucojum snowflakes

Although officially in the amaryllis family, growing habit is very similar to daffodils. This tall and strong Leucojum may look like a lily of the valley, but on steroids. This tall and productive variety with lots of white and green bell-shaped flowers is grown by W.F. Leenen. Not scented, but great as a cut flower that blooms along with your late-flowering tulips and fancy daffodils.



Ranunculus CLONI™ Success PIN416®

Queen of all the Italian ranunculus is CLONI™ Success Hanoi®. What can be better than a perfect ranunculus?! Biancheri Creazioni (Sanremo, Italy) is constantly working to improve their variety mix. This is the first year that Onings Holland will have some of the improved CLONI™ varieties available for the U.S. and Canada. Success PIN416 and PIN422 are to be considered a “Hanoi improvement”.



Ranunculus CLONI™ Pon Pon Fanny®

Pon Pon ranunculus are large, ruffled and unique-looking Italian ranunculus. Pon Pon is a relatively new article and each year Biancheri Creazioni is introducing improved varieties. Besides the best-known CLONI™ Pon Iglo® (white), Pon Pon Hermione® (soft pink) and Pon Pon Aurora® (purple) and Pon Pon Merlino®, we found that Pon Pon Fanny® (dark pink) is very productive, large and stunning in color and presentation.



Fancy Daffodil Tazetta Whistler®

From all the new Fancy Daffodils we introduced this year, this tazetta narcissus received the most positive response from our customers. The color, scent, and presentation were well received, and is just a little different than most other tazettas. Production is fantastic with good height and performance.



Fancy Daffodil Yosemite Valley®

This is a slow-growing daffodil, because it needs time to work on that thick stem and large bloom. Slightly scented, but spectacular in growth, uniformity, and presentation. Stems are tall, very thick, and solid above the bulb, making this a perfect cut flower. Grow this along with ‘Replete’, ‘Squaw Valley’, and ‘Deer Valley’ and you will not go wrong.



Peony Pastel Elegance®

This recently introduced beauty is already making quite a buzz in the peony world. The mid-season hybrid produces gorgeous double flowers in a trendy pastel blush, the perfect color for weddings. Because of the very limited availability, roots are quite expensive.



LA Lily American Classic Mix

Based on a very successful “you-pick farm” program in Europe. Offered as a mix of unique colors, the American Classic LxAmiX has 12 varieties, 400 bulbs per crate. The variety mix has been updated and will include more bicolored and unique varieties, including a pollenless, double-flowering LxA called Sundew®, two-toned Heartstrings®, bicolored American Dream® among other trending varieties. All varieties are strong cut flower varieties, but because of different timing, a single planting will produce flowers over a three-week period. Available year round (U.S. only) and can easily be grown for any major holiday depending your setup. Perfect for small growers needing an assortment of colors. No scent, easy to grow, forcing time 8 to 12 weeks.

Oriental lily King Solomon®

Last year, Onings Holland and G.A. Verdegaal partnered, giving Onings insight to the newer line of Oriental lilies coming on the market from G.A. Verdegaal. Included are some improved ‘Stargazer’ and ‘Starfighter’ look-alikes—King Solomon®, Red Eyes®, Veronique®. Some are grown in Chile and New Zealand, which makes it possible to produce gorgeous Oriental lilies for your Mother’s day customers.



Penning freesia Moonlight®

Also last year, Onings and Penning Freesia agreed to help each other to service the Northern American freesia market. One of the varieties that stood out is Moonlight®. We like to call it ‘Crème Supreme’, with its very large double crème flowers and sweet scent.

Penning Freesia Peachy Queen®

Another knockout is Peachy Queen. This really makes an end to all the boring and dull freesia colors. The name says it all, for for a queen, or a demanding bride. Large flowers, in a trendy peach color with great scent. Great producer and with good availability.





Veronica Skyler™ series

Those of us who have tried this veronica have fallen in love with Skyler™. They're tall, highly productive, fully hardy perennials, and offer several flushes of bloom each season. Unlike some veronicas they do not require vernalization to bloom. Available in pink, blue and white.



Caryopteris Pagoda™ series

A welcome addition for autumn bloom, this caryopteris establishes very quickly, offering an abundance of stems even in its first season. It is a short-day plant that will bloom in September for most growers. Available in blue and blush for 2020.



Lisianthus 'Echo Purple'

Group 1, standard double flower, spray type. New 'Echo Purple' is true from late bud to full flower. Joining the seven other colors in the Echo series, Purple matches perfectly with large flowers and strong, sturdy stems. The perfect addition to the world's first 100% all double, large-flowered lisianthus for cut flower production.

The Cut Flower Quarterly



Lisianthus 'Rosita 3 Pure White'

Group 1, spray double flower. New 'Rosita 3 Pure White' is so white! Bright, clean, and crisp, this new color matches the Rosita 3 series perfectly. Offering strong stems and top flowering with thick petals—you can count on easy transport without disease issues. The complete series offer seven stunning colors for any occasion.

FARMER BAILEY

PLUGS AND PERENNIALS FOR FLOWER FARMERS



www.farmerbailey.com

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Onings Holland

10+ years, U.S. flower growers have been dealing with increasing costs and regulations, while competing with cheap imports. Now that cannabis has become legal in several places, many of those growers have switched (partially) over for financial reasons. This means a lot fewer American-grown flowers will be found at the remaining florists and supermarkets over the next few years.

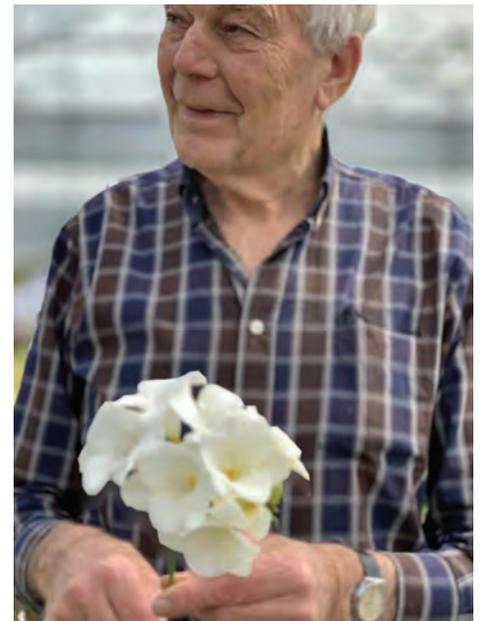
Supermarkets carry more imported flowers because of this; often a rather basic assortment of flowers than can handle abuse during shipping like chrysanthemum, carnations, and alstroemeria.

“I see a huge potential for the ASCFG growers. Consumers want freshness and flavor back. They want locally-grown, tasty, real fruit, veggies, and beautiful, long-lasting flowers. It’s not always about price. Someone who buys a \$20 or more bottle of wine, will not want go home with a \$4.99 bunch of cheap flowers” says Henk Onings of Onings Holland, Inc. “We definitely see the change in our business as we are getting a lot of requests from customers that ask us to source better, new or hard to find items”.

Onings is a true family company and has been in business for over 70 years with an office in California. “We are best known for our lilies, but also carry tulips and other bulb varieties. “But if you ask me, who is the best in freesia? I will tell you Penning Freesia. WF Leenen is the best in daffodils; Groot &

Groot in peony; and Biancheri Creazioni in Italian ranunculus, anemone and Italian poppies. Recently, Onings partnered with GA Verdegaaal (pot and cut oriental lilies).

