

BLOOM TO BOOM

Flower Farm Profitability

Hensley's SEED CO. DENVER · COLORADO

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OUR PRESENTERS



Lennie Larkin
B-Side Farm



Niki Irving
Flourish Flower Farm



Debra Prinzing
Slow Flowers Society

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Hello!

I'm Niki Irving, the owner, flower farmer & florist at Flourish Flower Farm in Asheville, NC

FLOURISH
FLOWER
FARM

About Flourish Flower Farm



- Established in 2016
- Moved farming locations 3x before setting on our current property
- 8 acre cut flower farm with 3 acres in intensive production
- USDA zone 6b
- We grow over 300 varieties of flowers + foliage
- Employ 4 part time farm workers seasonally, averaging 30 hours per week total
- Employ 1 part time Office Manager working 8 hours per week
- I work approximately 40-50 hours/week & take vacations

More about Flourish Flower Farm

- Provide floral design service for weddings, elopements & events
- Operate a self-service Farmstand
- Provide flowers to florist shops
- Teach floral design classes, flower farming intensive & “just for fun” workshops on the farm
- Authored the best-selling book *Growing Flowers: Everything You Need to Know About Planting, Tending, Harvesting & Arranging Beautiful Blooms* which was published in 2021





The Farmstand



Mixed bouquets ~ Straight bunches ~ Merch
Plant starts ~ Dahlia tubers ~ Fall bulbs & corms

Workshops on the Farm

“It was an honor to learn from Niki and her team at Flourish Flower Farm! Niki is an accomplished flower farmer who is passionate about sharing knowledge and helping others succeed. I've taken several online courses about flower farming, but nothing compares to the real-life interaction you'll get through this course. I loved that I got to interact with other like-minded people, ask questions, make connections, and get my hands dirty on the farm. Niki is well-aware that the course is an investment of your time and money, and she successfully delivers the resources you need to start your own flower farm. I could go on and on about how valuable this course is, but it's hard to put into words. I highly recommend you find out how life-changing this course is for yourself!” ~ Kate



Weddings & Elopements

* Full service floral designs
* Elopements & special event service









Creating a business model that works for YOU

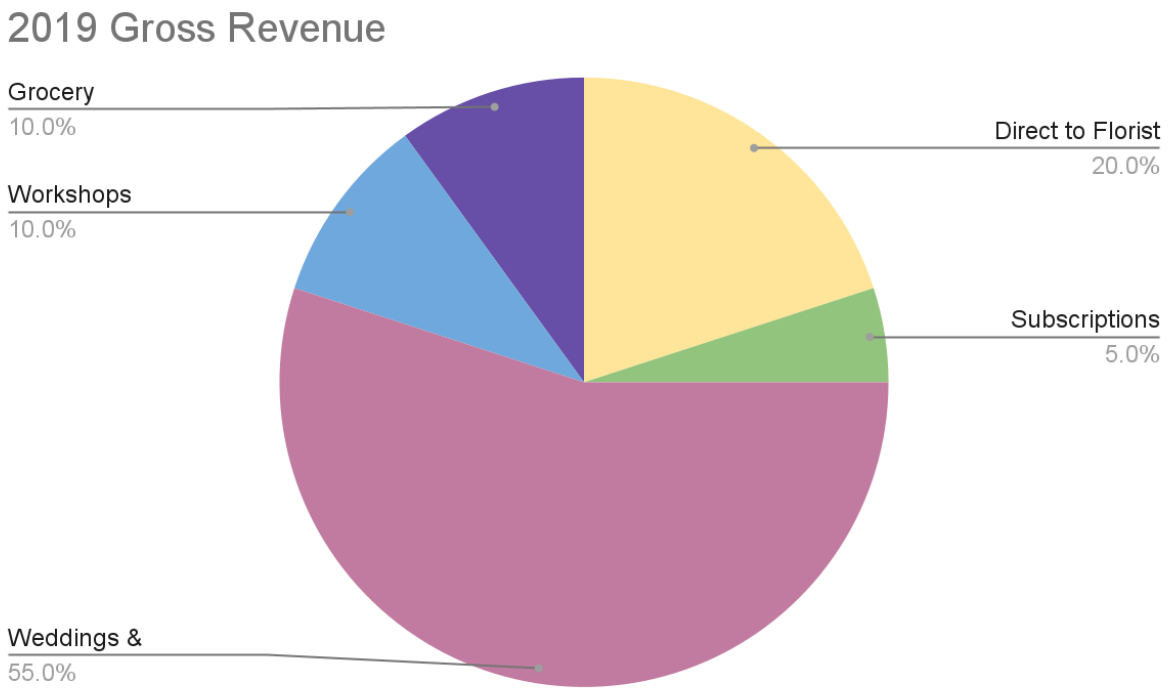
What parts of the business bring me the most joy? What aspects do I dread?
What is easy to delegate to others? Where are opportunities for growth?
What additional resources does growth require?
What sales outlets have the best margins? What do I want to earn & how much revenue do I need to generate to accomplish that?

