### **Urban Small Farms Conference 2019**

Wednesday, February 20th, 2019

Time	Cut Flowers		
	Introduction to the Cut Flower Session -		
1.00	Melanie Stock, USU		
1:00	pg. 80		
	Growing Flowers for Floral Designs -		
	Donna Minch, USU		
1:30	pg. 83		
	IPM for Cut Flowers -		
	Marion Murray,		
2:00	USU <b>pg. 88</b>		
2:30 - 3:00 Break			
	Experiences and Perspectives From a Small-		
	Acreage Cut Flower Grower -		
	Tiffany Maughan, USU		
3:00	pg. 89		
	USU Research on Cut Flowers -		
	Maegen Lewis, USU		
3:30	pg. 94		
	Economics: Going from Hobbiest to Business		
	and Setting Prices - Ruby Ward		
4:00	pg. 97		
·	Establishing Cut Flower Networks in Utah -		
	Melanie Stock, USU		
4:30	pg. 101		

Click on the session you would like to view and it will take you there!

## Introduction to the Cut Flowers Session and Programs at USU

USU is developing a cut flower program and this presentation kicks off our initiative to serve flower farmers across Utah. Topics will include a background of the program, current and upcoming research trials, assessing needs for future success, and grower collaboration opportunities/feedback.

### Melanie N Stock

Assistant Professor Utah State University melanie.stock@usu.edu

I am a new assistant professor in the USU Plants, Soils, and Climate Department. I moved to Utah from Wisconsin in 2018. My background is in using soil science for manure and land management in the wintertime, and running community gardens. At USU, I am excited to work on resource use efficiency and high value crops with small scale producers. I am particularly excited to begin cut flower research and Extension programming.

# Introduction to the Cut Flowers Session & USU Programs

**Cut Flowers Track** 

### **Dr. Melanie Stock**

Assistant Professor / Extension Urban & Small Farms Specialist Department of Plants, Soils, and Climate, Utah State University Certified Soil Scientist, SSSA



7<sup>th</sup> Annual Urban & Small Farms Conference Utah Cultural Celebration Center – West Valley City, UT February 20, 2019





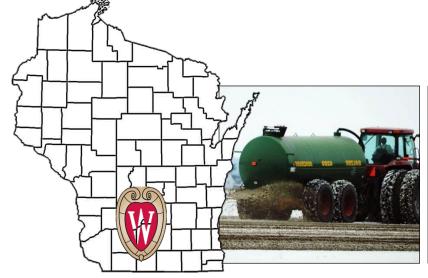
# Today's Topics

- I. Welcome!
  - Who I am
  - Background to USU cut flowers programs/Utah's uniqueness
  - Upcoming studies
- II. Survey
- III. Q&A

### Who I am

- Assistant Professor / Extension Urban & Small Farms Specialist
- My appointment is 70% Extension and 30% Research
- Background: soil physics and winter agriculture, manure nutrient management, and community gardens

University of Wisconsin: PhD Soil Science, Minor: Geological Engineering

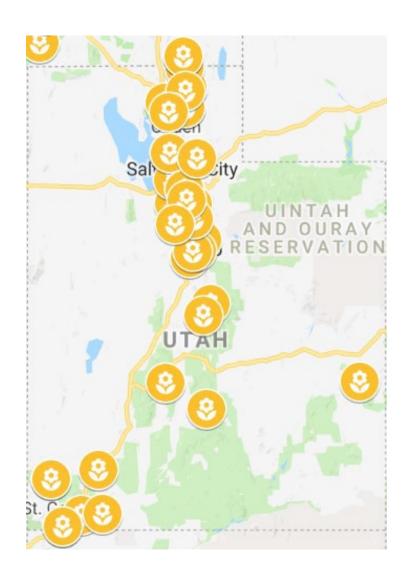








# Need for Cut Flower Programming in Utah



- Viable crop for small farms/diversification
- Clear desire for resources...most of which only exist out-of-state
- Example: 2018 Utah scholarship applicants for the Floret Online Workshop (small-scale flower farming course from private farm in WA state).

(Image adapted from floretflowers.com)

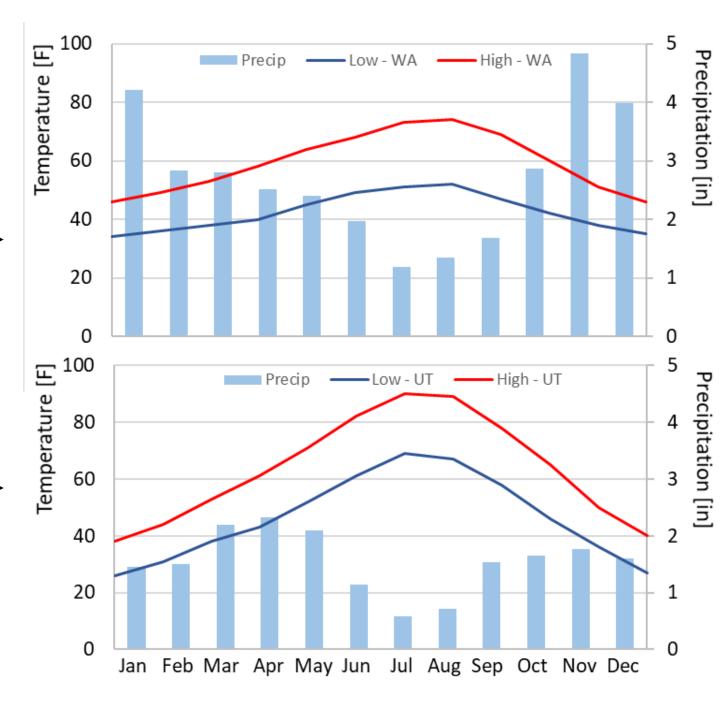
# Utah has unique growing conditions compared to traditional flower hubs, most of US

	Coasts, Midwest	Utah, Intermountain West
Temperature	Mild Relatively constant – daily, year-round, spatially Microclimate not pronounced First frost?	Strong fluctuations Great temperature range – daily, year-round, spatially Microclimate very pronounced First frost?
Humidity	Humid	Semi-arid
Elevation	Low elevation Cloudy	High elevation Intense light
Soil	Acidic pH (< 7) High organic matter (5-10%) Leaches nutrients Salinity is not generally a concern (or thought)	Alkaline pH (8+) Low organic matter (< 2%) Accumulates nutrients Salinity is a major concern
Water	More Neutral	Alkaline