Without a doubt, all of the companies that Onings America represents are well-respected family companies that specialize in their product.





“We figured, ‘Wouldn’t it be best for our customers to know that the products we offer are backed by these specialists?’ ” All these companies have their last names on the label, which means they take it very personally. You can completely rely on their experience, expertise and technical support.

Italy is known for top quality flowers. I used to live and work in Italy at a large flower wholesaler/grower near Napoli. Once a year I travel to Italy to see Biancheri and growers near Sanremo. These



connections help us to find and source new products like Italian sunflowers, cut pansy, and petunia, clematis, hydrangea, sweet pea, etc. Who knows, if these samples do not improve the current assortment, we’ll move on, but when we see potential we’ll officially introduce it”.



Check out the companies Onings represents in the U.S. and Canada:

- Penning Freesia : www.penningfreesia.nl
- WF Leenen Narcissus : www.wfleenen.com
- Biancheri Creazioni : www.bianchericreazioni.it
- Groot & Groot Peonies : www.grootgroot.nl
- Onings Holland Flowerbulbs : www.onings.nl –
- GA Verdegaal Lilies: www.verdegaal.nl



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NORTHEAST

Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, and Vermont



Carolyn Snell

Carolyn Snell Designs
carolyn@snellfamilyfarm.com

Hello from Maine and Happy Fall!

It was great to meet so many of you all here at our farm in July at “In the Thick of It”. Thank you for coming out and making that meeting a success.

All of us have been scurrying through the summer and we are looking ahead to frost and end-of- season plans. I always feel a combination of pressure and relief when the frost is on the way.

In years past I generally waited until fresh flowers were ending to really start designing with and marketing dried flowers. Last year I noticed demand for dried flowers extending to other seasons besides just autumn, so this year we have been selling dried flowers whenever possible, and people have been buying!

At our earliest farmers’ markets in the spring we sold our remaining 2018 dried blooms while we waited for our slow spring crops to emerge. We edited our dried bouquets for spring by removing the more autumnal grains to save for later. I was very pleased with that decision because as our summer crops started to ripen we dried whatever was ready, especially *Ammobium* or winged everlasting, statice, craspedia, marigolds, a few armloads of winter rye seed-heads, even some blown-open peonies. Once these were fully dry, we mixed some of the grains with them to add bulk and weight to the bouquets, sleeved them, and sent them to market. I liked having some materials on hand from previous years because these early crops are fairly special and valuable but don’t necessarily “fill out” bouquets, so it was nice to have some less precious material to round them out. I

like the seasonal mash-up for July and August, and we are still using some of last year’s sorghum in September as we wait for this year’s crop to dry. The bouquets have been selling steadily!

Often around Labor Day people start looking for harvest décor, but I’m not ready for them yet as we are still scrambling to harvest fresh flowers. We have found it rewarding to make time for dried flower design work through all of July and August, whenever we can fit it in.

Because I planned to expand our dried flower offerings as we entered this year I have planted more helichrysum than ever, and have felt very comfortable over-producing some straight bunches for market to make our display look nice and full with the intent of drying any leftovers.

I’m sure many of you already work dried materials into Christmas designs. We planted more red celosia this year with that plan in mind, as well as adding back in red gomphrena, which was not popular enough as a fresh cut in the summer and fall to keep its spot. We have also been steadily drying dusty miller to add that silver sparkle and make our bouquets look more like winter when that season rolls around.

I suggest for those of you who sell to designers to ask your customers if they might be interested in mixing dried ingredients into their arrangements, crowns, and boutonnières. Many folks are looking for millets when our fresh millets have passed and I’m

thrilled to offer them dried product. Some designers are looking for textures with a bleached-out appearance, and that can be achieved with some crops by drying in a sunny greenhouse.

If you’re not already drying some of your flowers, 2020 might be a good year to give it a try! It’s fun to have plenty of ingredients for value-added designs. And dried materials are a great way to round out your offerings for both your retail customers as well as to other floral professionals. None of these ideas are new, of course.

I’m just writing to remind you that markets are shifting and prioritizing everlastings might suit your business model.

This marks the end of the writing part of my term as your Regional director. It’s been a pleasure serving you all and sending dispatches as the seasons pass. I look forward to seeing you at conferences and wherever our paths cross.

Warm regards from my farm to yours!

I’m sure many of you already work dried materials into Christmas designs. We planted more red celosia this year with that plan in mind, as well as adding back in red gomphrena, which was not popular enough as a fresh cut in the summer and fall to keep its spot.

MID-ATLANTIC

Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia



Lisa Ziegler

The Gardener's Workshop
lisa@shoptgw.com

As I write, the Mid-Atlantic is bracing for another potentially major hurricane heading this way. As if farming wasn't hard enough, the forecasts of perhaps one coming sends me into turmoil like little else. Do you or don't you take prepping steps? When do you decide to do something? Who has time for this anyway? This particular weather phenomenon for the East Coast and related inlands runs from June to November.

For those who have not experienced a hurricane, it's hard to understand the craziness it creates. There are so many different levels you could be concerned, scared, and worried with. There is the one we all qualify for: being a resident, which while troubling, has lots of options, like just get out of town! Then there is the homeowner—your to-do list just got really long because you need to secure all your stuff, especially those things that can fly (Think about that!) For the animal owner, oh boy this can be tough. All is well with pet owners since pets are most often welcomed in evacuation shelters and can travel with you, but for livestock and others like that, it can be dicey. Then there is the business owner (a.k.a. the flower farmer) who has all of the above responsibilities plus a boatload of stuff known as your livelihood. Along with the crops for fall, the second-highest demand season of the year.



Because of my experience several years ago taking steps to prepare for the coming hurricane and saving many of my crops, I always choose to prepare. The question has become “When do I make the decision to prepare?” which is the most challenging single step. I have prepared more times and had the storm turn left or right in the last 24 hours and miss us, than to have prepared and have it hit.

When that hurricane did hit it was a surreal time. Three homes on my street were condemned because huge trees crushed them, and we were without power for 17 days in 95 degree-heat that created a sauna effect. I thought our geriatric dog was going to die of heat stroke in our home. The stench of water-soaked vegetation rotting was gut wrenching. One bright spot for our neighborhood was that we had a gas water heater and floor drain in my brand new work building. Our neighbors would come to shower under a huge ladder with a hose and wand sprayer taped to it. I never imagined just how soothing a warm shower could be during hard times.



Lilies growing in crates were easily moved indoors to protect. Crates sat on picnic tables for easy care outdoors.

Surprisingly, I managed to save some of my crops. In addition to growing mostly annuals back then, I also grew lilies in bulb crates. The bulb crates seemed easy to manage; I'd just move them into the new work building, even though I grossly underestimated how long that would take. The winds were whipping as I got the last ones indoors.

Before the storm, I harvested everything in the 40 annual beds that were remotely ready. Then I had to make a hard decision. Either cut back the plants, removing the next several weeks of harvests, or leave them alone and risk losing the plants. My experience in high winds with wet roots is the plants are uprooted from the wind whipping the tall stems. I decided to cut

back those plantings that were in high production with the most mature root systems for holding power and hoped for the best.

