

*Supporting Your Farm
Through Education and
Community:
What the UCFFA Offers*

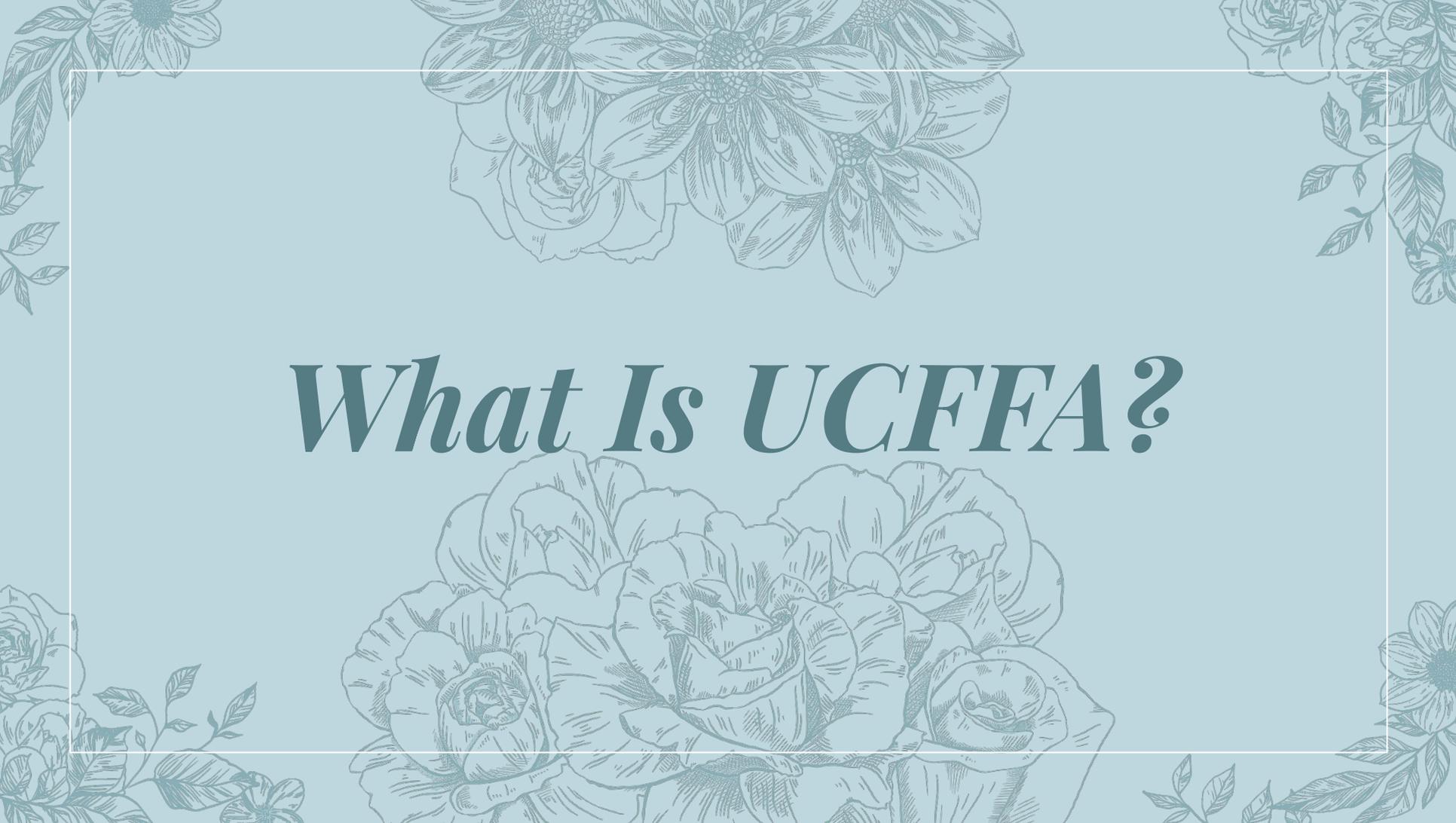
**Presented by Mollie Payne,
UCFFA President**

**USU Small Farms Conference
Feb 18, 2026**



Farming is hard to do alone

- ◆ Technical challenges (production, pricing, marketing)
- ◆ Business isolation (few peers in niche crops)
- ◆ Rapidly changing expectations (customers, regulations, markets)



What Is UCFFA?