Example: Weather

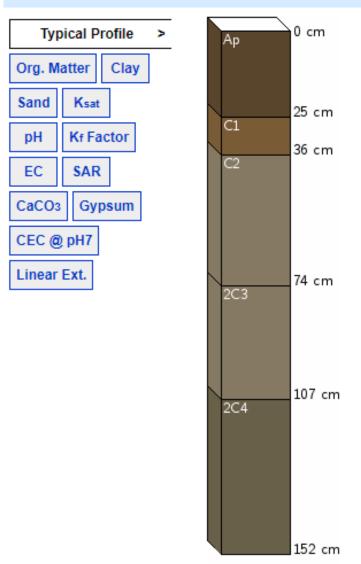
Mount Vernon, WA ---

SLC, UT -

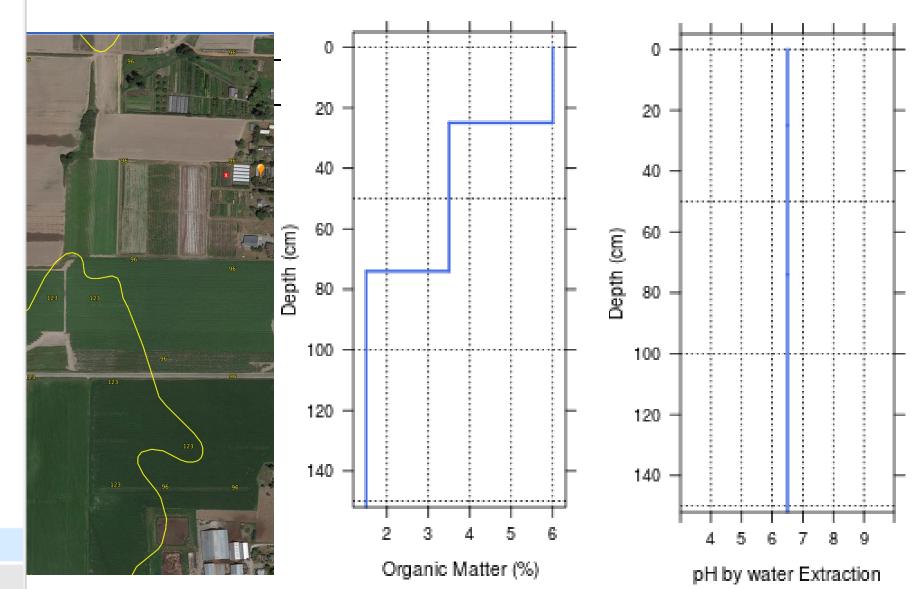


Mt. Vernon
Soil Data Explorer | Series Extent Explorer | Description

### ▲ Soil Profiles



# Example: Soil



### ▲ Soil Taxonomy

Order: Andisols

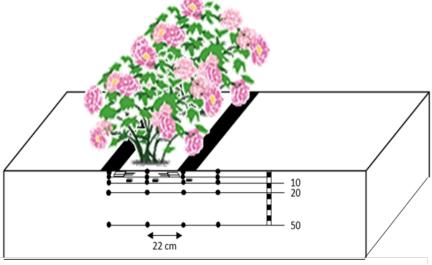
This means we have many research, outreach, and collaborative opportunities!

# I. Advancing Peony for early-season markets



- Research focused on winter chilling in warm places no info on warming for cold places, like Utah
- Tunnels successfully advance fruits and vegetables.
   Now to flowers we are testing outdoor, high tunnel, low tunnel, and soil heat mats





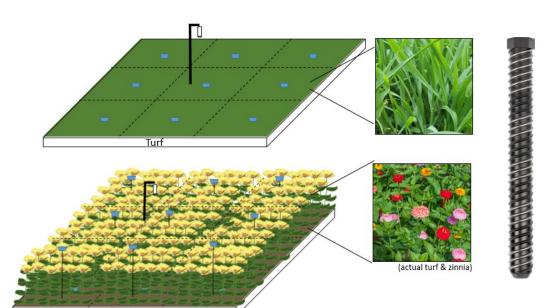
## II. Nutrient Management - Dahlia



- Soil fertility is one of the most commonly misunderstood concepts and can lead to long term soil sustainability challenges
- Dahlia are particularly sensitive to soil fertility
- UT soils are particularly sensitive to soil fertility
- Reliable information is
- Testing Dahlia, Café au Lait

# III. Urban Irrigation Scheduling

- Day versus night irrigation: water savings and crop quality?
- Urban water districts balance conservation practices with demand
- Developing "crop coefficients" for cut flowers
- Testing Zinnia 'Benary's Giant'



Economical, easy-toinstall, excellent soil contact

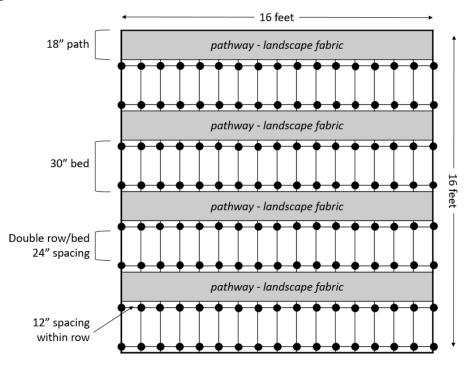
Accurate TDR-based soil water content, electrical conductivity, and temperature measurements from multiple depths











# IV. Future – Planting Bulbs in Fall vs. Spring



floretflowers.com

- 'Tender' bulbs recommended for spring planting
- Growers find fall works better why?
  - Winters are milder than represented by USDA Plant Hardiness Zones?
  - Bulbs are not fully tested for winter tolerance?
  - Light intensity at high elevation demands fall planting?

# (More on) Future Research

- I am here to help let's work together.
- Grower input! You will always know better than me...
  - Key cultivation, seasonal challenges faced by growers
  - Which flowers are most popular that we should trial in Utah
- Grower needs assessments supply key data for grant writing

# Poll Questions

- 1) What is the size of your operation?
  - a. <0.25 acre
  - b. 0.25-0.50 acres
  - c. 0.6-1 acres
  - d. 2-5 acres
  - e. >5 acres
  - f. I don't have a cut flower operation

# 2) How long have you been operating your cut flower farm and business?

- a. <1 year
- b. 1-2 years
- c. 3-4 years
- d. >5 years
- e. I don't operate a cut flower farm, but I would like to one day
- f. I don't operate a cut flower farm and I don't plan to start

3) What is your main cut flower crop?

4) Do you use season extender techniques?

- a. Yes
- b. No, and I don't plan to
- c. No, but I would like to if I had more information

- 5) What management issue is your highest priority?
  - a. Timing seeding/planting and harvest for markets
  - b. Plant nutrient management and yield
  - c. Shading techniques
  - d. Season extenders
  - e. Irrigation
  - f. Marketing
  - g. Pests and disease

- 6) Which management issue is your second-highest priority?
  - a. Timing seeding/planting and harvest for markets
  - b. Plant nutrient management and yield
  - c. Shading techniques
  - d. Season extenders
  - e. Irrigation
  - f. Marketing
  - g. Pests and disease

7) What is the biggest challenge with finding cut flower cultivation information?

- a. There is not much out there
- b. There is too much out there and I can't find what I need
- The existing information is from out-of-state and not geared to my conditions in Utah
- d. I'm not sure where to look

- 8) I prefer receiving cut flower information (grow guides, tips, trends) from:
  - a. Social Media
  - b. Websites
  - c. Books
  - d. Presentations/Workshops
  - e. Other farmers

9) If you had to pick one, what is your favorite form of social media for getting information and updates?