The garden was a mess after the storm. Everything taller than 24 inches was pretty much ripped from the ground. We had standing water because of heavy downpours that occurred for a day before the hit, during, and the day after. One of my unexpected but also unavoidable issues was all the trimmings of cutting back was a stinking slimy mess for a couple of weeks after the storm. But that resolved itself in time.

Because our region was so devastated and without utilities for weeks nobody was buying flowers. My cooler was full-on storm impact. Once the rain stopped and the sun came out, I made bouquets. I packed my pull cart and walked our neighborhood giving out bouquets. I really couldn't face composting them—it felt as though they were survivors too.

The good news is those cut-back annuals regrew quite nicely as our region was restored. About the same time as the first blooms started we were back in business. The gift and the curse of a hurricane is you have fair warning it is coming...or is it really coming to hit you? That, my friends, is the big question.

SOUTHEAST

Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee



Val Schirmer

Three Toads Farm
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Top Cut Flower and Foliage Varieties for Southeast Region Members

Since we shifted most of the New Varieties section from winter to the fall issue of the *Quarterly*, I thought it might be fun to ask all of you in the Southeast for your favorite varieties—whether they were new ones you're just now trying or good ol' workhorses. I was honestly afraid that responses to my email would be really low because everyone's so crazy busy, but NO! You were quick to reply, sending more than 100 of your favorites AND you sent more than 70 photos to boot! I've included as many as I could here and have saved them all to hopefully use somewhere else.

First takeaway from your feedback

Foliages! First of all, it's what you said about foliage and how often you included them in your top picks—nearly 30 percent of the favorite varieties you gave me overall are foliagees!

“We have found that there has been a scramble and fight and hunger for our foliage and filler from ALL our clients—florists to farmers' market customers, and we can't keep up with the demand,” says first-year farmer Anne Phythyon of Franklin Flower Farm in North Carolina.



Claire Charny, Clear Black Flowers
Plectranthus 'Silver Shield'

Plant Tulips
Plant Daffodils
Plant Colorblends This Fall



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Late Fall Bulk Specials for ASCFG Members

“Foliage is something we can never get enough of.” says seasoned grower David Martin of Free Range Flowers in Kentucky. The five favorites he sent included varieties used for both greenery and flowers: *Viburnum plicatum* ‘Popcorn,’ *Spirea x vanhouttei* ‘Renaissance’, variegated Solomon’s seal, and baptisia ‘Twilight Prairie Blues.’ If you’re looking for a “double duty” plant, look no further than these.

Your other top perennial foliage are ninebark (*Physocarpus opulifolius*) ‘Darts Gold’, mountain mint (*Pycnanthemum muticum*), and *Artemesia*.

Your favorite annual foliage are ‘Mrs. Burns’ lemon basil, red-leaf hibiscus (both ‘Mahogany Splendor’ and cranberry) and ‘Dara’ (*Daucus carota*), with shiso *Perilla* (especially ‘Purple Ruffles’) being the #1 most-mentioned foliage of all. An added perk with shiso: it reseeds.

Also worth a look—and perhaps a try!

Claire Charny of Clear Black Flowers Farm & Design in North Carolina says her new standout favorite has been *Plectranthus* ‘Silver Shield.’ “I know a lot of people are trying it for the first time this year since Farmer Bailey made it available as a plug; it’s like a cross between lamb’s ear and dusty miller, but taller. The color is great.”

A final thought on foliage, also from Anne Phythyon, that I found really interesting: “Debra Prinzing has a fantastic podcast episode with Tom Jennings of Green Mountain Florist Supply that is worth a listen to. What caught my attention in this episode is where Tom talks about the wholesale flower business, the price of a flower not changing in 20 years but then he gets excited about the basil that local growers are growing and selling. You’ve got a seasoned wholesaler a bit jaded from the biz (understand that) but then just gets excited about basil.” Here’s a link to the podcast: <http://www.debraprinzing.com/2019/03/27/episode-394-the-wholesale-florists-outlook-with-tom-jennings-of-green-mountain-floristsupply-in-burlington-vermont/>

Perhaps like some of you, for me it’s again been another tough year for dahlias, with 90F days beginning in May and running nonstop through August. While too many of my dahlias languished, our foliage went on like trouper and I made more money from them than I have in the past two years with dahlias. Some faves: baptisia and ninebark (any variety), mountain mint, perennial begonia, sweet autumn clematis (not in bloom), red-leaf hibiscus, reseeded *Perilla* (shiso) ‘Britton’, and hydrangea foliage.

Favorite flowers—and a few surprises

Good ol’ work-horses, like anemones, ranunculus (‘LaBelle White’, Elegance series, and Butterfly series), zinnias (Benary series, specifically ‘Giant Wine’ and ‘Giant Deep Red’, ‘Queen Lime Orange’), dahlias (with ‘Peaches ‘n Cream’ getting lots of love), and sunflowers (‘Italian White’, ‘Vincent’s Choice,’ ‘Strawberry Blonde’, and the ProCut series), were listed as top favorites by lots of members, but heading up the Top Three most-mentioned have-to-have flowers are:

1. Celosias, specifically ‘Flaming Feather Pink,’ ‘Spring Green,’ ‘Sunday Orange,’ ‘Amazon,’ ‘Supercrest,’ ‘Texas Pampas Plume’, and ‘Flamingo Feathers.’

2. Lisianthus. The Voyage series (with Apricot and White called out specifically) were hailed as excellent producers, and growers also loved the Arena series (especially Gold) and ‘Mariachi Yellow’.

3. Rudbeckias of all types were BY FAR the top single pick, with the greatest number of kudos going to ‘Sahara.’ Susie Kara of Little Mountain Flower Farm in Tennessee summed up what others are saying, “The unique shapes and shades of ‘Sahara’ add so much interest to bouquets, and designers love them too!”

I’d like to call out a couple of the varieties that didn’t get a lot of mentions, but you may find a few in here worth trying next year.

Peacock orchid (*Acidanthera murielae*, Abyssinian gladiolus). Mary Mason Royal of The Royal Gardens in Georgia listed it as her #1 favorite. “I plant these late in May, so they begin blooming in August. I dig them up and plant new bulbs each year.”

Basketflower (*Centaurea americana*). I loved reading what Emily Copus of Carolina Flowers in North Carolina wrote: “The standout most talked-about flower of the year by my customers has been basketflower. Part of me wants to keep it a secret!



Peacock orchid
Mary Mason Royal
The Royal Gardens



Emily Copus, Carolina Flowers
Centaurea americana

But I think I've already let the cat out of the bag and I know 3 Porch Farm and Little State Flower Farm were growing it this year also. For me, it was that treasure you're always hoping to find when you're reading the seed catalog. Basketflower has such a cool texture. And it's a large bloom. And it's super easy to grow. Just direct seed and ignore. (Well, sort of. It's about as close as you can get to that anyway!) Vase life isn't perfect. It IS long lasting, but it changes shape after a couple of days. The petals fold back. Customers don't seem to mind. They just love it!"

Thanks to all for sharing your favorites! This is such a great, generous and sharing community. A rising tide floats all boats. Cheers!



