

FLOWER GROWING IN SOUTHERN STATES

Hensley's SEED CO. DENVER · COLORADO

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TODAY'S GUESTS



Cuts of Color
Weimar, TX



Cotten Picked
Pittsboro, NC



FarmGal Flowers
Orlando, FL



Full Keel Farm
Fort White, FL

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CUTS OF COLOR
LOCALLY GROWN · WEIMAR, TEXAS





CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS





CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS







CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS













CUTS OF COLOR
LOCALLY GROWN - WEIMAR, TEXAS

Celosia





CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS





CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS





CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS





CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS













CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS





CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS





CUTS OF COLOR

LOCALLY GROWN · WEIMAR, TEXAS






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FLOWERS


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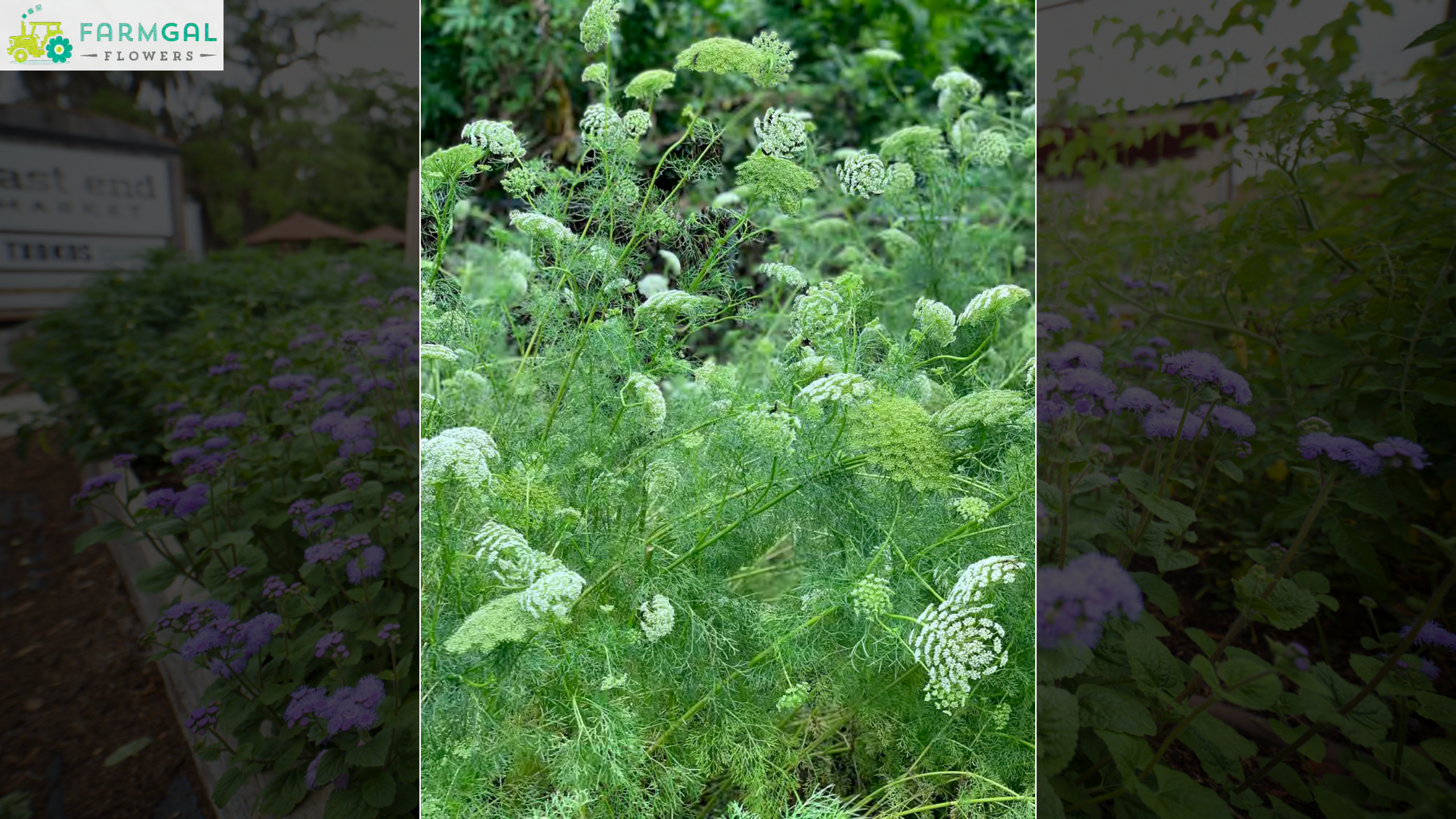
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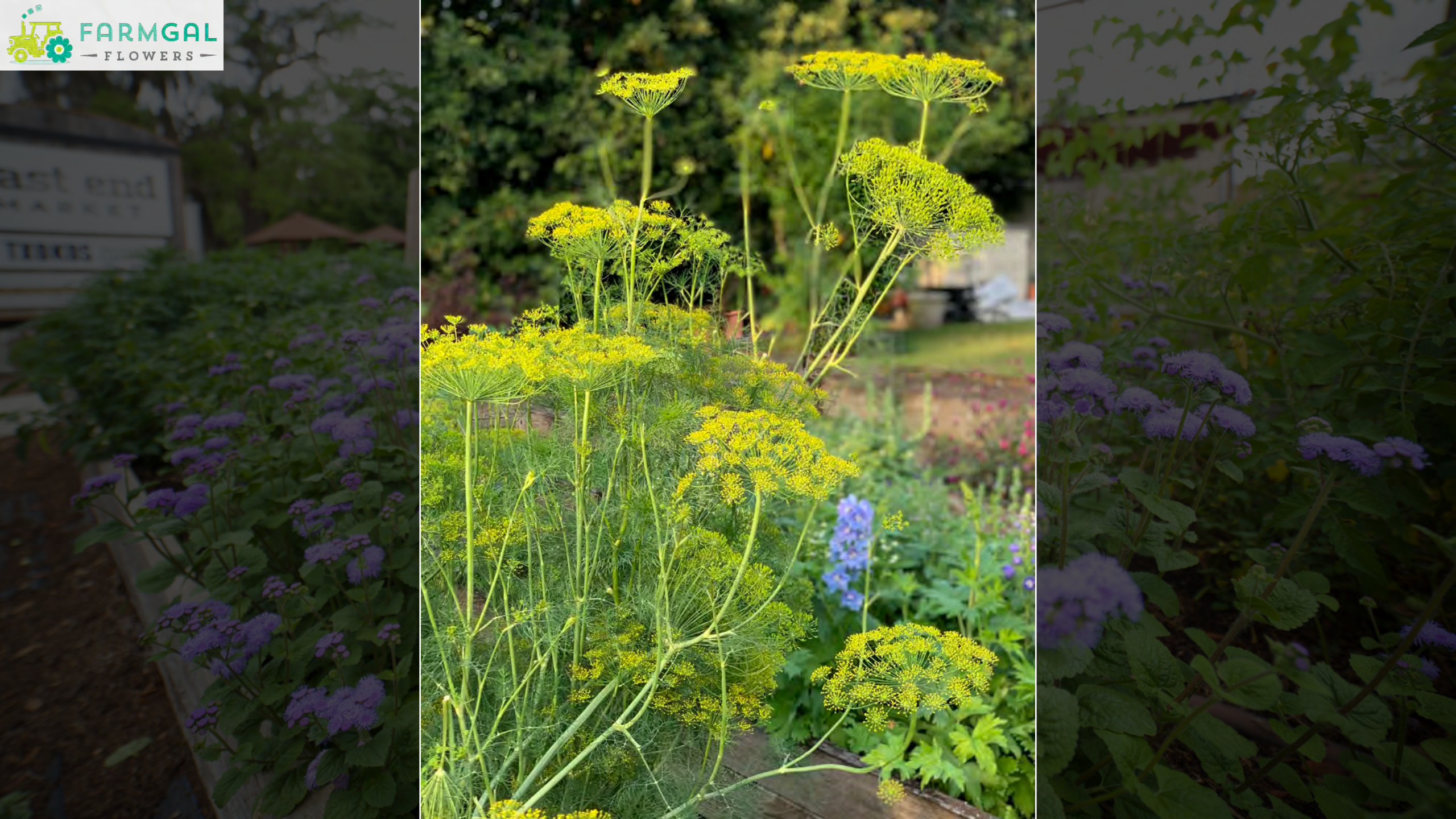
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EXIT
Emily's
Bouquet Bar
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Tessa's Table

AS SEEN IN

THE SCOUT GUIDE
ORLANDO, FL
thescoutguide.com

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EILEEN TONGSON
OWNER



Cotten Picked



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Full Keel Farm



Farming

Research & Teaching

Farming



- 2001-2007 Meadowbrook Farm (MA),
- 2003-2007 Scantic Valley Farm (CT)
- 2008 Sanibel Captiva Conservation Foundation (FL)
- 2008-2010 Research Assistant, Buck Island Ranch (FL)
- 2010-2011 Graduate Research Assistant, UF
  M.S. Soil & Water Science
- 2011-2014 Research Assistant, Buck Island Ranch
- 2014-2018 Graduate Research Fellow, UF
- 2016-2017 co-instructor, PCB 2441 Biological Invaders, UF
- 2018, son Samuel was born
- 2018-2021 Part time Research Assistant, UF
- 2019 started Full Keel Farm
- 2022 left UF to farm full time