- a. Facebook
- b. Instagram
- c. Twitter
- d. Other: \_\_\_\_\_

# Thank you for attending!

# Questions for me?

Dr. Melanie Stock

Assistant Professor / Urban & Small Farms Extension Specialist

Email: melanie.stock@usu.edu

Phone: 435-797-0248





### **Growing Flowers for Floral Design**

Open discussion of what types of flowers would be best to grow, that can be marketed to designers. Other methods of direct marketing flowers in simple designs.

### **Donna Minch**

Adjunct Instructor Utah State University donna.minch@usu.edu

From a young age, Donna was always a flower child. She has worked in floral design for almost 50 years. A graduate of Ritner's School of Floral Design in Boston with a BS degree in Plant Science from Utah State University. She recently retired after 23 years from USU as a horticulturist, program coordinator for the PSC department regional campus degrees & student advisor. Donna continues to teach in the off campus program & does floral design at home & on the road.

List: Cut flowers for sale: \* favorites

These flowers fit the bill for cut flowers to sell: 5-6 day minimum vase life, long growing cycle, some with multiple stems for weekly cutting and strong stems.

\*Ageratum: Clusters of long-lasting flowers in red, white and blue add color to bouquets. With successive plantings, ageratum can produce continuous blooms from early summer to frost. Focus on the blue.

Amaranth: Love lies bleeding: pendulous blooms, nice foliage

**Bachelor Buttons:** grows one to three feet tall with innumerable fluffy but trim round flowers held above the rather sparse, long and narrow gray-green leaves.

\*Celosia: plume: annual flower whose silky blooms get attention wherever they grow with a wide choice of appearance, size, and color. Large flower clusters on top of green or reddish leaves. ... Heights range from 6 to 36 inches

**\*Dahlia:** a diverse annual flower, from huge, dinner-plate-size blooms to midget pompoms only two inches in diameter. Grow from one to five feet tall. ... The flowers are carried on long stems above the erect plants.

**Delphinium:** Flowers are 2.5 cm across, arranged on a long spike measuring 20-40cm in length. There are also branching types with several flower spikes on one plant. Stems could be as long as 100 cm. Variety of different colors.

\*Gomphrena: globosa, globe amaranth, is an edible plant from the family Amaranthaceae. The round-shaped flower inflorescences are a visually dominant feature. shades of magenta, purple, red, orange, white, pink, and lilac. Dry well.

\*Gypsophilia: Commonly called Gypsophilia or Baby's Breath. Many tiny flowers are produced on branched stems giving a lacy, snowflake appearance. Baby's Breath comes in pink and white. Great filler for bouquets.

\*Larkspur: This relative of the buttercup has complex flowers and comes in a wide range of colors. Most seed suppliers offer color assortments, so you'll have a rainbow of blooms to harvest and mix into bouquets.

**Lisianthus:** Single-flowered Lisianthus have showy, cup-shaped tulip like flowers, and double-flowered varieties are often mistaken, for garden roses. Doubles are the top sellers. Used in wedding work & arrangements.

\*Marigold: Flowers are made up of multiple layers of overlapping petals with the petals getting smaller and more condensed towards the flowers center. The blooms may be single or double colored, varying hues of yellow, orange, red and maroon.

**Salvia.** Produces an abundance of flowers on its elongated stems. Many variety choices for a wide choice of colors, from scarlet to white.

\*Scabiosa: Pincushion flower, scabiosa is excellent for cutting, comes in a wide variety of colors, from white to dark. As with most cut flowers, plant every 2-3 weeks until mid-summer for extended bloom harvest.

\*Snapdragon: Best to start indoors and transplant. Snapdragons take 120 days to mature. Most growers plant a mix of 8-10 colors for variety.

**Statice:** Displays multiple branches of tiny funnel-shaped flowers. Statice's versatility and hardiness make it an ideal flower for arranging! Dries well.

\*Sunflowers. The early-blooming varieties – at under 60 days to harvest – are popular market sellers.

\*Verbena bonariensis. This popular flower produces lilac colored flowers on long, thin stems. Good filler.

**Yarrow.** Also called Achillea millefolium, this popular annual comes in a variety of colors. It can be direct seeded or transplanted, and is ready to harvest in around 90 days.

\*Zinnias. Nothing fills out a bouquet quite like zinnias, with their brilliant colors, shapes and sizes. The giant varieties are bestsellers at the market.

#### **Bulbs**

**Alium:** single round blooms on leafless stems. Shades of lavender to purple, small to larger blooms.

**Gladiolus:** Common names include "glads" and "sword lilies", which refers to its leaves which are long, thin and pointed. Multiple blooms up the stem.

**Asiatic Lilies:** As a cut flower, Lilies are simply wonderful. There are more than 110 species in the Lily Family. Lilies are large flowers, you will find them with six petals, often fragrant, with a range of colors like white, yellow, orange & more!

#### Perennial:

**Liatrus:** Liatris is noted for attracting butterflies. Lavender to Purple feathery flowers on a spike like stem. Good to give height to a bouquet.

**Limonium:** Names used in the trade for various species include misty, Latifolia, sea foam and Caspia. Good filler flower for bouquets.

**Peony:** With hundreds of varieties of this popular perennial, the hardest decision may be which ones to plant! The large fragrant flowers are always a hit at the Saturday market & with florists for weddings.

### **Shrubs**

**Hydrangea:** Limelight is a species called Hydrangea paniculata. The leaves are smaller, but the quantity of flowers is incredible. The 6- to 12-inch-long flower heads are held upright on the plant. The flowers start off a chartreuse lime then change to bright, light lime that is almost white. As fall approaches, the flowers start turning pink.

Hydrangea Macrophylla Choose a variety that also dries well.

**Lavendar:** plants are small, branching and spreading shrubs with grey-green leaves and long flowering shoots. Cut for fresh bouquets or make wreaths & dry.

**Lilac :** fragrant panicle blooms: here's a good article to read: https://www.growingformarket.com/articles/lilacs-cut-flowers

Growing cut flowers to sell:

Where to market:

Farmer's markets: consider sharing a booth with another vendor: Make mixed bouquets in advance & at the market.

Florists: Contact local florists, ask what flowers they may be interested in buying, let them know what you can offer. Take orders or have a flower truck.

Restaurants: offer fresh flowers for the tables. Consider edible flowers https://www.gardeners.com/how-to/edible-flowers/8078.html

U-cut operation: more of an agritourism approach

Subscription sales: bring bouquets to offices or like CSA

Where not to market:

Chain Grocery stores: normally have their own suppliers

Wholesale florists: They can only pay you half of what they sell the product for. Better to sell direct to consumer or florists. \* with the exception of blooming branches.

Some articles you may want to read:

https://www.growertalks.com/Article/?articleid=18373 hydrangeas

https://www.floretflowers.com/how-to-grow-more-flowers-than-you-ever-thought-possible/ Starting a flower farm.