Clary sage
Kate Read, Grey Tabby Flower Farm



Sunflower
'Strawberry Blonde'
Eileen Tongson,
FarmGal Flowers



Perilla 'Purple Ruffles'
Alexis Sheffield, Wild Roots



Lisianthus 'Mariachi Yellow'
Wendy Mason,
Madison Flower Company



Celosia 'Spring Green'
Emily Neki, Fuggles Flowers



Strawflower 'Silvery Rose'
Misty Moman, Twin Rose Farm



Variegated Solomon's Seal
David Martin & Martha White,
Free Range Flowers



Cosmos 'Cupcake'
Charles Griffin, Hepzibah Farms



Workhorses of summer
Kristen Nagle,
Black Rooster Farm



Rudbeckia 'Sahara'
Susie Kavar, Little Mountain Flower Farm

NORTH AND CENTRAL

Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin, and Wyoming



Jamie Rohda

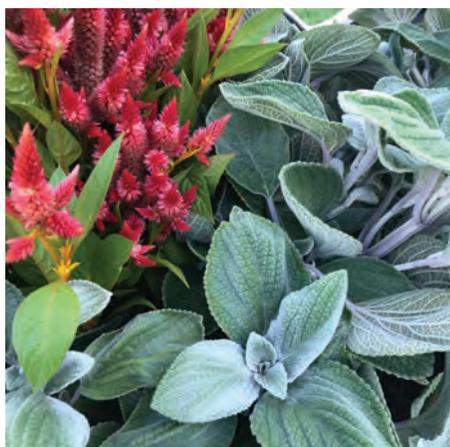
Harvest Home
harvesthomeflowers@gmail.com

Another growing season is winding down and we're already preparing for next year. I don't know about all of you but I find it hard to keep my foot on the gas right now when all I want to do is curl up on the couch with a good book and sleep in every morning. So many things to do, though, if we want a successful 2020.

Hopefully, you've already ordered your spring bulbs and corms. Plugs are the next thing I concentrate on to be sure my growers have plenty of time to get those babies going for me. We have limited winter seed-starting space so I'm happy to let others start the more difficult and slow plants for me. Seeds will be the next thing to get my full attention although I will admit that I've already ordered a few packets to make sure that I get them before they sell out.

In the last *Quarterly* I wrote about foliages, and I just wanted to add a little update on how the summer has gone. As I write this, once again our foliages have been a large part of our offerings to our florists and designers. This year we added *Plectranthus argentatus* 'Silver Shield' to our mix. I've got to say that I'm really smitten with this one. We had an especially difficult year with our dusty miller as we just couldn't get the grasshoppers to leave it alone. The plectranthus stepped in and filled the gap nicely for us.

I was a little unsure at the beginning of the summer if it would ever get tall enough to be a good cut but as I write at the end of August it has easily reached its expected 24-30" height. We didn't pinch it early and I was a bit worried, thinking that



Plectranthus heading out to our florists.

we should have, but we found that when we harvested we could cut the main stem out of the center, then add nine more side shoot stems to make a very generous bunch. Usually one plant produced a full bunch. New shoots are starting to grow where we've cut but I don't think they will make it to a harvestable size in our growing zone 5. Next year we may put an early first planting in a hoophouse to see if we can get a second cutting from it.

We also grew 'Silver Dollar' eucalyptus this summer—a new one for us. We've grown 'Silver Drop' for years and have had great success with it. 'Silver Dollar' has also been a winner and my only complaint is that we didn't plant more of it. One week on the availability list and we already have more orders for it than we'll be able to fill. I can see there will be a lot more of this in our future!

Here in the Midwest, flower farming is a little rarer than many parts of the country so I'm always excited to see new growers getting started. I'm hoping to pop into a few of these new farms over the next year; the first one I was able to visit, West Mill Flowers, is just 15 minutes down the road from us. I originally met Becca when she would come with her mom to the farmers' market where we had a booth for 20 years. Her mom loved buying flowers from us and when we quit doing the market they decided they would have to start growing flowers themselves. Last year was Becca's first at the Haymarket Farmers' Market in Lincoln, Nebraska, and this year they have continued to expand their offerings.



Tom and Becca manning their market booth.

Becca and husband Tom, along with 6-year-old Micah and 3-year-old Ellie, are currently growing on about a quarter acre, and have plans for expansion next year. A new barn/workshop is going up this fall and they're already scoping out a site for a hoophouse or two. When I asked Becca what got her interested in flower farming, like many growers she cited the memory of her grandma's flower gardens as the beginning of her interest. We look forward to watching Becca and Tom and their family as they continue to grow their business!

I hope you all have a great rest of your season, and I look forward to seeing some of you at an ASCFG meeting this fall or next year.

SOUTH AND CENTRAL

Arizona, Arkansas, Colorado, Louisiana, New Mexico, Oklahoma, Texas, and Utah



Shanti Rade
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Unavailable at press time.

WEST AND NORTHWEST

Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington



Erin McMullen
Rain Drop Farm
raindropfarm@peak.org

I've always loved growing flowers. After years of living in rentals and schlepping pots of plants from house to house, buying our property was super exciting. I'd finally be able to settle down and plant the garden of my dreams. I'd always imagined my landscapes would resemble abundant English cottage gardens, à la Gertrude Jekyll. My vision was one that, as a flower farmer now, I run into often: I would carry my basket through the utopia that I'd created, filling it with a snip from this flower, a branch from that, until I'd created a beautiful masterpiece to share with the world. I would rest, in the shade of my weeping willow on my picnic blanket, and slowly fan myself with my hat as I sipped wine and gazed at my garden.

Well, we all know how that turned out. Weeds everywhere, meandering paths that make harvest impossible, aggressive plants virtually swallowing up their more dainty neighbors. Not the thing of my dream, more like a living nightmare. For the first few years, we would literally wander through the garden harvesting stem by stem and assembling farmers' market bouquets as we went. Seeing as we had no cooler, we couldn't start the process until late in the afternoon on Friday, thus giving ourselves 4-5 hours to harvest and assemble for market. It was not the most efficient way to work.

Fast forward 15 years and we've grown, expanded, and become far more efficient. That word again. I hadn't realized my disdain for the word until I started really working on streamlining our farm and business. I had always seen efficiency as a way to classify a refrigerator, as a boring way to make things more boring, as taking away the fun. But, really, efficiency is what makes us able to do what we do, and still see the fun in it. It's inefficiency which steals the joy, which makes this labor of love just labor.

While we are far from totally streamlined, there are a few key things that we have done over the years to make ourselves more efficient. First things first: we got rid of those weaving paths and mixed borders. If a plant wanted to earn its spot, it lived in a row, on drip, and possibly with netting. This move made everything easier. From planting, to weeding, to harvest, to break down, even fertilizing and mulching. So. Much. Better.



Then, we built a cooler. All of us know that conditioning our flowers is of the utmost importance for quality, but another benefit of the cooler is the extension of the harvest, right? With a cooler and a good working knowledge of our crops, we can start our harvesting days ahead of delivery, and we can gauge timing and labor hours to maximize daylight by harvesting over a period of days, instead of trying to get it all done the day before an event or market. Also, working in the cooler is about the most pleasant place to be during the dog days of summer.

