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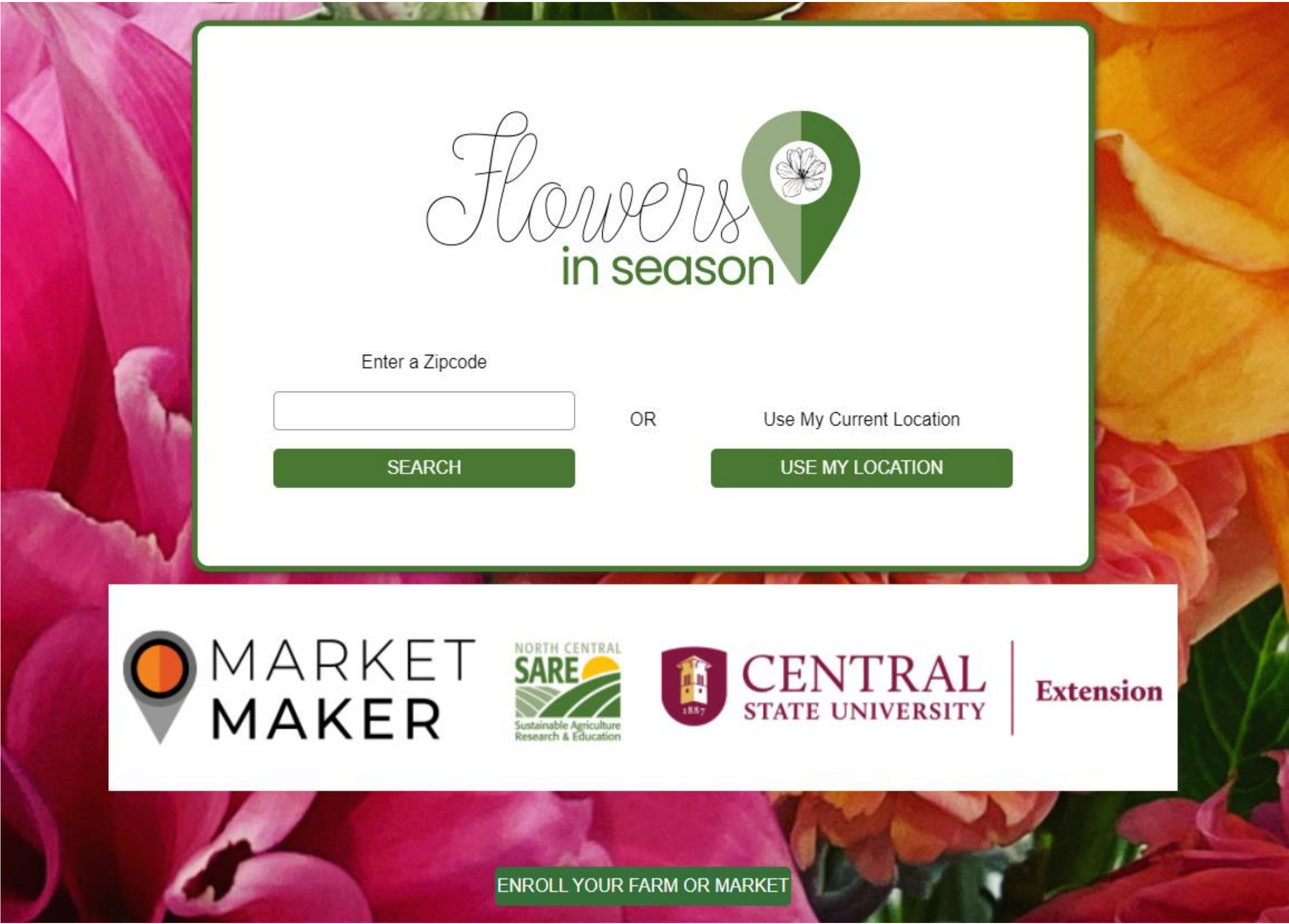
FlowersInSeason.com

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Project Summary

- Demand for cut flowers has created an outlet for small-scale, limited-resource farmers to provide field-grown flowers for florists, weddings, and other buyers.
- Farmers described challenges existed in marketing and promoting their products:
 - Buyers with limited agricultural knowledge of flower seasonality
 - Reliance of buyers on international cut flower trade
 - Buyers not having access to availability data
 - Challenges with communicating with buyers due to buyer preference and need to conduct farm work
- This project gathered data from farmers on field-grown and high tunnel flower production in Ohio including:
 - Flower species grown
 - Length of growing season
 - Bloom availability based on regional differences in Ohio.
- The deliverable of the grant is a searchable database that growers can use for:
 - Planning
 - Marketing
 - Selling
 - Educating florists and other buyers on the seasonality of cut flowers
- Sustainable agricultural systems are supported by elements of economic viability, environmental soundness, and social responsibility.
 - Most commercially available blooms are grown in energy-intensive greenhouses in other countries and rely on refrigerated shipping.
 - Field and tunnel-grown local flowers use less water and have a smaller carbon footprint
- The resources generated by this project will help promote more sustainable options to buyers, keep money in local communities, and improve outcomes for flower farmers throughout the region.