Book:

An American Cutting Garden: A Primer for Growing Cut Flowers Where Summers are Hot and Winters are Cold Suzanne McIntire

### **IPM** for Cut Flowers

Learn about overall management practices to reduce pest problems in cut flower production of annuals and perennials.

### **Marion Murray**

IPM Project Leader Utah State University marion.murray@usu.edu

Marion has been the IPM Project Leader at Utah State University Extension, Logan, since 2006. She conducts outreach and research in IPM, with a focus on fruits and landscape ornamentals. She received her MS in plant pathology from Oregon State University and is originally from North Carolina.

### Experiences and Perspectives from a Small-Acreage Cut Flower Grower

I will be sharing lessons learned as I launched a cut flower business in Cache Valley Utah. I will discuss farm planning, labor, harvest, and markets.

### Tiffany Maughan

USU Extension Research Associate Utah State Unviersity Extension tiff.maughan@gmail.com

Tiffany is an extension research associate for Utah State University. Her work primarily includes composing fruit, vegetable, and flower fact sheets, collaborating on horticultural research projects, and maintaining the Production Horticulture website. She is also the owner of a small cut flower farm, Hammock & Spade Flowers. Tiffany graduated from USU with a B.S. in horticulture in 2012 and a M.S. in plant science in 2013.



# Experiences of a Cut Flower Grower

Hammock & Spade Flowers
Tiffany Maughan



- Farm in Mendon (Cache Valley), UT
- Growing space 5000 sq ft
- Two years
- Full time stay-at-home mom
- Part time USU Extension Research Associate

## Cut Flower Markets I Explored

- Direct Sales
  - Community
- Road Side Stand
  - Staffed booth
  - On your honor
- Farmer's Market



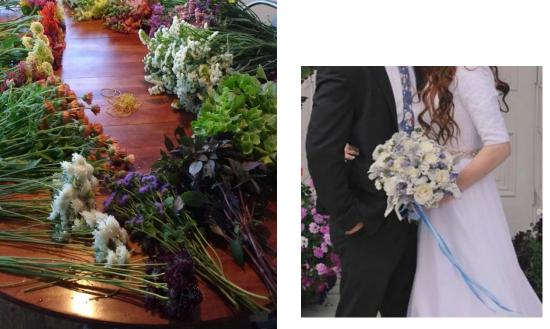
Cut Flower Markets I Explored

Weddings/Events

• Wholesale

• By-the-bucket

• Florists









## Holiday Markets

- May Day: Flower Crowns
- Mother's Day
- Memorial Day
- July 4
- July 24
- Back to School











## Planning: What to Plant

- Use winter months to plan
- Color themes
  - Trends
  - Spring, Summer, Fall











**PANTONE®** 

Greenery 15-0343







## Planning: What to Plant

- Type of Bloom
  - Filler
  - Focus Blooms
    - Disk, Spike
  - Textures



















## Planning: When to Plant

- Production windows
  - Hard to define at first
  - Keep Records!
    - Pictures
    - Farm notebook
  - Succession Plantings



## Planning: When to Plant

	А	В	С	Е	F	Н
1			Estimated			
		a)	Seed	Weeks	Trans-	Cond.
2	Crop	Due	planted	crop	plant	Start
3	Ageratum, Tall Blue Plant	D	3/29/2018	6	5/10/2018	5/3/2018
4	Amaranthus, Love-Lies-Bleeding	D	4/5/2018	5	5/10/2018	5/3/2018
5	Amaranthus, Emerald Tassels	D	4/5/2018	5	5/10/2018	5/3/2018
6	Amaranthus, Red Spike	D	4/5/2018	5	5/10/2018	5/3/2018
7	Ammi.Green Mist	D	3/2/2018	7	4/20/2018	4/13/2018
8	Ammi, Dara	D	3/2/2018	7	4/20/2018	4/13/2018
9	Artemisia, Sweet Annie	D	3/29/2018	6	5/10/2018	5/3/2018
12	Calendula, Zeolights	D	3/29/2018	6	5/10/2018	5/3/2018
13	CA Poppy, Thai Silk Pink Champagne	D	3/29/2018	6	5/10/2018	5/3/2018
14	Iceland Poppy, Sherbert Mix	D	2/9/2018	10	4/20/2018	4/13/2018
15	Celosia, Plume Mix	D	4/5/2018	5	5/10/2018	5/3/2018

- Seeding Schedule
- Expected Harvest window



## Annual vs. Perennial

- Annual
  - Low up-front cost
  - Must replant each year
  - Harvest 1<sup>st</sup> (and only) year



- Perennial
  - High up-front cost
  - Last many years
  - Typically wait 2-5 years to harvest

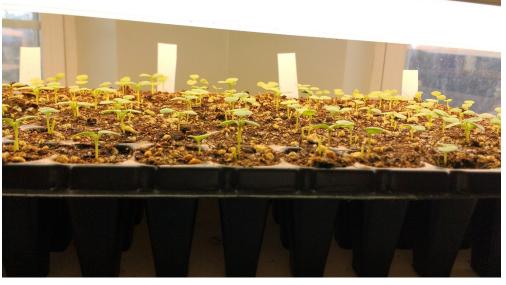


- Transplants
  - Grew my own
    - Lower Cost
    - Increased Variety
  - Contract with Nursery
- Direct Seed
  - Varied Success









- Soil Prep
  - Cover crop
  - Compost
  - Fall Leaves





- Black Plastic
  - Weed suppression
  - Soil warming
  - Water use efficiency
  - Installation
- Drip Irrigation





- Trellis
  - Crop dependent
  - Inexpensive
    - Compared to a ruined crop





## Harvest

- Time of Day
- Tools
  - Hand Clippers
- Buckets
- Preservative
- Move to cool ASAP



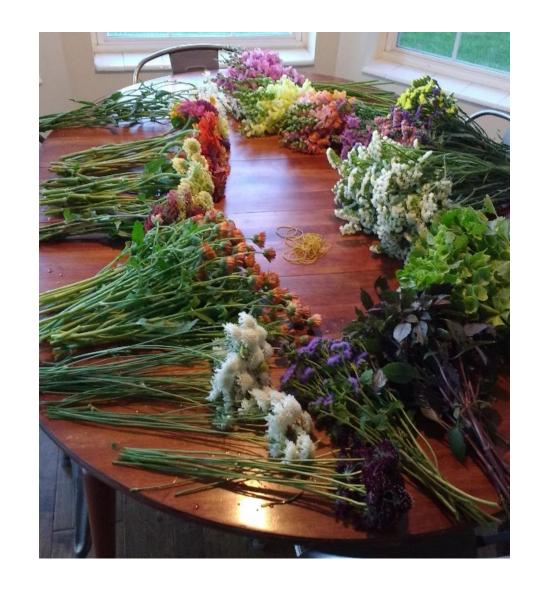






### Harvest

- Prepping
  - Market Dependent
  - My least favorite
  - Time Consuming
- Sorting
- Cleaning Stems
  - Searing
- Bundling
  - Florists: groups of 10 usually