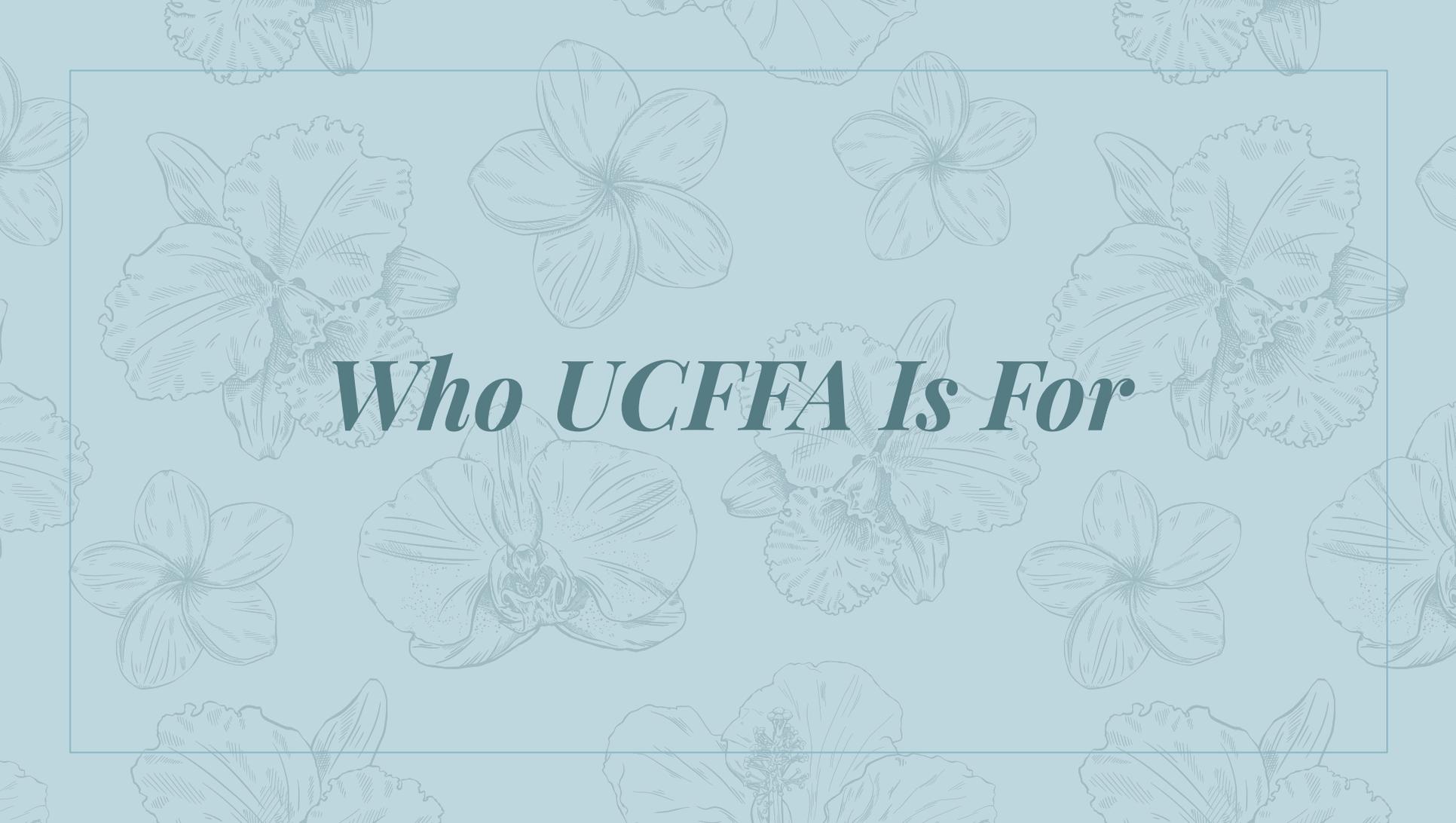
Utah Cut Flower Farm Association *Mission Statement*

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.

