

# Specializing Your Farm in the Growing Utah Flower Movement

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# The Impact of COVID-19 in 2020

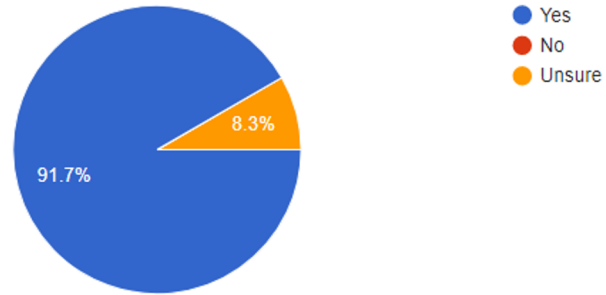
- Events cancelled
- Wholesalers destroy flowers
- Florists reaching out to local farms
- Retail Customers searching for Local Flowers
- Micro weddings
- Continued growth of new flower farmers in the state

# How this will Impact 2021

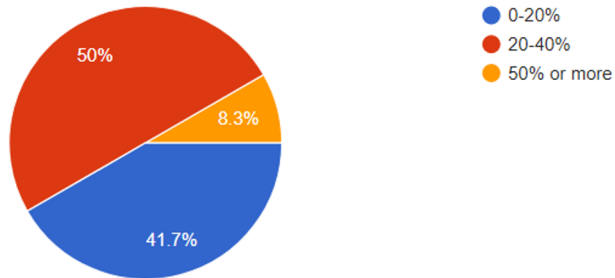
- Established relationships with customers
  - Both retail and wholesale
- Rise in weddings and events that were postponed in 2020
- Continued demand for local flowers

# The Rise of Demand for Local Flowers

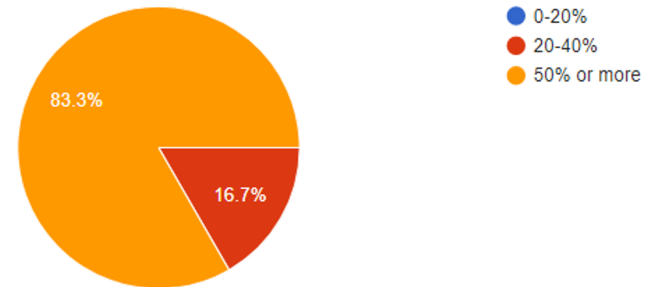
Do you feel local flowers have directly benefited your business?



How much would you say you currently use local flowers in your designs?



How much would you LIKE to use local flowers in your designs?



# What Florist Say

“What do you feel has been the biggest benefit of local flowers?”

Quality & joy of knowing farmer & environmental impact & sense of community

Brides and other clients love that I try to source local, it's a great selling point

I love supporting local farmers and enjoying their special beauty.

Direct communication with them and the freshness of the pricier {stems}. I often get old or nearly finished flowers when ordering from my wholesaler. I love that I get what's freshly picked and in season from local growers.

What do you want your farmer to know about your needs for local flowers?

Color is most important! We can often get a range of flowers in a color palette, instead of a specific flower. Planting the color schemes we use helps!

Availability is key. I don't have time to search numerous sites so make it easy to find what you have on stock.

# Why do You Need a Niche?

The number of flower farmers continues to rise in Utah and there is room in the market for all of us if we specialize.

- Set yourself apart
- Focus your business and farm so you can achieve the profitability you need.
- Find that unique set of people who need what you provide.
- Less competition



A photograph of a field of flowers, likely zinnias, at sunset. The sun is low on the horizon, creating a warm, golden glow and a soft lens flare. In the foreground, a single, large, peach-colored flower is in sharp focus, with a small rainbow visible in the lower-left corner. The background is a blurred field of similar flowers, extending to a distant building under the setting sun.

# Finding Your Niche

- What do you love about flower farming?
- What do you want to share about flower farming?
- Why is it important to share it in the first place?
- What do you feel you are especially good at with flower farming?
- Who will benefit most from your flowers?
- What do they need that only you can provide?

# Ways to Specialize

Customer



Business  
Model



Product





# Customer



Know who you are selling to so you can best meet their needs.

# Business Model

## What Service do You Provide

- Workshops
- Subscriptions/CSA
- Weddings and Events
- Retail Floristry
- Wholesale





# Product



## Signature Product

- Workshops, dahlia flower CSA, etc.

## Signature Crop

- Quantity and consistency
- Color

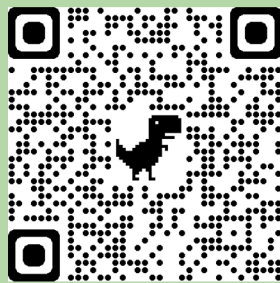
## Season

- Focus on a season

# Connect with Other Farmers



## UTAH CUT FLOWER FARM ASSOCIATION



# Memberships

Associate

Florist

Certified Grower

Farmer Florist

Sponsor





Heather Griffiths



Fawn Rueckert



Anne Anderson



Britin Van  
Brocklin



Jenevieve  
Hubbard



Lindsey  
Waddoups



Melanie Stock