## Pests

- Grasshoppers
  - Bowed to their glory
- Aphids
  - Natural Predators
- Deer
  - Prayer
- Mites
  - Sprayed with water
- Caterpillar
  - Hand removal







### **Dried Flowers**











- Tried to dry every extra flower
- Fall/Winter Wreaths
- Wall Hangings

• Driable Bouquets



## My Favorites

- Top 10 Focus Blooms
  - Cosmos, Double Click Mix
  - Cosmos, Cupcakes
  - Dahlia, Castle Drive (early bloom)
  - Dahlia, Moore Place (early bloom)
  - Delphinium, Belladonna Mix
  - Scabiosa, Black Knight
  - Snapdragon, Madame Butterfly
  - Stock, Quartet Mix
  - Strawflower, Sultain Mix
  - Zinnia, Benary's Giant Mix

### Favorite Fillers

- Amaranthus, Red Spike
- Cress, Persian Cress
- Dusty Miller, New Look
- Euphorbia, Mountain Snow
- Statice, Seeker White

## Conclusions

- Proper planning pays off
- Do market research
- It's a ton of work
- Very rewarding



#### **USU** Research on Cut Flowers

USU cut flower research has been focused on snapdragon and sweet pea production using high tunnel systems. Several cultivars have been trialed at various planting dates to develop crop production guidelines for growers. High tunnels have shown to extend the harvest window and improve stem quality when compared to field grown flowers. Several other perennial and annual crops are beginning to be evaluated for their potential as cut flowers.

#### **Maegen Lewis**

Undergraduate Researcher Utah State University maegenlewis@hotmail.com

I am a student at USU working towards a bachelors degree in plant science. My undergraduate research has involved the development of crop management guidelines for high tunnel grown cut flowers.

## UTAH STATE UNIVERSITY HIGH TUNNEL CUT FLOWER RESEARCH

Maegen Lewis

Undergraduate Researcher
Utah State University

### PURPOSE OF THIS WORK

- Development of crop production guidelines specifically for Utah growers
- 2. Determine the value of high tunnels in cut flower production
- 3. Evaluate the economic feasibility of cut flowers crops



### WHAT ARE HIGH TUNNELS?

### Simple structures

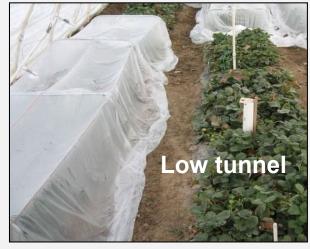
- Passive heating and cooling systems
- Extension of production window
- Improvement of crop quality

### Passive temperature management

- Heating capturing solar energy in sealed high tunnel
  - low tunnels
- Cooling need for ventilation during warmer temperatures, shading for cooling during warmer seasons
  - ventilation and replacing plastic with shade









### COOL SEASON ANNUALS – SNAPDRAGON & SWEET PEA

### Representative cool season crops

- Tolerate light frosts
- Thrive in cooler temperatures
- High tunnels moderate the high temperature variations in Utah

### Snapdragon

Antirrhinum majus

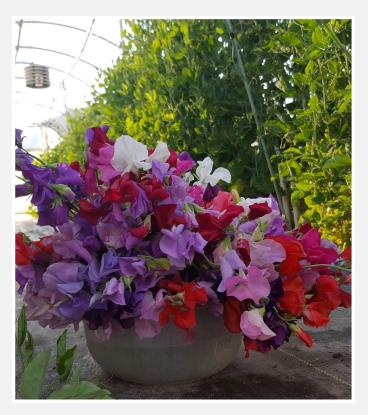
'Chantilly', 'Potomac' and 'Animation'

### **S**weet pea

Lathyrus odoratus

'Mammoth', 'Elegance' and 'Spencer'





### SNAPDRAGON – LAYOUT AND HARVESTING METHODS

### Layout

- 6 replicate plots/cultivar/planting date
- horizontal trellis for support
- low tunnels for frost protection
- plastic changed to shading May29

**Harvesting** – 3 days/week

According to USDA grading standards

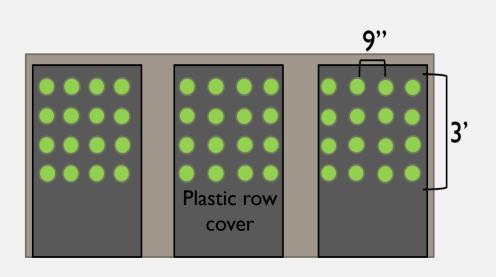
Cull (unmarketable less than 18")
Marketable (18"+)

