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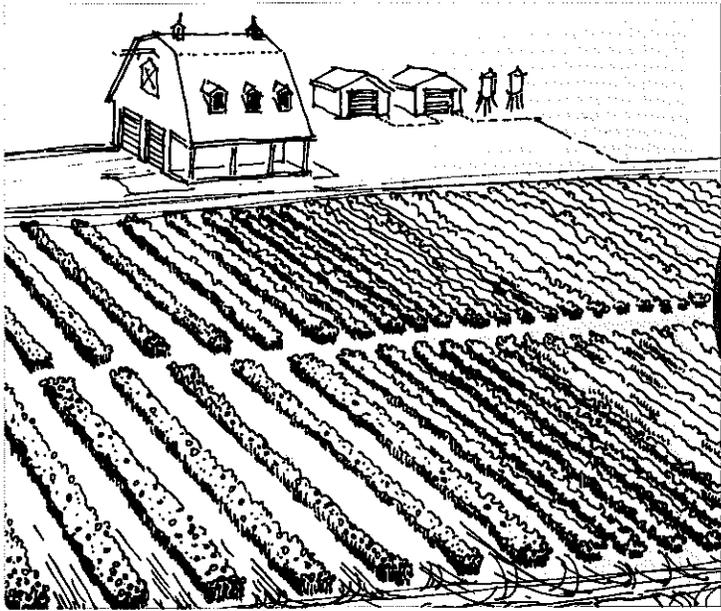
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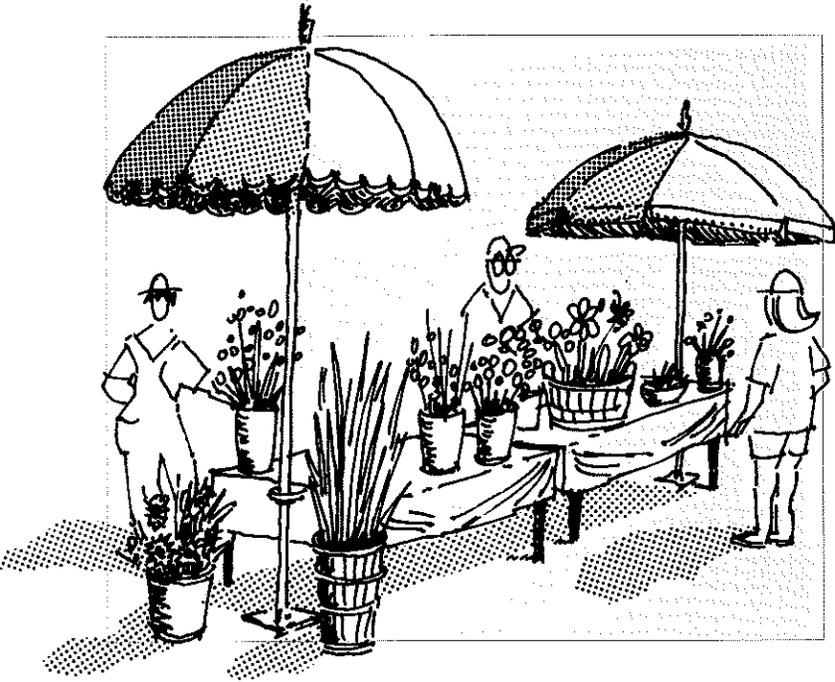
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