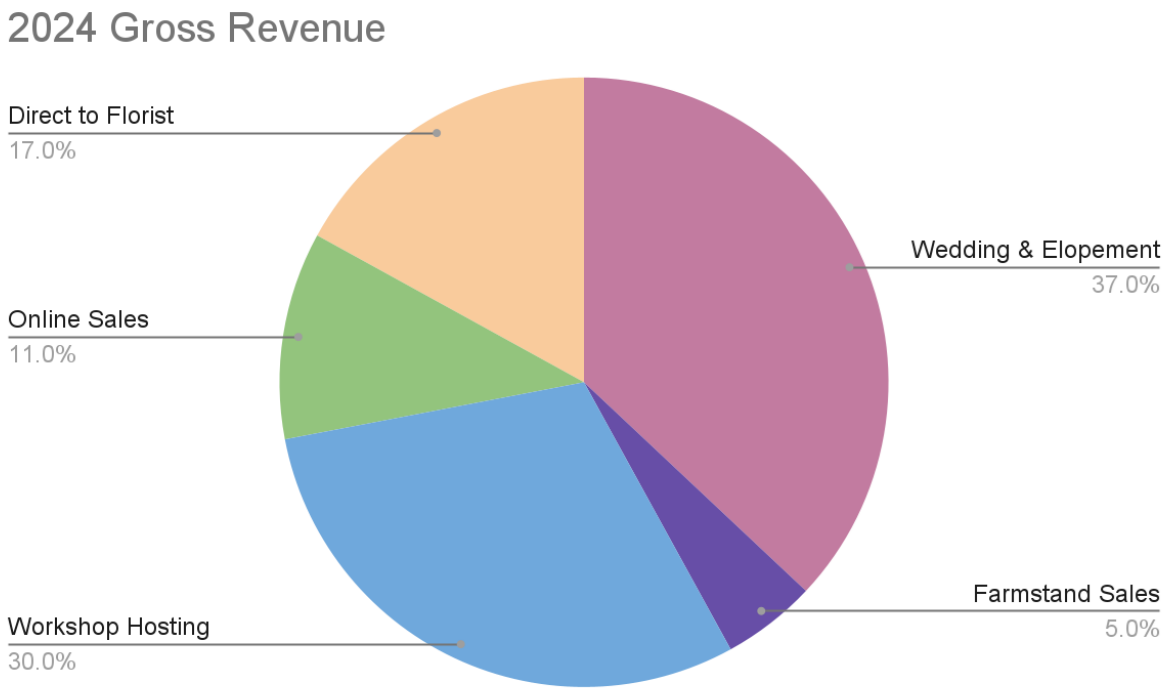






Flourish's Revenue Streams





Crop plan to maximize profit & decrease waste

- Keep detailed records!
- Use one massive spreadsheet to record weekly harvests, bouquet recipes, florist orders, farm tasks & workshop and wedding flowers
- Use Quickbooks to track every stem sold to florists
- Everything we harvest is already sold
- Keep track of how much is deadheaded or tossed



WEEK OF May 20-26

ORDERS

NAME	FLOWER	QUANTITY	DELIVERY DAY	NOTES
Flora	clematis, white spray	5 bu	Weds	
	orlaya	10 bu		
	campanula, purple	5 bu		
	campanula, pink	5 bu		
	purple clematis	6 bu		
	veronica	3 bu		
	digitalis	2 bu		
	saponaria	5 bu		
Dearborn	peonies: 2 blush, 5 white, 20 magenta		Tues pick up	
	2 geum plants			
Farmstand open FRIDAY + SATURDAY				
Flourish Weddings	orlaya	30 stems		
	blush sweet pea			
	pink campanula			
	pink veronica	50		
	forsythia			
	eleaganus for arbor			
	pink ranuncs	all		

