

# UTAH PREMIER FLOWER COLLECTIVE

What is it & Why it works

# Outline

- Intro
  - Why/When/Who
- Collective = Team
  - Trust/Communication/Find the right team
- Benefits of a collective
  - Consistency/support/specialize/diversity as a strength
- Conclusion

# Intro

## Why

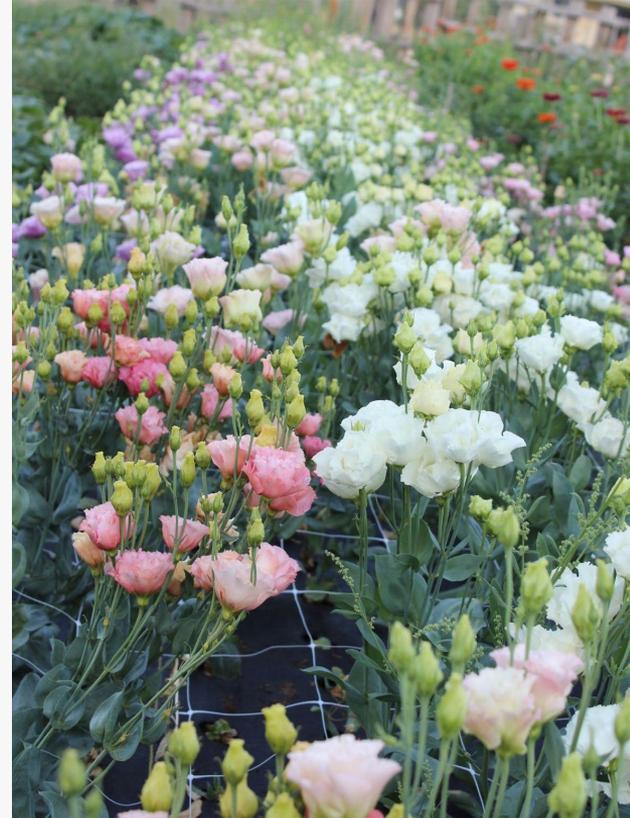
- No one has enough time
- Link growers and florists
- Consistency, quality and quantity

## When

- UPFC created 2021

## Who

- 16 Farms
  - 2 states, 6 counties
  - Men & Women
  - 1-6+ years experience
  - All sizes of growing spaces



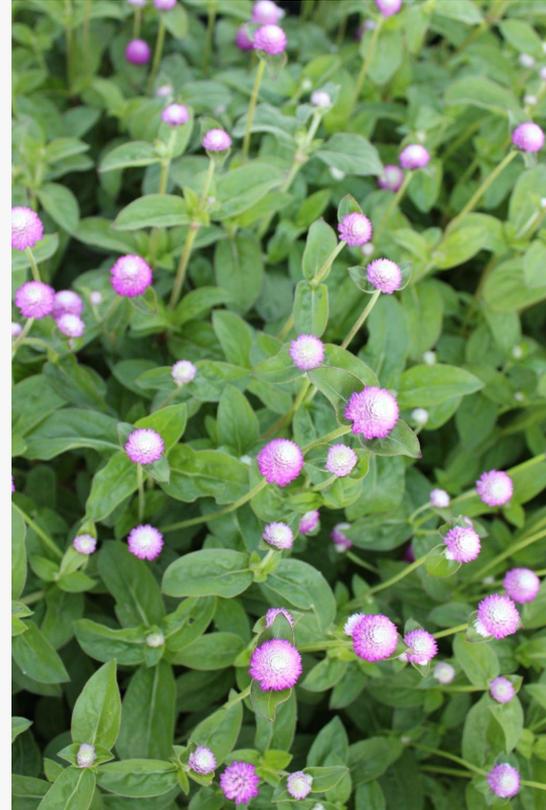
# Collective = Team



- **Trust**
- **Communication**
- **Share in the work**
  - **Contracted work**
  - **Volunteer hours**
- **Are you able to “let go” of control?**
- **Find the right team for you**

# Benefits of a Collective

- **Consistency for florists**
  - pricing/standards/quality
- **Support Network for growers**
  - Coolers, logistics, client list
- **Specialize/Define your focus**
- **Utilize strength in a diverse group**
- **Product has a larger audience**
  - 3 days per week + 3 locations



# Conclusion



- What are your flower goals?
- Is a collective setting the place to help you achieve your goals?

**Choose people who choose you!**

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