**High tunnel** – planting dates

9 Feb., 9 Mar., 23 Mar., 12 April

**Field** – planting dates

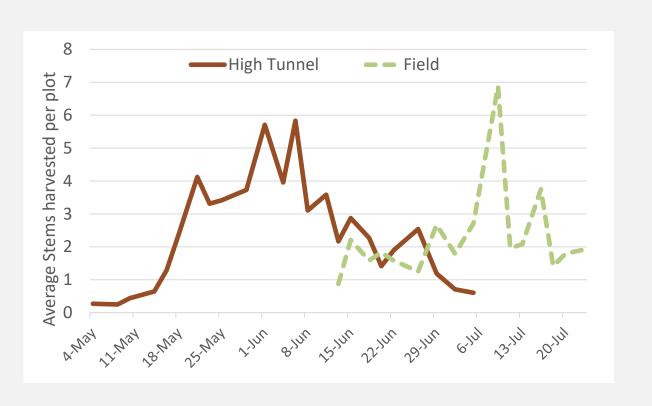
23 April, 21 May

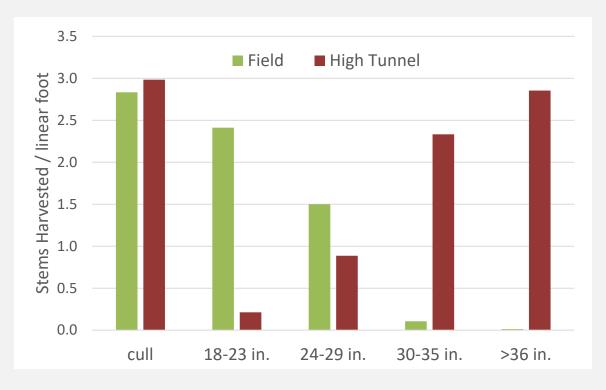






### SNAPDRAGON - HIGH TUNNEL AND FIELD COMPARISON





## SNAPDRAGON - HIGH TUNNEL CULTIVAR PRELIMINARY TRIALS

### Delayed blooming of first planting date

Delayed by cool temperatures

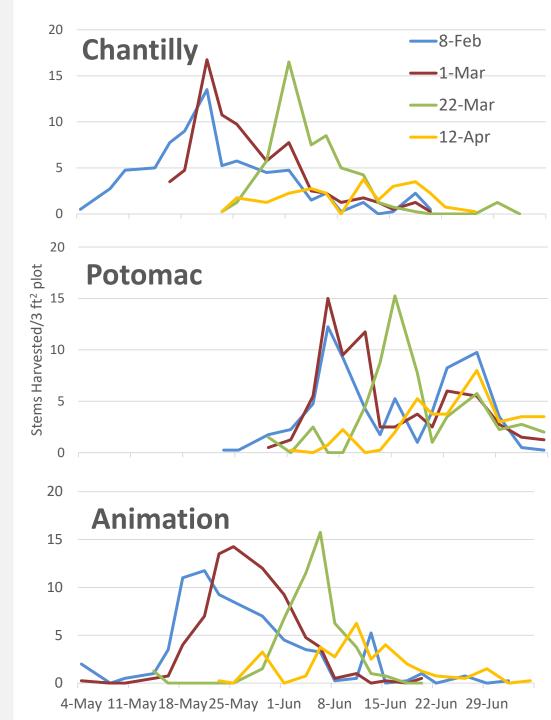
### Low marketability of final planting date

- Unfavorably warm temperatures

### Blooming date variation between cultivars

- 'Chantilly' group I-2
- 'Potomac' group 3-4

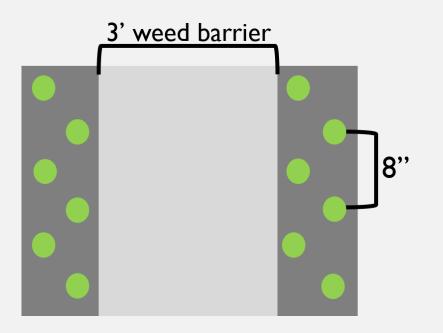
Significant improvement over last years' trials



### SWEET PEA - LAYOUT AND HARVESTING METHODS

### Layout

- 4 replicate plots/cultivar
- Plastic replaced with shade
   March I



### **Harvesting**

- Harvested M-F
- Graded by florist standards
- Cull (less than 8") marketable (8"+)



### High tunnel

Planted Feb. 27

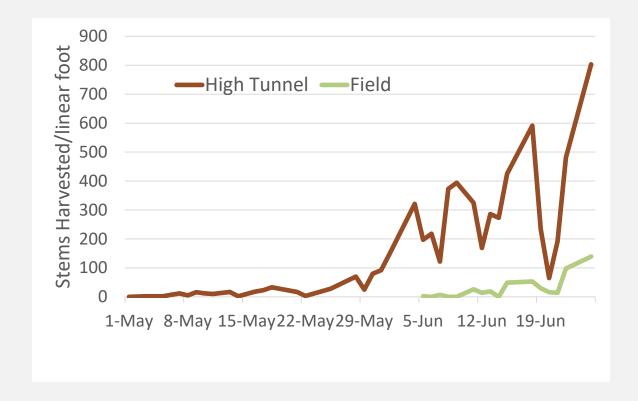
### **Field**

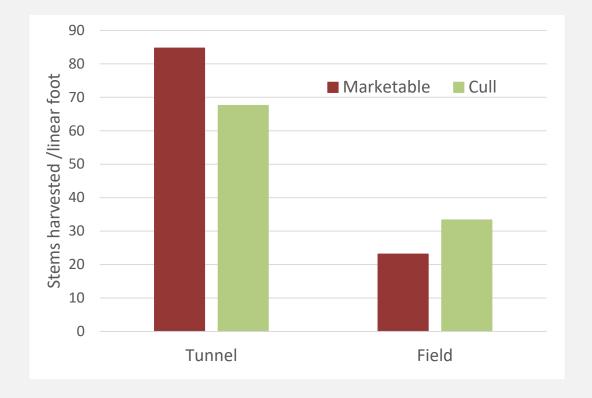
Planted April 21



### SWEET PEA - HIGH TUNNEL AND FIELD COMPARISON

- Production began 4 weeks earlier in the high tunnel than the field
- High tunnel yields were 2.6 times higher than in the field

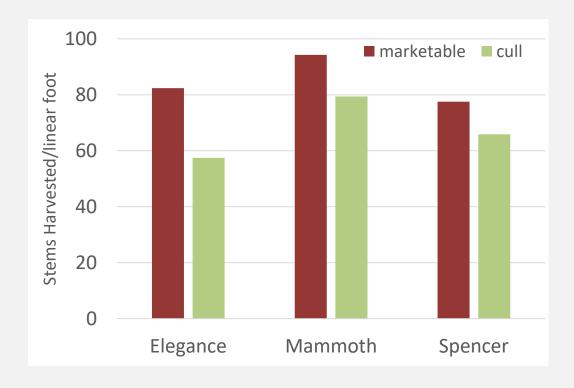




### SWEET PEA - HIGH TUNNEL AND CULTIVAR PRELIMINARY TRIALS

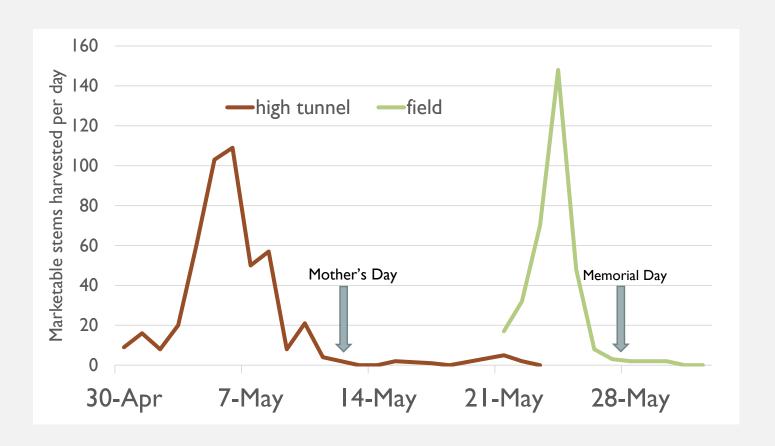
- Increase in culls mid July due to excessive heat and insect damage
- High cull percentage for all cultivars
- Significant improvement to last years trial's earlier planting date





### PEONY - 2018 HARVEST WINDOW EXTENSION

High tunnel peonies began blooming 4 weeks earlier than the field peonies





### EXCITING PRELIMINARY TRIAL CROPS

<u>Campanula</u>			
'Champion'			
'Campana'			
<u>Celosia</u>			

'Pampas plume'

'Cramers Hi-Z'

'Chief'

'Bombay'

'Delhi'

### Cosmos

'Double-click'

'Iron'

'Noble'

**Stock** 

'Katz'

### **Delphinium**

'Cannes'

'Maxima'

'QIS mix'

### **Digitalis**

'Bandana'

'Carousel'

Lisianthus

'Bolero'

'Corelli'

'Doublini'

'Mariachi'

'Rosanne'

'Rosita'

### **Peony**

'Coral Charm'

### **Zinnia**

'Benary's Giant Dahlia'

'Cupcakes'

'Dahlia'

'Oklahoma'

'State Fair'



## THANK YOU

# Questions?

## Economics: Going from Hobbyist to Business and Setting Prices

When you have a business a price needs to be something that will not only cover your costs and allow you to make a profit, it also must be something people are willing to pay. This session will not tell you what price you should charge. Instead it will show you how to examine your situation and set prices based upon your costs and market. It will also show how making mistakes in pricing your product may not only affect your individual business, but also how customers may view local cut flowers.