THINGS TO DO

Tuesday:	**Tuesday Harvest:**			
Harvest	orlaya: 10 bu + 1 bucket	martagon lily		
Start weeding dahlias	campanula: all	tunnel		
Niki: plant chocolate cosmos	veronica: 5 bu + all	saponaria		
Meghan afternoon: Wash buckets	bush clematis: 5 bu + 30 stems	larkspur		
	solomon seal: 1 bucket	delphinium		
		scabiosa		
Wednesday:				
			Make 8 of each style; put 4 bouquets in a bucket	
Net snapdragons, plant chocolate cosmos			**Bouquet Recipes A:**	**Bouquet Recipes B:**
Weed dahlias + tuberose			White clematis 3	Feverfew 5
Deliver Flora			saponaria 2	Larkspur 3
Seeding, afternoon			Pink campanula 4	stock 3
			Solomon seal 3	Purple campanula 2
			Orlaya 4	Solomon seal 3
Thursday:	**Thurs Harvest:**		Magenta peony 3	blush peony 2
Harvest	clematis: 20 white + all purple		stock 2	
Weed dahlias	campanula: all		veronica 3	
Make FS bouquets + small arrangements	saponaria: 1 bucket			
Niki leaves for a meeting at 12:30	veronica, all good		**Mason Jars:**	
	2 buckets solomon seal		solomon seal	
Friday:	1 bucket forsythia		delphinium	
Open Farmstand	1 bucket eleagnus		campanula	
Finish weeding dahlias			purple clematis	
WEDDING Design			veronica	
			poppy	
			sweet peas	
			peony	
	UPCOMING:		larkspur	
	Plant lily of the valley, etc.		feverfew	
	flip tunnel crops			
	Fertilize dahlias + tuberose			
	Lay landscape fabric + transplant			
	Weed shade garden			

Let's stay connected:

www.flourishflowerfarm.com/bloomtoboom

office@flourishflowerfarm.com

Instagram @flourishflowerfarm



As a special treat, use code BLUESKIES to receive a $150 discount on a Floral Design Essentials workshop on our farm in 2024!



B-SIDE FARM
&
FLOWER FARMING FOR PROFIT



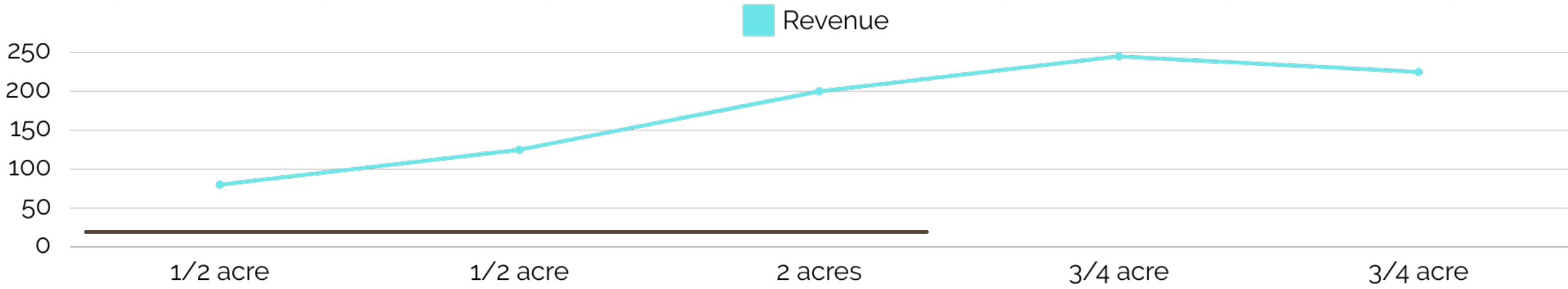


B-SIDE BASICS

- < 3/4 acre
- founded in 2014
- scaled down over the years
- minimal till
- ecological / regenerative
- CA --> OR

MILESTONES & REVENUE

2016 2017 2018 2019 2020 2021 2022



B-SIDE

SALES CHANNELS

FARM STAND	WEDDINGS	PEONY CSA
• 7 DAYS/WEEK • HONOR SYSTEM • $35 BOUQUETS	• 15 / YEAR • FULL SERVICE • $7K MINIMUM	• 1 MONTH • 100 MEMBERS
$145K /YEAR	$100K /YEAR	$20K /YEAR