Hiring crew, and paying for services. We have always prided ourselves on doing it all ourselves. We can seed, transplant, plant, grow, fertilize, prune, harvest, sell, and deliver our product from start to finish. But when we started looking at where our hours were being spent, like painstakingly seeding snapdragons or filling countless buckets, we started wondering if our time couldn't be used more effectively (read profitably). So we took the plunge and had someone else start some seeds for us, we ordered some plugs, we hired someone to haul compost in instead of driving back and forth with the farm truck to get it.

I'd always imagined my gardens to be abundant English cottage gardens, à la Gertrude Jekyll. My vision was one that, as a flower farmer now, I run into often: I would carry my basket through the utopia that I'd created, filling it with a snip from this flower, a branch from that, until I'd created a beautiful masterpiece to share with the world. I would rest, in the shade of my weeping willow on my picnic blanket, and slowly fan myself with my hat as I sipped wine and gazed at my garden.



We hired a crew. We started with one part-time person and have been able to add hours and people to our amazing crew each year.

While not everyone is at the point that they can hire others, I would wager that you are doing all sorts of things that are keeping you from doing something that would be more profitable for your business. Finding and identifying those tasks and then outsourcing or delegating them has helped us and our operation to become more efficient, profitable and, perhaps most importantly, has helped us with the inevitable burnout. While I know that it's hard to let things go (trust me, I'm the worst at it), it's also a pretty rad feeling to realize that you can.

Another way we have become more efficient is to invest in ourselves, just like you have. By joining organizations like the ASCFG, by making connections with our fellow growers, we have not only formed strong friendships, but have learned and grown with help and advice from others. There's no reason to reinvent the wheel, so we love any opportunity we get to learn from or teach our fellow growers. Seek out your regional groups, your local farmers, develop those relationships. You'll gain so much from them.

As for us, we'll be hosting the Pacific Northwest Cut Flower Growers Meetup in February of 2020 again, in conjunction with the Oregon State University Small Farms Program—maybe you'll join us? We're super excited to see all of your faces at the ASCFG meetings in the fall and spring. The Alaska Peony Growers Association Winter Conference is taking place in Fairbanks January 30 to February 2. A great opportunity to learn more about peony growing.

There are so many ways to streamline and be more efficient, and obviously it will be different for each farm, each business, and each individual. I want to know. How have you made your farm more efficient? What are you doing that helps you save hours and money—what are you doing that increases your profitability? Tell me! Really, I, like all of us, need all the help I can get! Pop onto the ASCFG Facebook page and share your experiences, or send me an email at raindropfarms@peak.org. Let's continue to learn—from each other!

CANADA

Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec, and Saskatchewan



Janis Harris

Harris Flower Farm

janisandmarkharris@hotmail.com

Technology in Flower Farming—How It Can Work For You

In my area August is GO time. It's the busiest, the most flowers, the most events, and when I am the most tired. For some of you August might not be that month but think of the month your fields are exploding and your smile is as wide as your armful of beautiful blooms.

How do you make it through that time? You will make it through and you will not pull your hair out if you plan ahead and use technology. I remember a saying "If you fail to plan you will plan to fail."

You need to set up plans, charts, and documents in the slower times. Thank goodness for the Canadian winters. In the winter I plan out how I see things happening during the times that I can't think.

I make lists and pre-written responses. Each of our weddings has a file that I put all the information in. I have Excel sheets with our weddings and events in order of their date. We had a fillable pdf made for our wedding inquiries. When a future client contacts us we send them the file and they return it. I am not hounding them for information. If they don't send it back it is on them. I try to get as much information as I can: their venue, photographer, their colours and feel of the wedding, even their height—all the information I need so that I have it at my fingertips.

My quotation sheet is also a fillable pdf. After I have met with a couple I fill in the boxes with the information that relates to them. The second page of the document has formulas to do the math for me. I enter how many and the price and it calculates it all. This definitely is something that can be done with paper and a little brain power, but when I am super busy I don't always think straight. The last thing I do when a wedding is finished is to move the file to the "finished weddings" file. A great sense of accomplishment when I see the "finished" side getting bigger than the "to-do" side!

Technology is a great thing. We have come so far, embrace the technology. It is meant to make things easier for you and it TOTALLY can!

Farmer to Farmer Coaching Group

What would it be like to take a day or two off *each week*?

What would it be like to *master your finances*?

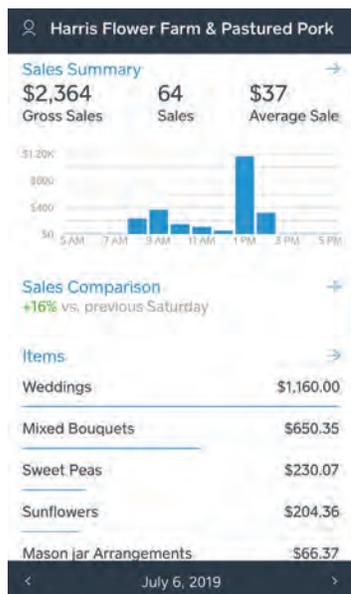


This winter, join 5 accomplished farmers to reach these goals *together!*

organicfarmercoach.com

Google calendar is a great app you can access from your phone, computer, or tablet. Put everything in that calendar. Then you won't forget it. On Sunday nights I go to plan out my week and immediately turn on the Google calendar app and see what is on for the week.

I use the 'CREW' app for my helpers. They all have the app downloaded. I enter the schedule so they can see their hours (it also alerts them of upcoming shifts 3 hours ahead!). If there is a market I don't have anyone to work at I can enter the time and "request people to work". They get a notification and if they want the shift then they can claim it. Even my virtual assistant (a real person) is on the app. He can go on and see the hours worked and generate the pay stubs. We can chat through the app as well. Messages can be sent to certain helpers or to all.



The Square apps (Square POS, Square Invoices, and Dashboard) are AMAZING! My parents grew and sold vegetables at the farmers' market and Mom is so jealous that we have this app now! She used to have to keep a paper record of how much and what she sold. The app works like a cash register. It will text or email a receipt to the customer if they want one. You can also send an invoice to a customer for them to pay. You enter in the products you are sell-

ing and make a picture icon you just touch when it is purchased. The data and information about what and when you sold things are so valuable.

You can create reports with totals for week, month, or year, or from custom dates. We can tell when our busiest times of day at the markets are by the graph the app makes. The app also will collect payment via credit card and tap debit too. Every night I get a report of the total sales for the day and how many of each thing I sold. In the winter you can analyze the data to know what are your best/worst crops.

It's surprising how things shake out. You may find that you LOVE to grow those expensive flowers but they just don't translate into the sales that more profitable flowers do. You don't need expensive equipment. The apps do work on a cell phone. I personally don't like the look of using a cellphone at the market so we have an older generation iPad hooked up to wifi. The iPad is used only for the Square app.

We built a cooler on our farm last year. Before this we had been using my parents' vegetable cooler at their farm. There was too much time driving buckets back and forth from one farm to the other. It is only a five-minute drive but it was not efficient. We



purchased a used cooler unit and I was amazed at how quietly the motor ran. Dad's is MUCH louder and you know if it is running or not by the airplane motor sound starting up.