#### **Ruby Ward**

Professor, Economic Extension Specialist Utah State University Ruby.ward@usu.edu

Dr. Ruby Ward was raised on a farm and ranch in South-eastern Idaho. From Texas A&M University she received an MBA and a PhD in Agricultural Economics. Dr. Ward is a professor in the Department of Applied Economics at Utah State University. She teaches agricultural finance and community planning. Dr. Ward has delivered educational programs in Utah and the surrounding region for the last 18 years. Ward currently co-chairs the Urban and Small Farms Conference in Utah. Ward is the project leader for the Rural Tax Education website (RuralTax.org) and Co-chair of the National Farm Income Tax Extension Committee.

# Economics: Going From Hobbyist to Business and Setting Prices

Ruby Ward
Utah State University



### Session Overview

- What is your competition?
- <sup>™</sup> Where do you want to be positioned?
- What does it cost?✓ Variable Vs. Fixed
- ₩ What is your margin?



### Where do You Want to Be Positioned?

- Calculative
   Cost Alternative
- ∇alue for Money
- Reality Higher Quality
- Special Occasion vs. Frequent Purchase



## What is Your Competition?

- What else can customers buy instead of your product?
- ₩ What does it cost?



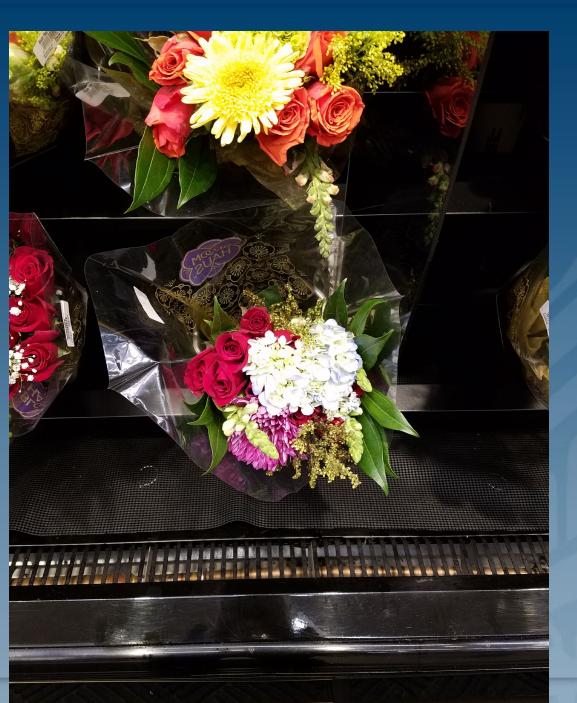




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COOPERATIVE EXTENSION





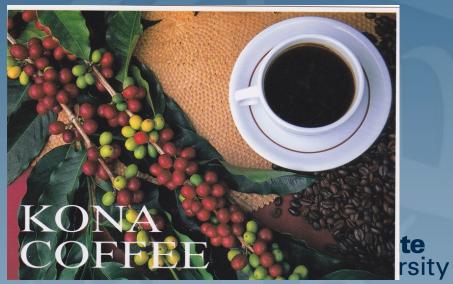


# Commodity

Or

Niche





COOPERATIVE EXTENSION

- - Price will go to just cover costs
- <sup>™</sup> Niche
  - Requires more marketing
  - Price can have a premium



COOPERATIVE EXTENSION

#### What does It Cost?

- Variable Costs − Varies with amount of production (seed, fertilizer, etc.)
- Fixed Costs Set amount no matter how much to produce (rent, tractor, etc.)
- Sunk Costs Already been spent or sunk.



- One time purchase that is not to your normal market
  - Anything above sunk cost
- - ∇alue established over time
  - ™ Need to cover all costs
- New product or market
  - Educate the customer
  - Set their expectations



# Does One Person Selling at Farmers Market Affect Others?



# What does It Cost? What Should the Price Be?

1/2 Acre CSA Shares	Total	Per Share
Inputs	\$1,145	\$115
Fixed Costs	\$550	\$55
Total Cost	\$1,695	\$170



## LABOR!!!!

1/2 Acre CSA Shares	Total	Per Share
Inputs	\$1,145	\$115
Fixed Costs	\$550	\$55
Labor	\$4,460	\$446
Total Cost	\$6,155	\$615



#### Articles on Flash Drives

- Estimating Market Size and Price for Fresh Produce Sales
- Fresh Produce Direct Market Sales Considerations

  Tips for selling at farmers market



#### Establishing Cut Flower Networks in Utah

Many specialty crop farmers establish associations to network, coordinate business, and collaborate on education and research opportunities with the University. This presentation will discuss these options for cut flower growers. We will focus on end-user feedback to gauge interest, discuss logistics, and plan for next steps.

#### Melanie N Stock

Assistant Professor Utah State University melanie.stock@usu.edu

I am a new assistant professor in the USU Plants, Soils, and Climate Department. I moved to Utah from Wisconsin in 2018. My background is in using soil science for manure and land management in the wintertime, and running community gardens. At USU, I am excited to work on resource use efficiency and high value crops with small scale producers. I am particularly excited to begin cut flower research and Extension programming.

# Establishing Cut Flower Networks in Utah

Cut Flowers Track

#### (Dr. Melanie Stock and) Company...

Assistant Professor / Extension Urban & Small Farms Specialist Department of Plants, Soils, and Climate, Utah State University Certified Soil Scientist, SSSA



7<sup>th</sup> Annual Urban & Small Farms Conference Utah Cultural Celebration Center – West Valley City, UT February 20, 2019





# Today's Topics – A starting point for Discussion

- Developing a Growers Association
  - Background
  - Reasons
- II. Recent Progress
- III. Updates from growers?

