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Background

- We were funded by Western SARE to develop a Cut Flower Crop Production Guidebook for regional conditions and needs.
- Goal: Compile, streamline, and expand upon existing content with a comprehensive guidebook that serves as a teaching and reference tool.
- Team (plus guest authors):
 - Kellie Webb, North Ogden Flower Farm, Editor
 - Nick Volesky, RA and experience with the Utah Vegetable Guide
 - Content, Ali Harrison and Amanda Pratt
 - Coauthors: Claudia Nischwitz (disease), Kynda Curtis (economics), Ben Scow (southern Utah)
- We want YOUR feedback on the content needs and priorities.

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Existing content

- We have dozens of fact sheets for regional production!
 - Specific crop production guides and enterprise budgets for cut flowers
 - Broader guides for resources, economics, and infrastructure
- Finding USU content – it’s all free.
 - Posted at flowers.usu.edu & smallfarmslab.com
 - I also post our academic papers at smallfarmslab.com
 - Diverseag.org – recordings of the Urban and Small Farms Conference

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Current fact sheets: Crop production

<ul style="list-style-type: none"> • Cut flowers (published) <ul style="list-style-type: none"> • Anemone • Celosia • Cosmos • Dahlia • Lisianthus • Peony • Ranunculus • Snapdragon • Stock • Sweet pea • Zinnia 	<ul style="list-style-type: none"> • Cut flowers (in preparation) <ul style="list-style-type: none"> • Allium • Ammi • Atriplex • Bachelor’s Buttons • Baptisia • Basket Flower • Bells of Ireland • Bulbs • Bupleurum • Delphinium • Dianthus • Dusty Miller • Echinacea • Echinops • Eryngium • Gladiolus • Gomphrena • Larkspur • Millet and sorghum • Statice • Strawflower • Yarrow
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Current fact sheets: Other resources

<ul style="list-style-type: none"> • Crop-specific enterprise budgets • Dahlia mosaic virus (DMV) Soil sampling and testing <ul style="list-style-type: none"> • Routine • Contaminants • High tunnel design and cost calculator • Low tunnels for cut flower production 	<ul style="list-style-type: none"> • Amendment and fertilizer use • Irrigation in high tunnels • Small tools • CSAs • Cut flower consumers • Florist surveys • Industry overview • Market options
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Today is a listening session for your input.

- A discussion to gather ideas and priority.
 - Completely anonymous survey to guide us.
 - May also enter any thoughts into the chat.
- Frame your answers through challenges you’d like assistance with or reference for (1st priority) and then what you see as common needs of beginners (2nd priority).
- Topics: 1) overall/broad chapter ideas, 2) subtopics/content needs within chapters, and 3) farm demographics (help interpret results).

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Please bring out your phones!






- Access the anonymous survey.
 - Use this QR code to access the survey.
 - Link will also be added to the chat.
- Please do not skip ahead in the survey (or if you do, please continue to engage in the discussion through chat as we approach each question).
- We'll see how this goes!



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Thank you for joining, engaging, & sharing your voice.

Contact info:

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