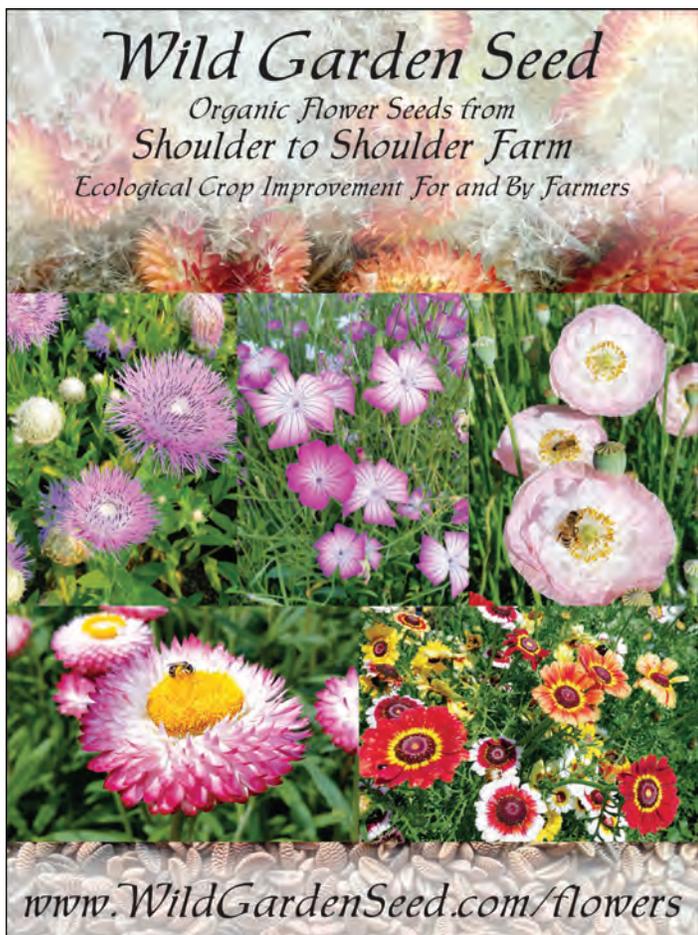
Right away I started thinking of worst-case scenarios and I got worried. How will I know if the cooler is running or not if I can't hear the compressor start? If the power goes out how will I know that? After a quick Amazon search for a "cooler alarm" I found Ubibot. It is a device that is mounted outside of our cooler and has a probe that goes through the wall and records the temperature. A wifi connection is needed for the device to send data to the app. I am able to set alarm parameters on the app to tell me when the cooler temperature is above or below a certain temperature or if the device is not sending data because the hydro is out. I can open the app on my phone from ANYWHERE and know exactly what the cooler temp is. It also generates a graph to see how the temperature has fluctuated in a specific time period. This device and app have given me peace of mind and the ability to make sure the cooler is working properly. On a hot summer day the cooler could be filled with a couple weddings, wholesale orders, and market bouquets, and if the cooler isn't working I need to know immediately! That did happen this summer, and is what flower farmer nightmares are made of! Ubibot told me, though, so we could act fast!

The only place where I am a pen, paper, and clipboard believer is on my weekly worksheets. On Sunday night I get brightly-colored paper and each wedding gets a different colour paper. Design notes and the quantities are written down and delivery locations are recorded. The first page of my clipboard has a breakdown of each day. Orders are recorded on the day before they are due so we know what we must have ready, and we are always a day ahead. I mark down who is working each day and any other notes I need to remember. The clipboard hangs beside the cooler. It stays there all the time. Everyone knows where it is and refers to it often. If something gets added I put Post-its on the page. The main reason I still have a paper list and clipboard is that I LOVE and get great satisfaction from X-ing something off the list when it is done! You don't get the same feeling when you click a check box.

Meet the ASCFG's Newest Members

Mary Beth Abbott, Houston, TX
Marielena Acorda-Shaner, BodaBayfield, Minneapolis, MN
Garry Acree, Foliage Design Systems, Windsor, VA
Sarah Adams, Alberta Girl Acres, Vulcan, AB
Bobby Amos, Bobby's Tuberosa Farm, Russellville, AL
Andrea Amrich, JannieBird Farm, Louisville, CO
Chiara Bruckner and Andrew Gillis, Chiara's Gardens, Philadelphia, PA
Lacy Armstrong, Clay & Lace Farm, Watkinsville, GA
Theodora Atwater, Alameda, CA
Alison Bakke, Stillwater, MN
Ashley Balance, Swallowtail Flowers, Corvallis, MT
Gwendolyn Banton, Conyers, GA
Ann Basehore, Basehore Farm, East Berlin, PA
Sage Bear, Strawflowers and Sage, Gillette, WY
DeAnne Benedict, Flowers to Bless, Alabaster, AL
Vanessa Berg, Valley Sisters Peonies, Wasilla, AK
Indumani Bheri, Pealand, TX

Sonya Birkam, Hope Blossoms Cut Flowers, Hope, MI
Katrina Blackburn, Ganden Landscapes Holding Co., Winchester, ON
William Bontrager, Spring Valley Floral, Loganville, WI
Melissa Boring, Wye Knot Flower Farm, Hollsopple, PA
Clyde and Linda Bossler, Bossler Gardens, O'Fallon, IL
Kerrie Brogdon, KB Farms and Services, Cottondale, FL
Susan Bruner, MLH Farms, Cadiz, KY
Matt Burgesser, Chanticleer, Wayne, PA
Jana Burgoyne, Fox Meadow Flower Farm, Skowhegan, ME
Abigail Carriker, Lily Anne's Farm Goods, Harrisburg, NC
Denise Carroll, Wild Buttercup Farm, Watkinsville, GA
Jamilah Cassagnol, Upper Marlboro, MD
Carolyn Cavecche, Flowers from the Thicket, Orange, CA
Gracie Cavnar, Flower Child, Houston, TX
Marylou Ceniza, Heaven's Meadow Flowers, Rainier, WA
Cam Chamberlin, Old Truck Flower Farm, Hingham, MA
Jennifer Chantz, Merritt Meadows Flower Farm, Fort Washington, PA
Melissa Chilinski, Frog Bench Farms, Salt Lake City, UT
Cristina Chu, Dancing Goose Farm, Melrose, NY
Loretta Clayson, Kanab, UT
Lee Cline, Fox Hollow Flowers, Lamoine, ME
Erin Cole, Little Ann's Flowers, Canajoharie, NY
Erin Cooper, Coop's Blooms, Matthews, NC
Elaine Cowan, Lainey's Bouquets, Nanoose Bay, BC
Mandy Cruze, Knoxville, TN
Kay Cruze, Knoxville, TN
Trudy Cuoghi, Graystem Farm, Powhatan, VA
Amy Dailey, Wild Earth Farm, Wolf Creek, OR
Kimby Decker, Millsap Farms, Springfield, MO
Matthew Dell, Treadlight Farm, Olivebridge, NY
Phillip DeTurk, P3 Farms, West Lafayette, IN
Jacqueline Dougherty, Ms. Fit's Farm, North Berwick, ME
Graham Douglas, Carter's Station Agriland, Spring Hill, TN
Troy and Michelle Dowding, Old World Heritage Farm, Five Points, AL
Linda Dyck, BLD Gardens Ltd., East St. Paul, MB
Joan Dyer, Cultivate Co., Columbia, MO
Pamela Elmore, Valley Sisters Peonies, Willow, AK
Debra Felske, Frances Foy Farm, Gordonville, TX
Stefanie Firestone, Washington, DC
Jennifer Fisher, A Bushel & A Peck, The Woodlands, TX
Christina Ford, StinaBee's Flowers, Cashmere, WA
Kevin and Jennifer French, Full Moon Farm, Wolfeboro, NH
Deborah Gibson, Green Meadow Farm, Kings Mountain, NC
Tony Gilkerson, The Ohio Barn Flower Farm, Fairborn, OH