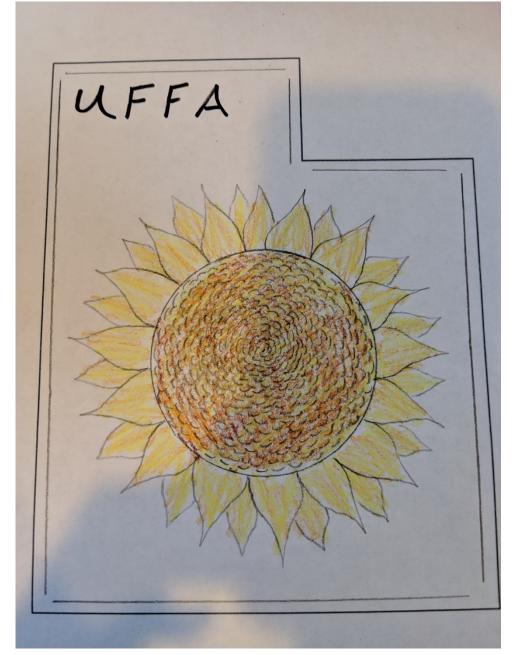
#### Reasons for an Association

- To support flower farmers through education, business opportunities, helping them reach their ideal customer
- Bring awareness of Slow Flowers to the local customer.
  - Make it just as popular and well known as Slow Food.
  - Possible coop opportunities
  - This support sales, increases customers, and sustainability
- Make it easy for people to find a flower farm to buy from.
- Efficient way to communicate with and between farmers
- Increase USU interface: research collaborations, grant opportunities, field days, farm tours

## Name & Logo

- Utah Flower Farm Association
- Logo by Heather Griffiths, Wasatch Blooms
- Something simple like Utah Berry Growers Association





# First Meeting

- In attendance: Heather Griffiths, Lindsey Waddoups, Shelly Zollinger, Fawn Rueckert, and Melanie Stock
- Defined Action Steps:
  - Mission statement
  - Membership
  - Bylaws
  - Establishment of nonprofit
  - Start website
  - Recruitment of farmers, then outreach to consumers

#### Mission Statement

Our mission is to promote local and sustainable floriculture by supporting local flower farms through education, outreach, and research programs. We also focus on educating flower lovers of the economic and environmental impact of local flowers, as well as the diversity of flowers available through Utah Flower Farms.

# Membership and Fees

- Discussed two-tier system, but will focus on professionals at this time
  - Home Growers track
  - Professional track
- Professional Growers only, some possible requirements
  - business license
  - grown for profit
  - presently own a farm for cuts
  - written application and fees
  - approved by a committee
  - agrees to the bylaws of the association

# Example Membership: Alaska Peony Coop

- Membership is held one per farm or farming entity, and each membership is entitled to one (1) vote. Individuals, organizations or entities that own more than one farm shall have one (1) vote.
- All members are co-owners of the APC.
- Membership investment must be fully paid to be considered a member in good standing.
- Dues are established by the membership at the request of the Board of Directors. Annual dues must be fully paid to use APC services. Current dues are \$100.

An individual one-time membership fee is US \$750 and is non-refundable. If annual dues are implemented for any given year, dues payment will be required by January 31st or the member will be considered as not in good standing.

# Example Terms of Membership:



#### alaskapeonycooperative.com/join\_alaska\_peony\_cooperative.html

- I agree to comply with this Membership Agreement and with, as they currently exist or are later adopted or amended, the APC: (a) Articles of Incorporation; (b) Bylaws; (c) Policies; (d) rate or price 1. schedules; (e) Operational Plan; (f) Risk Management Plan; and (g) rules, regulations, and actions adopted, taken, or approved by the Board of Directors (a through g, collectively, are the "Governing Documents"), all of which constitute a contract between the APC and its members. I may view the current Bylaws on the APC website at ww.alaskapeonycooperative.com, or I may request that the Board of Directors email a current copy to me.
- I understand that APC will set standards in the Governing Documents for product quality and acceptability and that flowers must meet those standards in order to be purchased by APC.
  - Members are allowed the use of the APC logo on their farm advertising materials; website, business cards and letterhead.
- If I am delinquent in equity payments or other financial obligations to the APC, I may have member benefits suspended and will be considered as a member "not in good standing".
- APC policies may be changed by the Board of Directors as the need arises in accordance with the governing documents.
- Upon 45 days of notice, I may apply to the Board of Directors to terminate my membership with APC. Any funds owed the member will be returned per the APC Bylaws pertaining to Membership Termination minus any outstanding obligations. Memberships are not transferable to a third party.
- I authorize the APC Board, at its sole discretion, to recoup, offset, or set off any amount I owe to the APC, including any compounded interest and late payment fees, by reducing the amount of any 7. patronage refunds, dividends, or similar amounts retired and paid to me, regardless of any statute of limitation or other time limitation.
- The APC, its Board, and Executive Director have disclosed potential risks associated with the formation of the APC, and I understand that my membership fee will not be returned.
- I agree to fully pay the equity capital required for membership in the APC and to pay all current and future dues and fees for services the APC agrees to provide me. The initial membership fee may be paid by one of two methods; 1) The full amount (\$750) at the time of signing this agreement or 2) \$450 at the time of signing this agreement and an installment of \$150 on the first and second anniversary of this agreement for a total of \$750. Option 2 will provide all membership rights except the member will not be able to market flowers through APC until the membership fee is paid in full.
- I agree to pay the APC for its damages, costs, and expenses, including attorney fees and legal expenses, caused by or associated with my failure to: (a) pay any amount charged or assessed by the APC; (b) 10. comply with the Governing Documents; or (c) provide the APC with truthful, accurate, and complete information.
- The terms of this Membership Agreement may be modified or amended by action of the Board of Directors. Members shall be informed of any and all changes. The modifications or amendments shall 11. apply prospectively from the date of the amendment or modification forward, but the modifications or amendments will not apply retroactively if retroactive application prejudices the Member.
- I agree that this Membership Agreement is governed by and interpreted under the laws of the State of Alaska. 12.

13.

- I understand that any patronage refunds or certificates of per-unit retained earnings are taxable income for which I am required to file on my federal tax return.
- I agree that I shall keep confident and not disclose APC confidential information to non-cooperative sources unless approved by the APC Board of Directors. This confidential information may include 14. information on contracts, marketing agreements, business strategies and production rates or as determined in the Governing Documents. 15.
  - I will keep a copy of this Membership Agreement and of the Governing Documents (when approved by the Board of Directors) for my records.

# Bylaws Example: Alaska Peony Cooperative



https://alaskapeonycooperative.com/APC\_Bylaws.pdf

# Establishing as a Nonprofit

- Heather Griffiths
- 501(c)3

### Website

Heather Griffiths purchased the URL: utahflowerfarms.com

#### Potential Positions & Recruitment

- President
- Vice president
- Treasurer
- Secretary
- Newsletter editor
- Publicity
- Research
- Education

# Publicity

- Instagram
  - Having a farmer use the IG feed for a week or more to highlight their farm,
  - Need 1-2 people to manage the feed, build a following, highlight slow flower issues, etc.
  - Use the hashtag #utahflowerfarms that is already existing? Or start new?
- Facebook?
- What news outlets, publications, TV shows, can we appeal to who might want to cover this story?
  - Punk Rock Farmer (radio)
  - Fox This Place (tv)
  - City Weekly
  - Salt Lake Tribune
  - Sugarhouse Journal
  - UPR (radio)
  - Maria is writing an article.

# Timeline for going public...

# Thank you for a great First Annual Cut Flowers Session!

Dr. Melanie Stock

Assistant Professor / Urban & Small Farms Extension Specialist

Email: melanie.stock@usu.edu

Phone: 435-797-0248