Who we are

- ◆ Statewide nonprofit association
- ◆ Founded by and for Utah cut flower growers
- ◆ All scales welcome: backyard → commercial



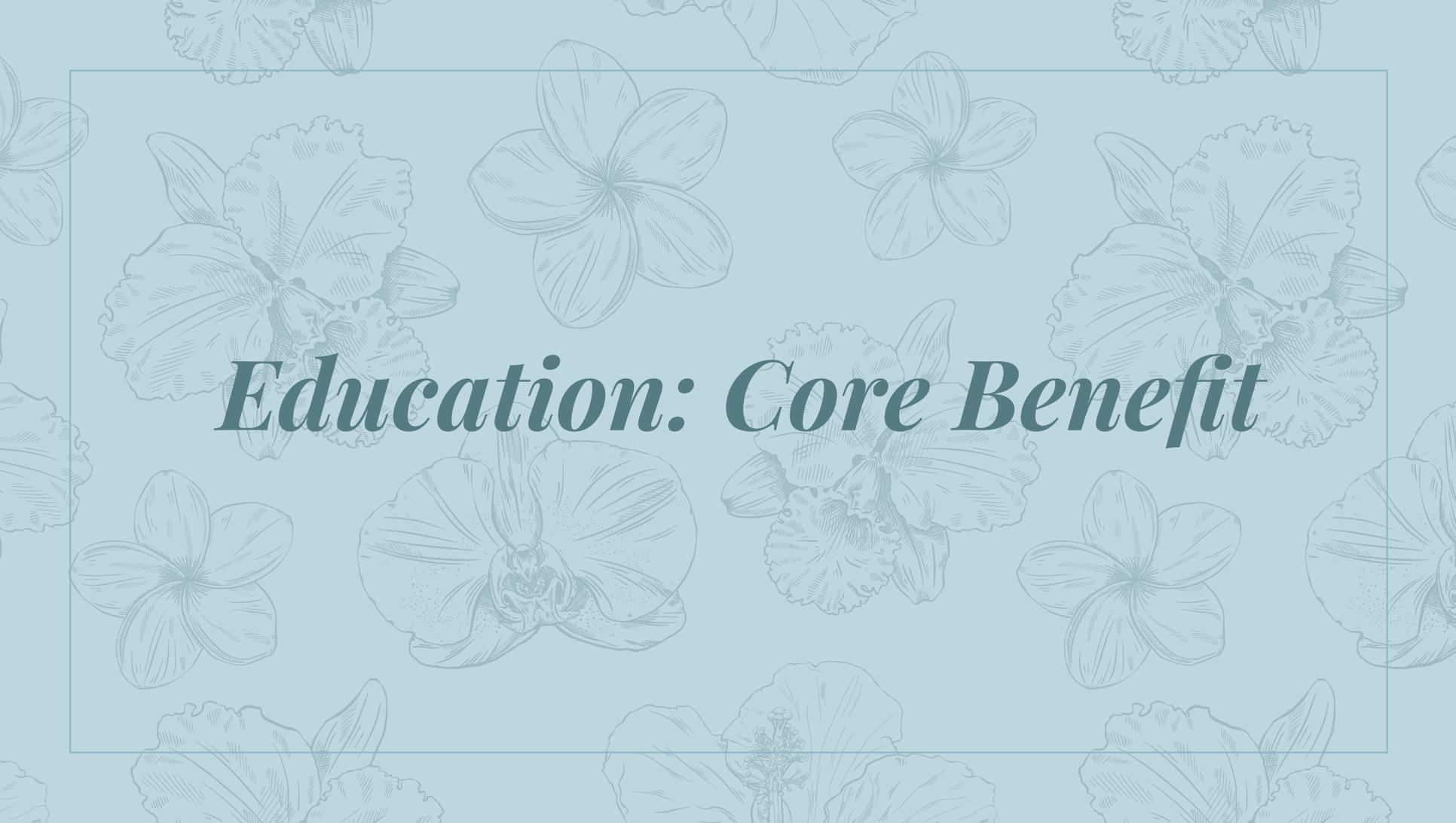


Who UCFFA Is For



UCFFA supports

- ◆ New growers exploring cut flowers
 - ◆ Established farms wanting to scale or stabilize
 - ◆ Farmer-florists and wholesale growers
 - ◆ Specialty and diversified farms adding flowers
- 



Education: Core Benefit

What we teach



- ◆ Production fundamentals (varieties, seasonality, postharvest)
- ◆ Business skills (pricing, sales channels, record-keeping)
- ◆ Market-specific education (wholesale vs retail vs events)



How education is delivered

- ◆ Annual Utah Flower Conference
- ◆ Field days and farm tours
- ◆ Online live presentations with experts from around the country
- ◆ Online resources and recorded content (Almost 30 hours of recorded content are available to all our members!)