Audrey Hall, Lafayette, IN
Andrea Hamlin, Enchanted Blooms, Saginaw, MI
Syd Hart, Foothills Farm and Greenhouse, Mayfield, NY
Geri Hawkins, Geri's Flower Farm, Holt, MO
Eli Herman, Biltmore Company, Asheville, NC
Detra Herrman, Sycamore Knoll Farm, New London, PA
Emma Hershberger, Millersburg, OH
Angela M. Hicks, Whitmore Lake, MI
Alexandra Hightower, Hightower's Flowers, Raleigh, NC
Jenny Hite, Black Mountain, NC
Mallory Howard, MLH Farms, Boaz, KY
Lane Hudgins, Monks Trail Farm, Murphysboro, IL
Laurene Hulbig, Laurene Hulbig Floral Design, North Attleboro, MA
Abby Hume, Enchanted Blooms, Oscoda, MI
Julia Hussey, Flora Farm, North Myrtle Beach, SC
Lora Hutcherson, Rooted in Grace Farms, Rock Spring, GA
Sara Johnson, Second Bloom Flowers, Billings, MT
Jordan Jones, Brentwood, TN
Tim Jones, Sunbliss Flowers, Cairo, GA
Christine Kantlehner, White Barn Farm, Wrentham, MA
Susie Kavar, Little Mountain Flower Farm, Maryville, TN
Malisa Klug, Southern Green Gold Farm, Collierville, TN
Cheryl Krieg, Florabelle Farm, Silverton, OR
Danielle Lattuga, Meridian Farm and Forge, Saint Ignatius, MT
Tracy Lawyer, Lick Creek Flower Co., Pendleton, IN
Karin Leaver, Flower Bike Farms, Doylestown, PA
Katrina Litwiller, Homestead Garden Flower Farm, Lavonia, GA
Pam Mack, L Marie Ltd., Greenwich, OH
Michelle Marckres, Kingdom Dahlias, Sheffield, VT
Donna Marshall, Philautia Flowers, New Hope, PA
Martha Mason, Bloomin' Idiots Flowers, Northport, AL
Jeff Mast, Banner Greenhouses, Nebo, NC
Tucker Mayo, Pontotoc, MS
Jodie McCord, Great Blue Farms, Webster, NC
Emily McCoy, Seed to Petal Flower Farm, Loganville, GA
Haley McIngvale, Four Fields, Hernando, MS
Lisa and Andy McNiven, McNiven Farms, Oro-Medonte, ON
Lee Millon, Rainwater Ranch, Winters, CA
Amber Mistishin, Grackle River Farm, Medway, OH
Evan Moore, Jonesboro, AR
Molly Mueller, Molly Fay Flower Farm, Bush, LA
Lisa Nelson, Kenmore, WA
Joanne Newbury, Left Field Flowers, Rosa Glen, W. Australia, Australia
Elizabeth Nicholson, Whitehall House and Gardens, Louisville, KY
Linnet Overton, Green Linnet, Nashville, TN

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Andrea Owen, 7Haus Flowers, New Braunfels, TX
Beverly Anne Owensby, Nicholson, GA
Brittany Peters, Peter's Family Farms, Jerome, ID
Wade Presley, Dryco Florals, Mansfield, TX
DeeDee Price, Polkadotted Farm, Anna, TX
Mindi Rich, Petal Flower Farm, Cincinnati, OH
Pauline Rival, Gourdon, France
Lynette and Brent Roberts, Weiser, ID
Eddie and Sylvia Robertson, Waleska, GA
Valerie Rossman, Tullahoma, TN
Continued on next page.

Newest Members Continued

Kristen Rubin, Sweetwater Stem Co., Gig Harbor, WA

Jim and Liz Rusk, Triple R Ranch, La Plata, NM

Kim Ryan, Mocksville, NC

Joyce-Marie Sabourin, Sabey-Dog Flower Farm, New Haven, VT

Annie Sasseville, Red Door Flowers, Louisville, CO

Katie Shafer, Spring Hill, TN

Jill Shepherd, Jilly's Flowers, Winters, CA

Erin Simmons, Handpicked Homestead, Vashon, WA

Jennifer Smith, FarmGirl Flowers, Maryland, New Windsor, MD

Susan Smith, Sun Ridge Essentials, Jonesboro, AR

Steven Snyder, Alliance, OH

Tasha Sookochoff, Wander Wild, Dubuque, IA

Wayne Spell, Four Fields, Hernando, MS

Peter Stefany, PanAmerican Seed, Santa Paula, CA

Roxanne Stonecypher, Canebrake Farm,
Chesapeake, VA

Katie Stutler, Sage Moose Flower Farm,
Stephenville, TX

Kristen Terry, Goldust Gardens, Milford, CT

Andrea Thatcher, Rimrock Flower Farm,
Roundup, MT

Rene Thorne, Molly Fay Flower Company,
New Orleans, LA

Beth Tillery, Home Pickins, McKee, KY

Jacqueline Turk, Jacqueline's Fresh Cut
Flowers, Verona, VA

Ellen Tusha, Garner, IA

Shannon Tymkiw, Flowerbox Studios,
Pasadena, CA

Bonnie Ugarph, A Place in Time, Clinton, IA

Lisa Ulery, Avon Lake, OH

Katherine Walker, Copperfield Farm,
Weirsdale, FL

Shelia Walls, Walls of Flowers, Fisherville, KY

Kim Watson, Clarksburg, MD

Ann Webb, Russellville, AR

Katy Weil, Meribel Farm, Rhinebeck, NY

Kristina Wentzell, Agnes Flower Company,
Keene, NH

Terri and Bill White, Sweet T's Heaven Sent
Farm, Athens, GA

Jackie Whitesell, Quail Acre Flowers, Irrigon, OR

Katie Wiegand, Sprout and Thicket Flower
Farm, Galloway, NJ

Jessica Woodworth, GraceHope Flowers,
San Jose, CA

Callie Works-Leary, Agradella, Dallas, TX

Christy Wright, Wright's Stock Farm,
Harrington, DE

Olivia and Dennise Wright, Liberty Farm
Flowers, Hart, MI

Seth and Kelci Wright, Firm Root Farm,
Muncie, IN

Steven and Julia Yutzy, Oliver and Grace
Farms, Millersburg, OH

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The strong women who make Snell Family Farm work!



Attendees check out Johnny's cut flower trials.