Full Keel Farm

OVERVIEW

- Southern Columbia County, North Central Florida
- ~0.5 Acres in production, limited available space
- High-density planting + short successions to maximize space & maintain flower quality



Full Keel Farm



3,000 ft² in tunnels



14,500 ft² field beds



3,000 ft² in dahlias

Full Keel Farm

SALES OUTLETS

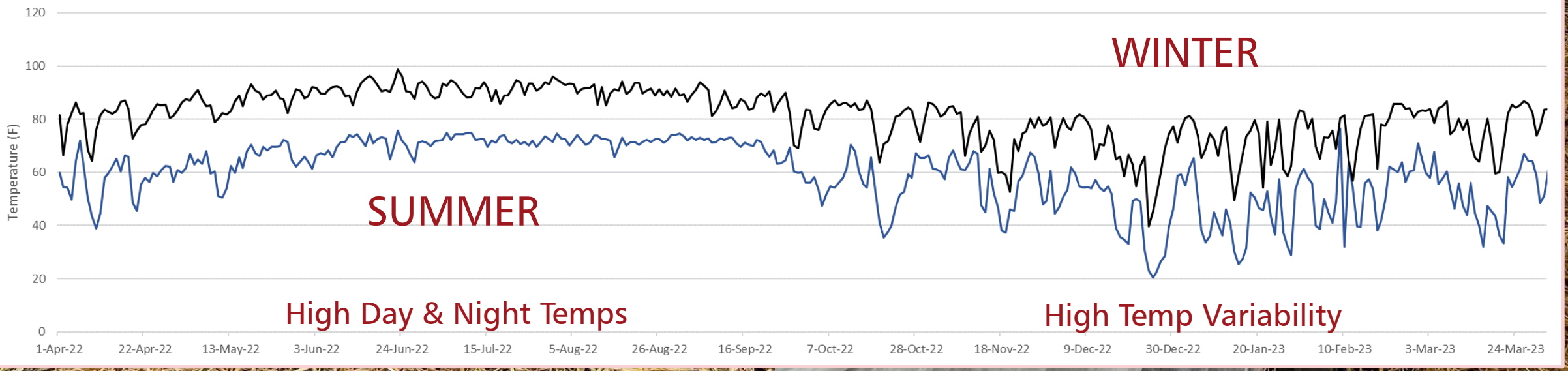
- 100% wholesale, selling direct to florists
- Customers are event florists, retail florists, and other farmer-florists
- Flowers are offered in single variety bunches or grower’s choice mixed buckets

Full Keel Farm



CLIMATE OVERVIEW

- Growing zone: 8b
- Key challenges: Temp & humidity, rainfall



Full Keel Farm

PRODUCTION SEASON

warm season annuals

warm season annuals

cool season annuals

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
PLANT	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
HARVEST												

cool season annuals

warm season annuals

dahlias

warm season annuals



Full Keel Farm

ENVIRONMENTAL FACTORS & CROP PLANNING

What are my production goals? → High quality stems for florists

When do I have the correct temps for this crop to meet production goals?

Are photoperiod requirements met when temp requirements are?

How reliable is this crop year-to-year with variable weather?

Full Keel Farm

KEY TOOLS & INFRASTRUCTURE

- 12’ x 36’ prop house with automatic watering
- Paperpot Transplanter
- Drop seeder (for pelleted or round seed)
- Flex tine weeder, wire weeder
- Mazzei fertilizer injector





Full Keel Farm



FAVORITE CROPS

TUNNEL: Celosia, Delphinium, Lisianthus, Snapdragons

FIELD: African Blue Basil, Cosmos, Larkspur, Scabiosa

Resources

Original-source Flower Library

Flowering in the South: Profiles of 5 Flower Farmers

N.C. State Extension Fresh Cut Flower Program

Southeast Outdoor Cut Flower Manual

Cut Flower Production in Tennessee

Getting Started in the Production of Field-Grown, Specialty Cut Flowers • Virginia Cooperative Extension

Specialty Cut Flowers, by Alan Armitage & Judy Laushman

Warm Climate Flower Farmers Facebook Group

The Association of Specialty Cut Flower Growers

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THANK YOU

FOR JOINING US

A recording of this webinar and the presentation slides will be available on May 1, 2023.

Growing resources



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