SOLD OUT

Utah Cut Flower Farm Association's

UTAH FLOWER CONFERENCE

*"Blooming Together:
Cultivating Connection and Elevating Standards"*

02.01.25

Utah Cut Flower Farm Association's

UTAH FLOWER CONFERENCE

*"Blooming Together:
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Proudly sponsored by

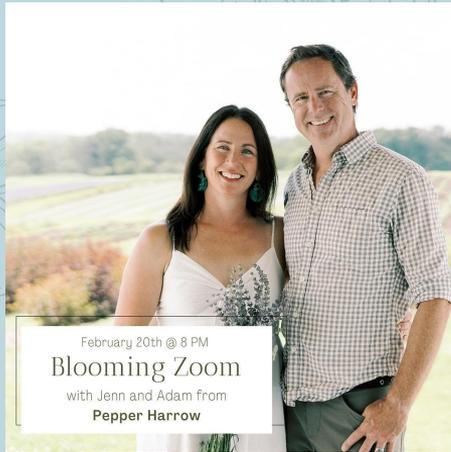
SNUCK FARM *Bloomed Life* **Johnny's Selected Seeds** **HERITAGE MEMS**

UTAH FLOWER MARKET **Utah Farm Bureau Federation** *rooted farmers* **EXTENSION UtahStateUniversity**

SOUTHERN UTAH GARDENS **BLOOM GARDENS Magazine** **HARRIS SEEDS** **THE STEVE REGION CO** **USDA NRCS**







February 20th @ 8 PM
Blooming Zoom
with Jenn and Adam from
Pepper Harrow



March 20 @ 8 PM
Blooming Zoom
with **Jaems and Bryan**
from **Petal and Pines Farm**