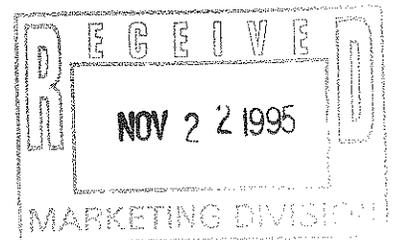
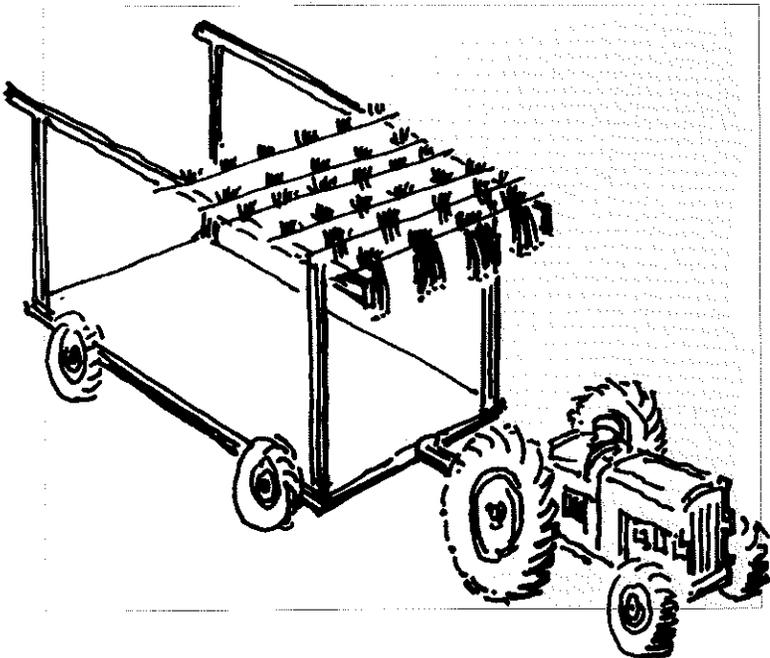
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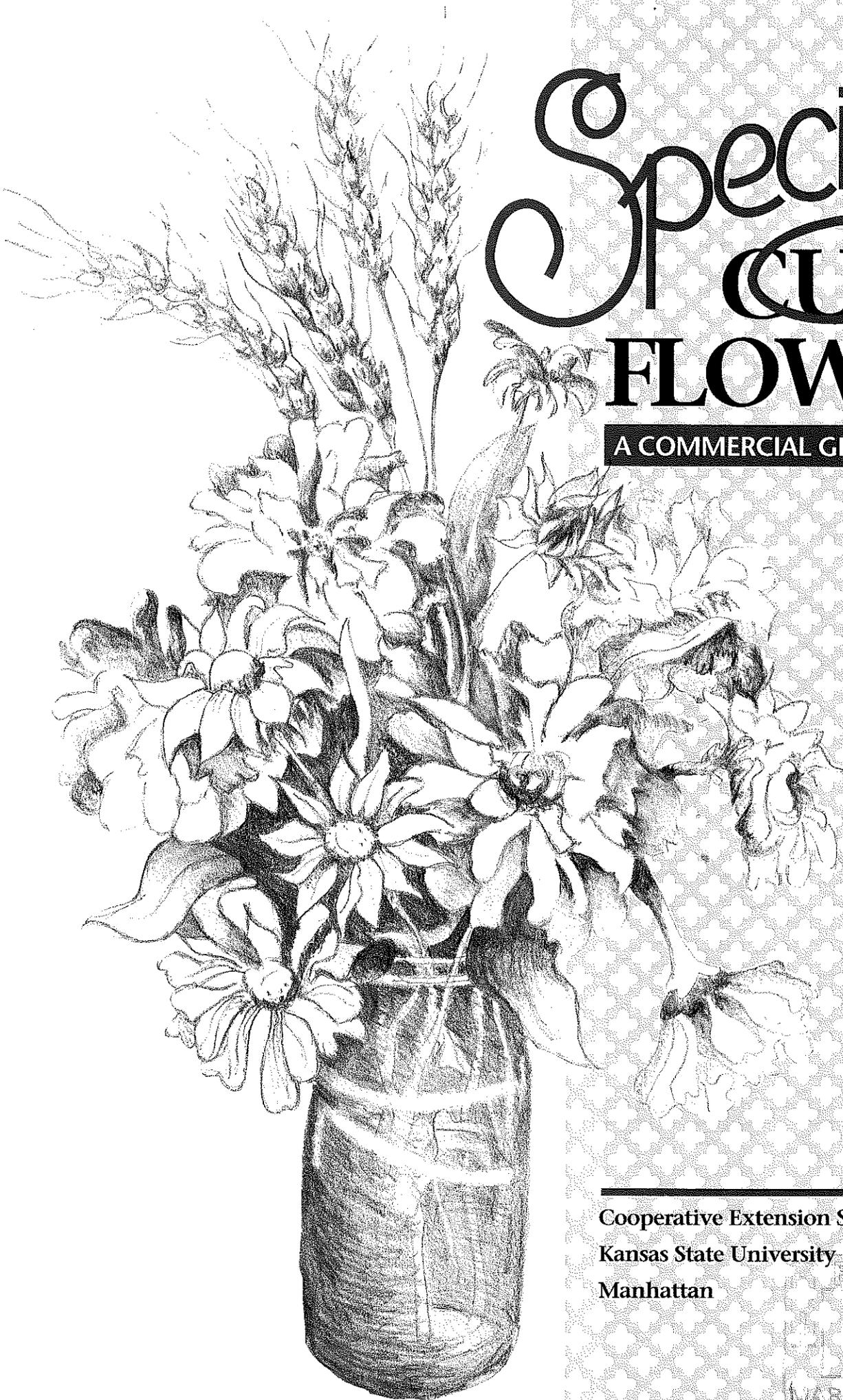
Commercial Specialty
Cut Flower Production