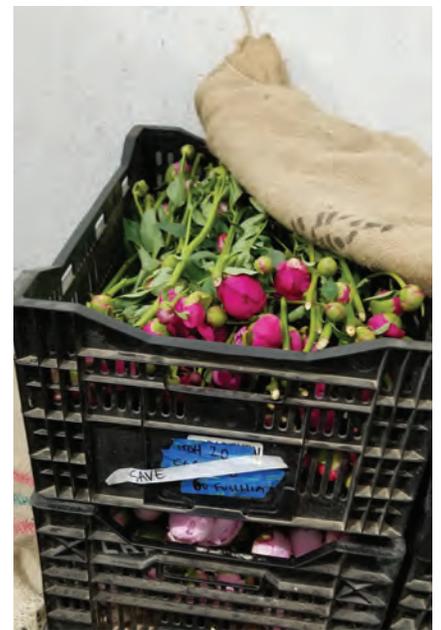
This member keeps her *Quarterly* close at hand.



Johnny's tour included hands-on useful demonstrations of machinery and small tools.



The design studio at Broadturn Farm was the envy of every attendee.



Peonies waiting for sale in the Snell cooler.

Are you making the most of your ASCFG membership?

✓ After you have logged in to the exclusive **Members Only** section of ascfg.org, explore the many resources available using the “Enter keyword/s” and “Search” boxes clearly visible at the top of the page. It will find references in back issues of *The Cut Flower Quarterly* dating back to 2003. Some of you weren’t even born then! Speaker sessions from conferences and meetings starting in 2014 are also included.

✓ **ASCFG Facebook Closed Group.** Check out what members are sharing! Find it by searching “ASCFG Members Only” and request to join if you’re not already in. Before you ask your question, use the Search feature—chances are it has already been asked and answered. Please keep queries and post cut flower related.

✓ **Localflowers.org** Members who are growing commercially have the option to be listed here. Have you had a chance to update your member page? You can now upload photos, add links, indicate your markets, and more!

Contact us for login information or follow these steps to set your password:

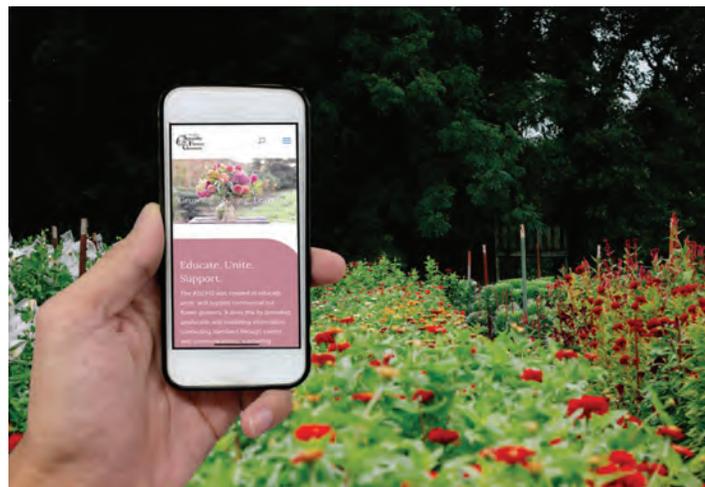
- Go to Member Login at localflowers.org
- Click the lost password link.
- Enter email address.
- A reset password will be sent.
- After you have logged in, there will be instructions to download at the top of the page.

✓ **Mark your calendar for the 2020 ASCFG Events.**

Back to Basics for Cut Flower Nerds, Oberlin, Ohio, February 18-19, 2020
ASCFG Conference and Trade Show, Orlando, Florida, November 9-11, 2020

✓ **Reach out to other members in your Region.** Use the map at localflowers.org or the Member Directory in Members Only to find fellow members near you. Growers are very busy, especially at the peak of their seasons, and their availability will vary from member to member. Suggest that you spend time at one another’s farm to learn and share, or perhaps offer to work with a more experienced member for a day in exchange for the opportunity see their operation firsthand and ask questions. Form a small group in your Region willing to check in on occasion for a casual meeting by phone, email, or in person.

✓ **Introduce yourself to your Regional Director.** Their contact information is listed at the top of their Regional Reports and under the “Contact Us” tab at ascfg.org



Back to Basics for Cut Flower Nerds

The Hotel at Oberlin
Oberlin, Ohio

Tuesday, February 18
Registration 7:30 a.m.
Program 8:00 a.m to 5:00 p.m.
7:00 p.m. evening session

Wednesday, February 19
Program 8:00 a.m. to 12:00 noon



Don't miss this collection of plant experts from across the country who will educate you on horticultural topics like propagation and greenhouse management, botanical discussions of plant anatomy and systematics, and from cut flower breeders themselves, in-depth examinations of how the breeding process works: seedling selection, color preference, stem length—what makes a variety a desirable cut flower, and what does it take to get there? What do they recommend for ideal production techniques?

Bring your questions about lily, marigold, sunflower, snapdragon, dianthus, stock, and lisianthus straight to those in the know. Maybe we'll even be the first to be introduced to some brand new cut flower cultivars!

An analysis of how climate change affects small farmers, and a session on greenhouse/hoophouse production round out the program. A special evening presentation from Bailey Hale makes this a meeting you won't want to miss.

The event is limited to 170 attendees. Watch the ASCFG web site for program and registration details.



The Hotel at Oberlin is a LEED Platinum-certified facility in the center of Oberlin, Ohio, just steps from the home office of the ASCFG. The meeting room rate is \$112, plus applicable taxes. To make your reservations in this limited block, contact the hotel directly at (440) 775-7001 and ask for the group reservation number 2221 in order to receive the discounted rate. This offer is not available online.



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PROGRAM AND REGISTRATION INFORMATION COMING SOON AT WWW.ASCFG.ORG

ASCFG IN 2020

Variety is the Spice of Life

Judy M. Laushman



We find ourselves in a particularly advantageous time for commercial cut flower growers. Based mainly on our own recent interactions, we know that breeders and distributors are aware of the growth in our industry, perhaps particularly in the ASCFG, and working to introduce even more cultivars, and sometimes even entire programs, suitable for cut flower production to the trade.

This is apparent in the number of entries in this issue's New Varieties section (pages 22 to 26), with more likely to be included in the Winter 2020 magazine. Several of the participating companies were eager to send their material, making sure to be part of this important section.

Both William Dam Seeds and Johnny's Selected Seeds graciously opened their doors and trial fields to ASCFG members this year, and growers were happy to be invited. Much as the California Spring Trials provide for bedding and container plant growers, the opportunities for flower farmers to see the initiation and production of the varieties that will become important components of their crop lists is invaluable.

Perhaps we could convince some of the breeders to dedicate portions of their Spring Trials displays to their specialty cut flower introductions, and coordinate visits through the ASCFG. We wouldn't mind traveling through coastal California in early spring!

Until that adventure comes to fruition, however, you'll have the opportunity to meet representatives of some of the most important companies in the business at next February's "Cut Flower Nerds" meeting here in Oberlin, Ohio. This is truly a meeting for plant geeks: we'll take deep dives into those new varieties, as well as basic botany and horticulture. Program information is on page 56; watch the ASCFG web site for session details and registration. Once it appears, don't wait to register—attendance is limited to 170.

We're grateful to the breeders and suppliers for their support of the ASCFG, and encourage you to form your own partnerships with them.



Joy Longfellow introduces attendees to Johnny's new varieties.



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// Roselily

// Calla

// Asiatic, Oriental, & OT Lily

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