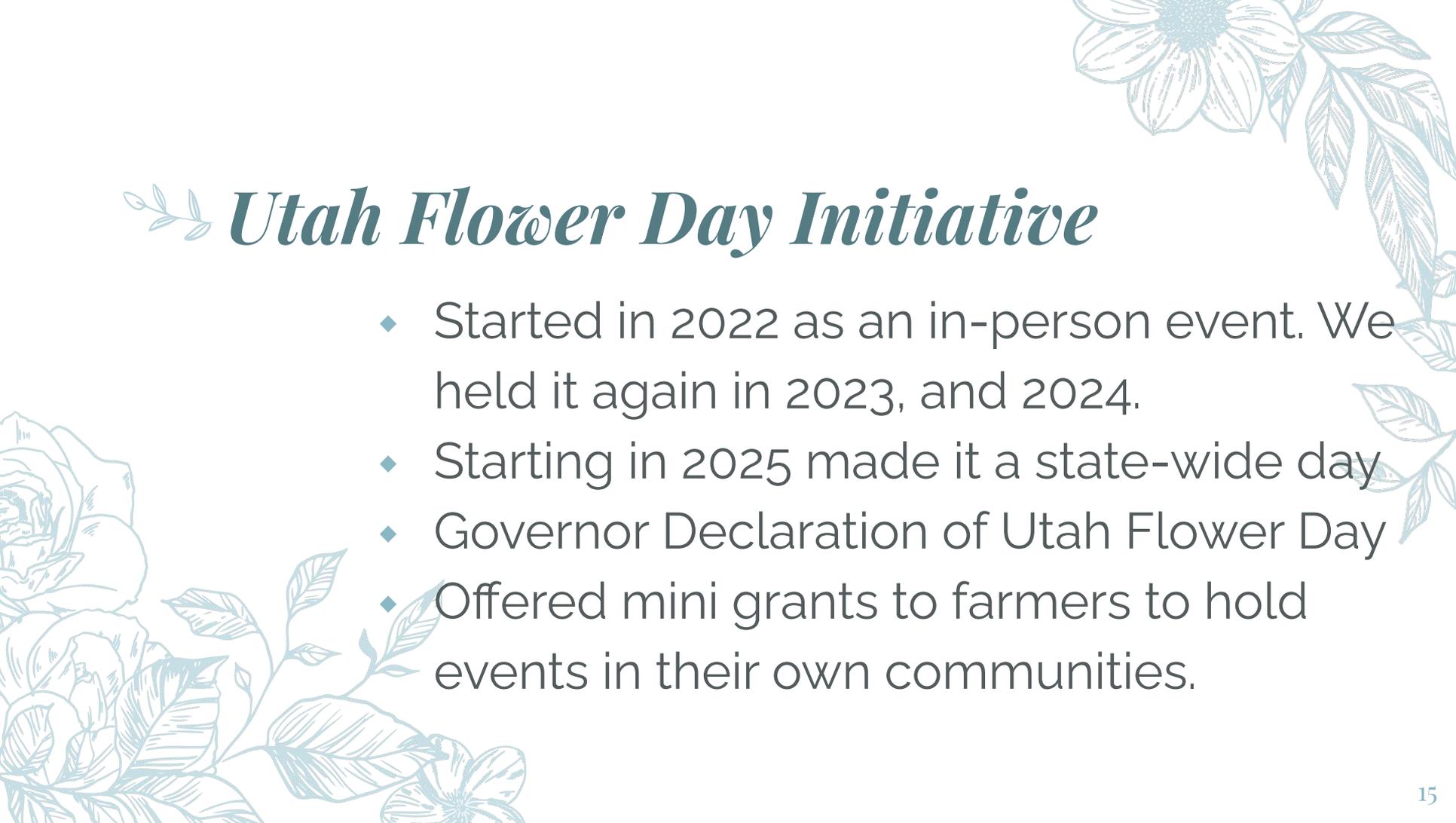


A screenshot of a YouTube channel page for 'Blooming Zooms'. The main video thumbnail shows a close-up of pink and white dahlia flowers. A 'Play Video' button is overlaid on the thumbnail. To the right of the thumbnail is a menu with the following items: Member Events, Groups, Grower Grants, UCFFA Logo, and Share Photos. Below the main video is a search bar with the text 'Search video...'. Below the search bar are several video thumbnails, including one titled 'WHY I LOVE MY FARM STAND'.

The slide features decorative floral illustrations in the corners. In the top right, there is a large, detailed drawing of a flower with many petals and several leaves. In the bottom left, there is a cluster of flowers, including a large rose and a smaller five-petaled flower. In the bottom right, there is a branch with several leaves. The main title is written in a dark teal, italicized serif font, preceded by a small leaf icon.

Education for the public

- ◆ Monthly newsletter to the public to keep them informed on what our farmers are upto, what is in bloom, etc.
- ◆ Utah Flower Day (Aug. 29th, 2026)



Utah Flower Day Initiative

- ◆ Started in 2022 as an in-person event. We held it again in 2023, and 2024.
- ◆ Starting in 2025 made it a state-wide day
- ◆ Governor Declaration of Utah Flower Day
- ◆ Offered mini grants to farmers to hold events in their own communities.



WHY BUY UTAH-GROWN FLOWERS?