HARVEST SYSTEMS

*The Collection of Activities for
Gathering and Handling Field-Grown
Specialty Cut Flowers*



COOPERATIVE EXTENSION SERVICE
KANSAS STATE UNIVERSITY
MANHATTAN, KANSAS



Specialty CUT FLOWERS

A COMMERCIAL GROWERS GUIDE

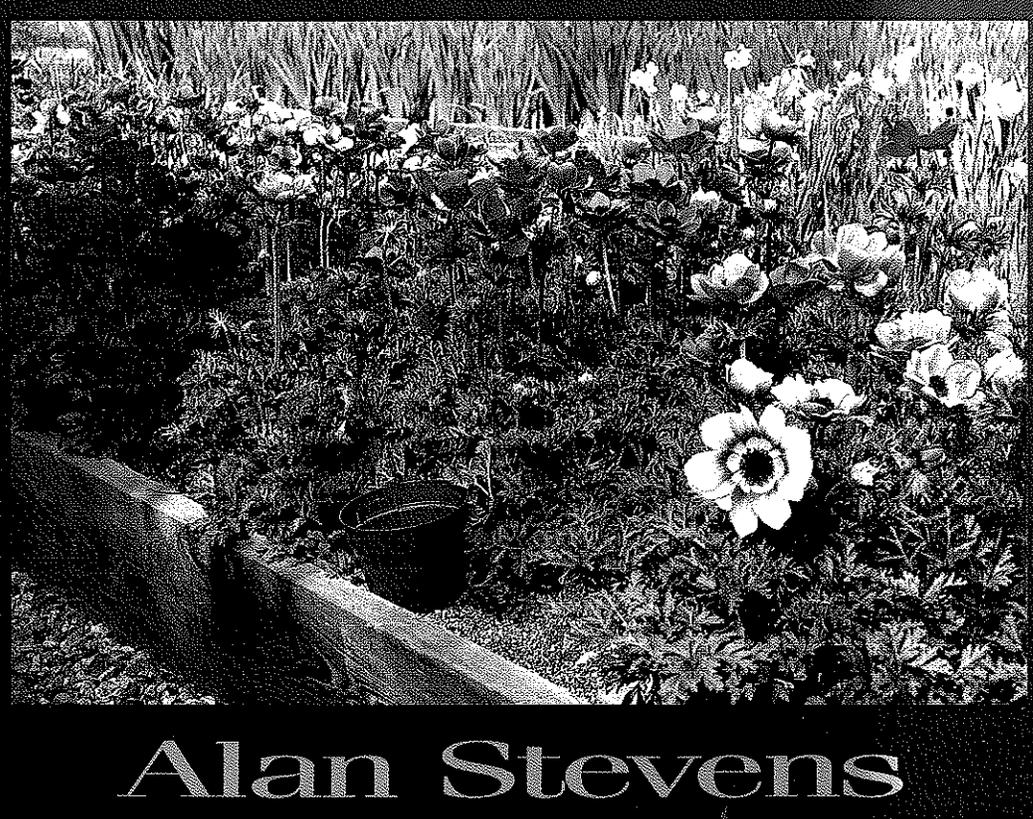
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NOV 11 1993

