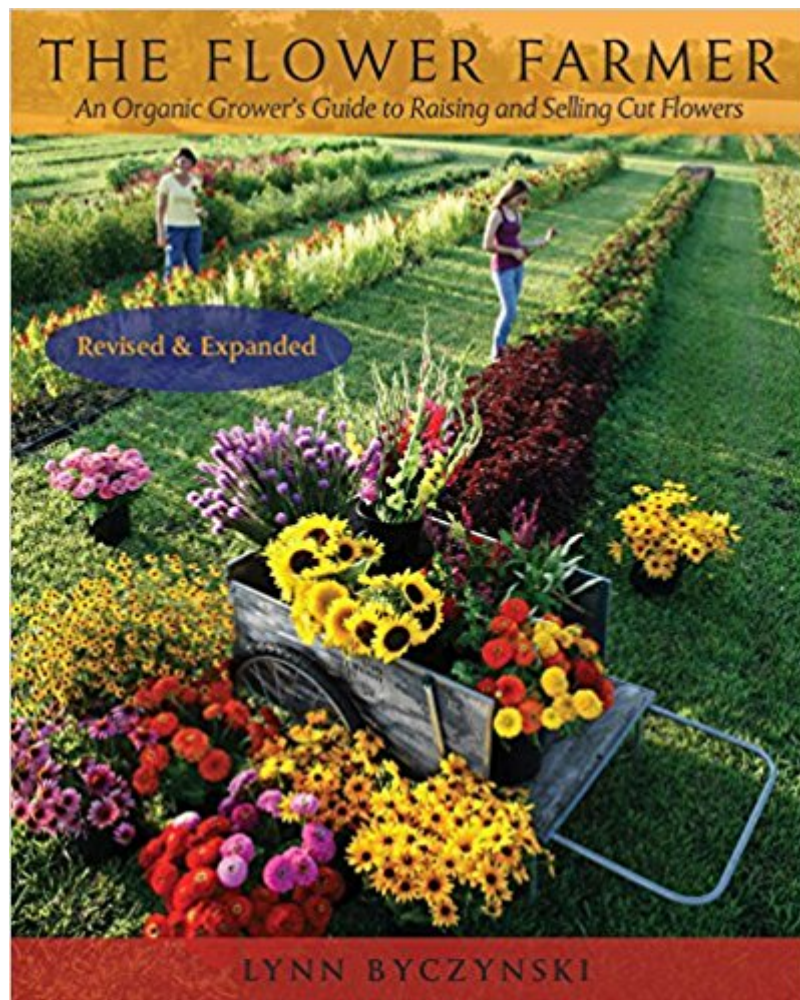




The book was found

The Flower Farmer: An Organic Grower's Guide To Raising And Selling Cut Flowers, 2nd Edition



Synopsis

The domestic cut flower business has experienced a renaissance in the past decade, thanks in large part to the first edition of *The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers*, which helped thousands of small growers start successful businesses. This newly expanded and thoroughly revised edition will be equally as influential for novices and experienced growers alike. With the cut flower business growing at record rates, demand is at all time highs, challenging growers to take advantage of new techniques to prolong the harvest. New sections on utilizing greenhouses, recommendations for flower cultivars, and post harvest handling growers throughout all of North America will help improve their bottom line. Also updated is the acclaimed resource directory, complete with sources of seeds, plants and supplies, and expert information on organic production under the National Organic Program. For the beginner and backyard gardener, there is an extensive section on the basics—variety selection, soil preparation, planting, cultivation, harvest, and floral design. For the commercial grower, *The Flower Farmer* includes information about larger-scale production, plus advice about selling to florists, wholesalers, supermarkets, brides, at farmers markets, and more. Also includes revised profiles of successful growers offering behind-the-scenes insight into the operation of some of the cutting edge flower farmers in the country. Because of the extensive revisions and enhanced content, this new edition of *The Flower Farmer* is essential reading for those already in the flower business, as well as those who dream of growing flowers for enjoyment or profit.

Book Information

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Customer Reviews

"If you ever have plans to become a commercial flower grower, this book will be invaluable. The author provides in-depth information on every aspect of the subject."--Connie Krochmal, BellaOnline Floral Design Editor

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I read this book twice within the first 36 hours of delivery. During the Introduction, the author clearly says this book is intended as "A thorough introduction to both the production and marketing of cut flowers" and it is absolutely that. I'd give it 6 stars if I could because I will return to this as a reference guide over and over. Even if you never plan on selling cut flowers and are just a home hobbyist, this book can be a great addition to your library. The appendix alone is worth the cost of the book.

As an experienced gardener I have been seeking out information on starting a cut flower garden for market. I found the information realistic, enormously helpful and a pleasure to read. I will keep it at an arms reach as I get into this next phase of gardening.

This is the 1st flower farmer book I bought and I was very happy with the information! I thought it was very in depth. She has an easy style of writing and is very informative. Thanks Lynn!

This book is an invaluable resource for anyone who THINKS they want to become a flower grower. Written by someone who has a passion for flowers it's a needed reality check ... but in a good way. I could not have formulated my business plan or even known where to start without the many insights found through out. As I've connected with other growers, just about everyone of them has this book on their shelf.

I have been growing cut flowers for years and I have a bachelors in horticulture, so this book was

obviously a little too beginner oriented for me. I still learned some things and like having it as a resource. It is well layed out and well rounded. I recommend it highly for the new flower farmers out there.

I bought the Kindle version. The book is nicely organized by geography and growing zones. It is thorough and specific enough without being cumbersome. Anyone interested in becoming a flower farmer will certainly profit from this book, but so will the recreational/hobbyist gardener.

SO COOL!!!!!!!!!!!! THANK YOU FOR ALL YOUR HARD WORK!

Great, informative. Thorough.

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