FRESH CUT

*for higher quality,
and longer vase life*



UNIQUE VARIETIES

*seasonal, stunning, and
unique to local farms*



LOCAL

*every bloom supports
a real Utah farmer*



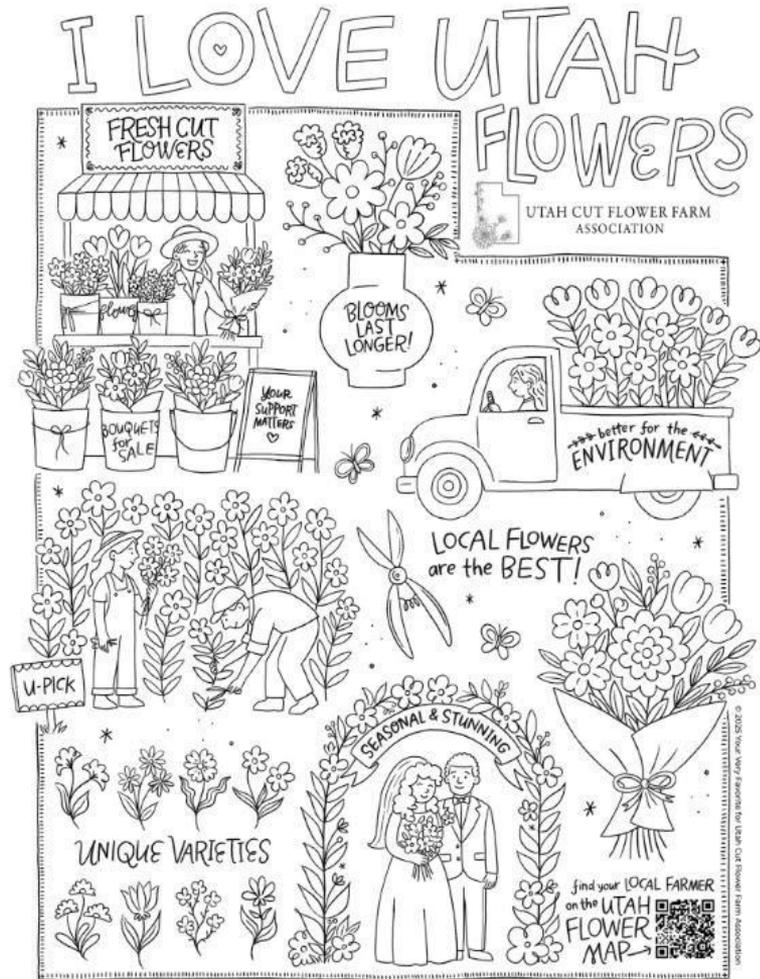
BETTER FOR THE ENVIRONMENT

*grown with care by
farmers close to home*



UTAH CUT FLOWER FARM
ASSOCIATION

FIND YOUR LOCAL FARMER
on the UTAH FLOWER MAP →



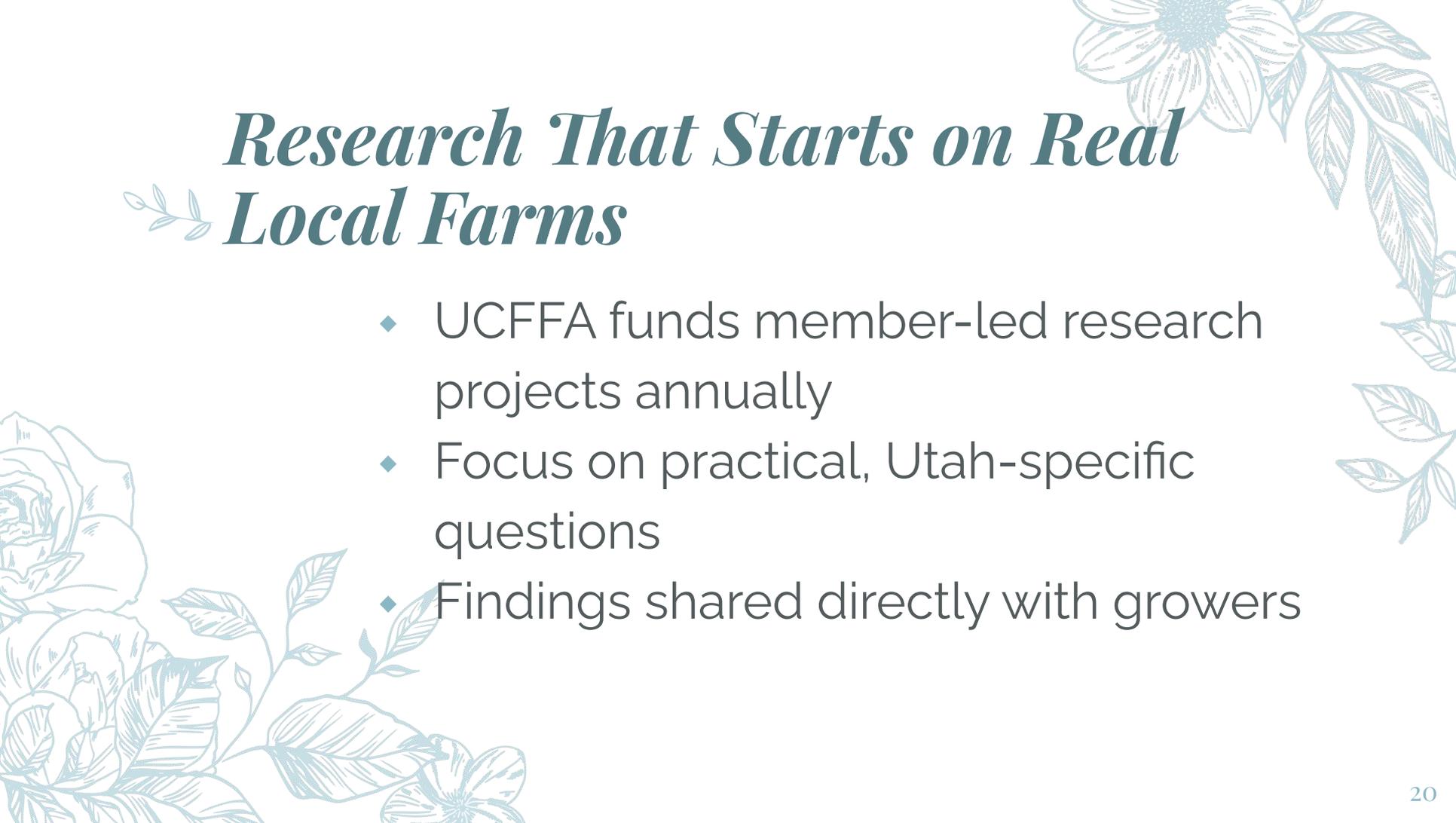


🌿 Educating our legislators

- ◆ We participate in events on the hill to interact with our legislators
- ◆ We reach out to our legislators when a bill comes up that effects our farmers.
- ◆ HB 483 is being discussed in a committee today, and we have made our members aware and reached out as an organization.



***Research:
Grower-Led,
Practical, Applied***



Research That Starts on Real Local Farms

- ◆ UCFFA funds member-led research projects annually
- ◆ Focus on practical, Utah-specific questions
- ◆ Findings shared directly with growers



How UCFFA Research Works

- ◆ Members propose research questions
- ◆ Gran committee awards grand funding
- ◆ Funding supports time, supplies, and data collection
- ◆ Results presented online meeting once a year.



***Community:
The Hidden Value***



Why community matters as much as education

- ◆ Peer problem-solving
Shared regional knowledge
- ◆ Normalizing challenges and failures
- ◆ Relationships → collaboration
- ◆ We also have an online forum where we build a sense of community through interacting there





Membership Levels

Associate/Florist

Member – \$45/year

- Associate member pin on Utah Flower Map
- One free ticket to each farm tour