MARKETING DIVISION

Field Grown Cut Flowers

A Practical Guide & Sourcebook
Commercial Field Grown, Fresh & Dried Cut Flower Production



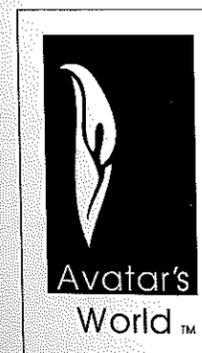
Alan Stevens

Field Grown Cut Flowers

A Practical Guide and Sourcebook

*Commercial Field Grown
Fresh and Dried Cut Flower Production*

by Alan B. Stevens



Published by:
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Field Grown Cut Flowers

A Practical Guide and Sourcebook

***Commercial Field Grown
Fresh and Dried Cut Flower Production***

by Alan B. Stevens

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or transmitted in any form or by any means without written per-
mission of the author.

DEDICATION

This book is dedicated to the women in my life. All of whom have influenced, shaped, guided, softened, refined and prodded me into whatever I am today. From my grandmother's early training in the proper way to weed a flower bed; Kathleen and Annee's love and friendship; the joy and beauty of my daughter, Susan; Judith Ann, my heart's most cherished song; an appreciation of country life from my Aunt Dorothy; to the dedication, loyalty and professionalism of my super secretary, Jane, they all have been the special flowers in my life.

This book was partially funded by an Agriculture Development and Diversification Grant awarded to John S. Hurd, owner of Avatar's World from the Wisconsin Department of Agriculture.



*"More than anything, I must have flowers,
always, always."*

-Claude Monet

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A special thanks is also due John Dole of Oklahoma State University for his critical review of the manuscript. This book is much improved as the result of his thoughtful suggestions.

The author would also like to thank all the growers who have opened their farms, provided tours and so openly shared information and ideas about growing and marketing.

PREFACE

Agricultural producers looking for ways to enhance their incomes may consider field production of specialty fresh or dried cut flowers. This is an old segment of the floriculture industry currently in revival across the country, with new technology, varieties and market conditions. Growers can profitably serve the national, regional and local markets that already exist for high-quality cut flowers. As an emerging industry, it offers unique opportunities for those who enter in its early stages of development.

This book discusses marketing approaches, basic production factors and management issues for those beginning cut-flower production. Lists of sources for supplies and references for further reading are included as an aid in getting started. The term 'cut flower' in this book refers to all fresh and dried flowers, seed heads and stalks, fruits and vegetables, branches, vines and all plant parts used for floral and decorative purposes.

Portions of the information contained in this book have been previously presented by the author in a series of Kansas State University Cooperative Extension Service publications. The material is presented here in an effort to make it available to those outside the State of Kansas. These sections have been updated and expanded to provide a much greater depth of information than was originally presented.

Field Grown Cut Flowers

“The information in this book will save me a lot of time and money. Where was this book when I started producing cut flowers?”

—Lynelle Webb, Everyday Bouquets, Spring Valley, MN

“Full of practical hints any grower could use.”

—John Dole, Oklahoma State University, Stillwater, OK

“I would have had a lot fewer headaches if I had this book twenty years ago when I started growing flowers.”

—Ralph Cramer, Cramer's Posie Patch, Elizabethtown, PA

This book discusses marketing approaches, basic production factors and management issues for the profitable production of specialty cut flowers. It is written from a systems design, labor management perspective. The book is unique in that not only does it talk about how to produce and market field grown cut flowers but also how to work smarter and not harder. The author has brought his internationally recognized expertise on effective labor utilization to the organization and information contained in this book. Learn how to perform the planting, care-as-needed and harvest activities from a labor management perspective. Chapters range from marketing and what-to-grow; to chapters on planting, watering, fertilizing, weeding and pest control; followed by extensive information and examples on harvest, storage and handling. The procedures of dying, glycerin preserving, and color processing are discussed in detail including the latest in research conducted in the authors lab at Kansas State University. Sources of supplies and information are provided in the section of lists, lists, and more lists. From the beginner trying to avoid becoming a slave to his/her business, to the experienced grower, all can benefit from the information presented in this book.



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