

Posted by Farmhouse Flowers & Plants (Davedowling) on Thursday, April 06, 2006 - 10:51 pm:

When selling to local florists you can also point out that "shrinkage", that word for unusable flowers in a bunch is practically non-existent. If you sell a bunch of ten stems, they'll be able to use all ten stems. There won't be any broken flower heads from being packed in a box and then tossed out the back of a delivery van, causing the flower heads to bang against the end of the box. I have seen a local wholesale delivery driver actually drop the box off the back of the van and then drag it up the back steps of the shop. I cringed as the box thumped against each step.

Your flowers will be picked at the proper time, conditioned and kept in water from the field to the retailer. You will be able to supply flowers that don't ship well, or won't survive in the wholesale chain. Things like zinnias and cosmos. Your sunflowers and aster will always have flower heads that face up, not down from being out of water for hours or days.

If you really want to convince a retail florist your product is superior, give them samples of something they can get from a wholesaler such as aster, ranunculus, sunflower, or lily and tell them to keep it on their desk along with the same flower from the wholesaler.

I have a saying - "BOXES ARE FOR SHOES, NOT FLOWERS"