WHY I LOVE MY FARM STAND



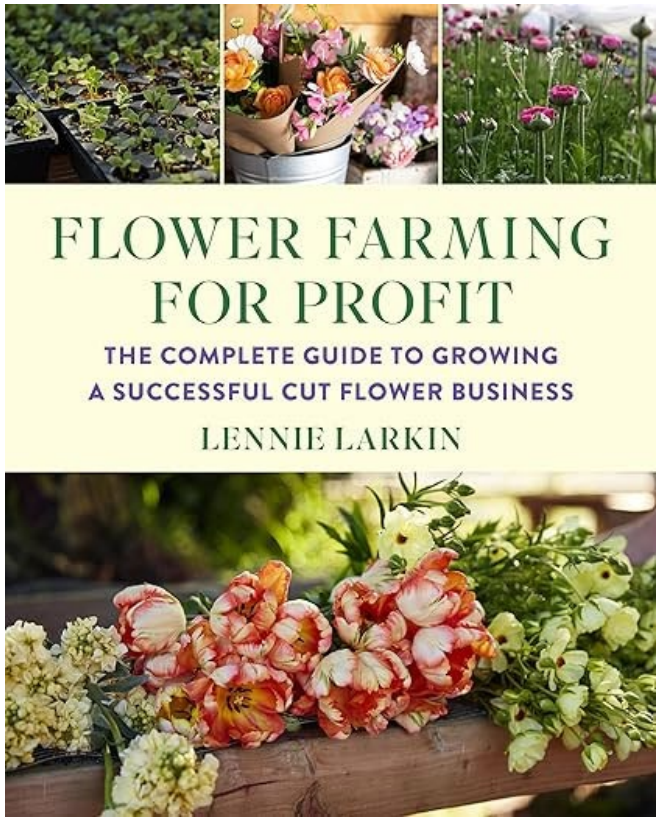


MY FARM'S LESSONS

- COMPARE ENTERPRISES FOR PROFITABILITY
- SCALE DOWN & GO FOR RETAIL PRICE POINT
- DECISION-MAKING
- MARKET BEHIND THE PULL

FLOWER FARM PROFITABILITY SLIDE DECK

Written resources at hensleyseeds.com



WRITING MY BOOK!

MY FOCUS AREAS

DATA COLLECTION

- Cut flower yields
- Crop planning

GRANT-FUNDED RESEARCH

- Crop cost of production
- Benchmarking

BUSINESS EDUCATION

- Crop cost of production
- Benchmarking

BEGINNER

NEW!

- selling 101
- creating efficient systems
- intro to crop planning
- planning for profit-scaling up



ADVANCED

- fine-tuning systems
- building your team
- crop cost of production
- advanced marketing
- planning for retirement



FLOWER FARMING | BUSINESS ACADEMY

FLOWER FARMING BUSINESS ACADEMY

RESOURCES

From the original source Flower Farming Library

hensleyseeds.com
tips-profitable-cut-flower-business.html

hensleyseeds.com
farming/pricing-and-profitability-for-flower-farmers.html

Collective Selling Models for Flower Farmers • *3 business models for disrupting the conventional wholesale marketplace: Legal Cooperative; Multi-Owner LLC; For-Profit Wholesale Business*

An Introduction to Producer Marketing Cooperatives • © *Margaret Lund, M Lund Associates*

Flower growing resources

Pricing & Profitability for Today's Flower Farmer • *Pointers from a Diversity of Pros*

Tips for Building a Profitable Cut-Flower Business

Tips for Starting a U-Pick Flower Operation

Wedding Wisdom 101 • *10 Tips for Beginners Entering the Wedding Floral Business*

From Slow Flowers Society

About the Slow Flowers Movement
https://youtu.be/XfQWfnPhhBo?si=qu3IHROMdfzftRb1

Slow Flowers Membership & Resources
https://linktr.ee/slowflowerssociety

From Niki Irving, Flourish Flower Farm

Workshop Profitability & Decision Making Exercise
https://www.flourishflowerfarm.com/bloomtoboom

From Lennie Larkin, B-Side Farm

Take Lennie's Farm Viability Quiz
https://www.tryinteract.com/share/quiz/656d28f75c33060014bdaac5

Additional Resource Mentioned

https://pace.oregonstate.edu/content/growingfarms/growingfarms_adv/m0intro_gamma/index.html#/

https://www.nrcs.usda.gov/programs-initiatives/eqip-environmental-quality-incentives


THANK YOU
We hope you enjoyed this presentation!
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