Field Grown Cut Flower
Year-round production

• Early spring – woody trees, shrubs, vines and bulbs
• Mid spring – Perennials and biennials
• Summer – Annuals, perennials and woody
• Fall – perennials, woody plants with berries and decorative fruits
• Winter – woody plants with decorative stems

Marketing Channels

• Local, niche markets
• Local florists or other retailers
• Direct marketing – farmers’ markets, bucket shops, pick-your-own, subscription selling
• Wholesale markets
• Mixture of markets
• Fresh vs. dried product

Site Selection

• Sunny location
• Flat land
• Well-drained soil
• Accessible at all times even after rain
• Water for irrigation
• Post harvest requirements
• Air circulation but protection from excessive winds

Years ago florists grew their own product, so there was a great variety of products.

Now florists are clamoring for fresh, hard-to-find, hard-to-ship items.

Production Systems

• Row system wide enough for tiller or tractor
• 2.5 – 4 foot wide beds with 2 or more rows of plants within each bed
• Raised beds 2-8 inches
• Mulched to reduce weeds and water loss
• Support provided by plastic mesh and t-posts spaced in pairs every 20-30 feet
• Aisles to allow movement between beds

Soil Preparation

• Soil test
• Adjust pH
• Provide nutrients
• Add organic matter
• Plant a cover crop
• Legume cover crops fix nitrogen
Field Establishment

- Direct sow
- Purchase or grow transplants
- Bigger plugs are better
- Divisions and rooted cuttings
- Bulbs, tubers, corms and tuberous roots

Plant Spacing

- Tight = increases yield and profit per square foot and increase stem length
- but decreases yield per plant and air circulation
- 4 X 4 to 18 X 18 inches for annuals
- 12 X 12 to 24 X 24 inches for perennials
- 2 to 6 feet for woody shrubs and trees

Other Cultural Needs

- Irrigation with drip tape
- Weed control
  - Timing
  - Hand weeding
  - Mechanical cultivation
  - Flame weeding
  - Herbicides pre and post emergent
  - Mulches
- Fall and winter preparation

Annual Specialty Cut Flowers

1. *Ageratum houstonianum* ‘Blue Horizon’
2. *Celosia spicata* ‘Flamingo Feather’
3. *Centaurea cyanus* ‘Polka Dot Mix’
4. *Cosmos bipinnatus* ‘Early Wonder’
5. *Craspedia globosa*

Annual Specialty Cut Flowers

6. *Helianthus annuus* ‘Sunrich Lemon’
7. *Limonium sinuatum* ‘Pastel Shades’
8. *Salvia farinacea* ‘Victoria’
9. *Scabiosa atropurpurea* ‘Olympian hybrid’
10. *Verbena benariensis*
11. *Zinnia elegans* ‘Ruffles’

Perennial Specialty Cut Flowers

1. *Achillea filipendulina* ‘Cloth of Gold’
2. *Echinacea purpurea* ‘Magnus’
3. *Geum quellyon* ‘Mrs. Bradshaw Imp.’
4. *Liatris spicata*
5. *Physostegia purpurea*