- 30% off one Utah Flower Conference ticket
- Opportunities to apply for Grower Grants
- Access to 30+ hours of educational video library
- Full access to members-only website features
- Access to live Blooming Zooms
- Promotion through UCFFA social media feeds
- Florist members: Listing on the website florist directory & Florist pin on Utah Flower Map

Certified Grower/Farmer Florist – \$75/year (Application required)

- Profile page on UCFFA website
- Certified Grower logo to use on your website
- Certified Grower pin on Utah Flower Map
- Two free farm tour tickets
- 50% off one Utah Flower Conference ticket
- Grower Grant opportunities
- Access to 30+ hours of educational video library
- Access to live Blooming Zooms
- Promotion on website & social media feeds
- Farmer Florist: Florist Profile page and Farmer Florist pin on Utah Flower Map



200

Current members

60

Certified Growers

29

Educational Videos In our
Member Library



ROI for Small Farms

By the numbers:

- ◆ Discount to the Utah Flower Conference = membership dues
- ◆ Tickets to farm tours valued at ~\$200+ each
- ◆ Access to Blooming at Noon live and recorded sessions valued at several hundred dollars.
- ◆ Grower grants - several hundred dollars
- ◆ Community - Priceless!



What growers actually gain

- ◆ Faster learning curve
- ◆ Fewer costly mistakes
- ◆ Utah-specific data to guide decisions
- ◆ Stronger pricing and production confidence
- ◆ A community and feeling of support.

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UCFFA supports farms through

- ◆ Education
- ◆ Community
- ◆ Research
- ◆ Advocacy



How to Get Involved

Join Us!



Scan to Join