Plant Name	Common Name	Start Seeds Indoors (SS)	Transplant (TP)	Direct Seed (DS)	Season Extension (SS)	Harvest Period	Season Extension Harvest
<i>Achillea millefolium</i>	Yarrow	Feb 15 - Mar 1	May 1 - May 15	Apr 1 - Apr 15	Jan 15 - Feb 1	Jun - Sep	Sep - Nov
<i>Ageratum houstonianum</i>	Floss Flower	Mar 1 - Mar 15	May 1 - May 15	May 15 - Jun 1	Feb 1 - Feb 15	Jul - Sep	Sep - Oct
<i>Agastache foeniculum</i>	Agastache	Feb 15 - Mar 1	May 1 - May 15	Apr 15 - May 1	Jan 15 - Feb 1	Jul - Sep	Sep - Nov
<i>Allium (bulb)</i>	Ornamental Onion	---	---	Oct 1 - Oct 15	---	May - Jun	Jun - Jul

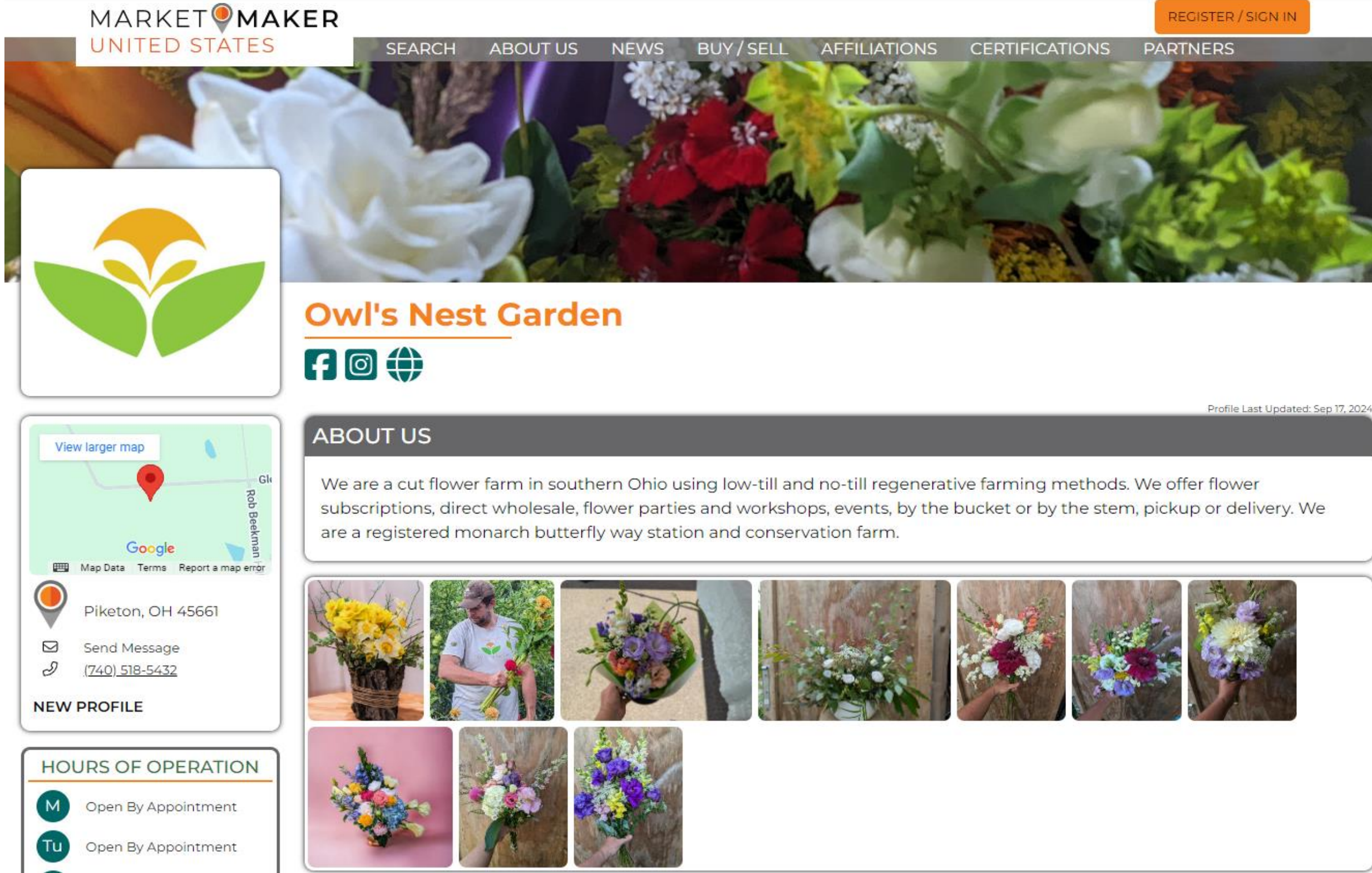
Relevance to Sustainability

- Most cut flowers purchased in America are shipped from South America and grown in protected agriculture environments such as greenhouses
- Ohio cut flower farms primarily grow flowers outdoors and in non-heated protected environments like high and low tunnels and do not rely on energy for production
- Locally sourced cut flowers are not shipped and have a smaller carbon footprint
- Cut flowers farms are bio-diverse farms that encourage pollinator habitats
- The FlowersInSeason.com digital application will improve business communication and economic sustainability



Cut Flower Grower/Buyer Concerns

- Improve grower to buyer communication on cut flower availability by location
- Increase cut flower farm market awareness
- Improve cut flower grower to grower network in Ohio
- Improve overall cut flower market sales to florists for locally sourced seasonal flowers
- Reduce supply chain logistics for purchased flowers by the identification of closer product sources
- Increase consumer awareness of the Ohio cut flower industry and market demand for sustainably grown and sourced products



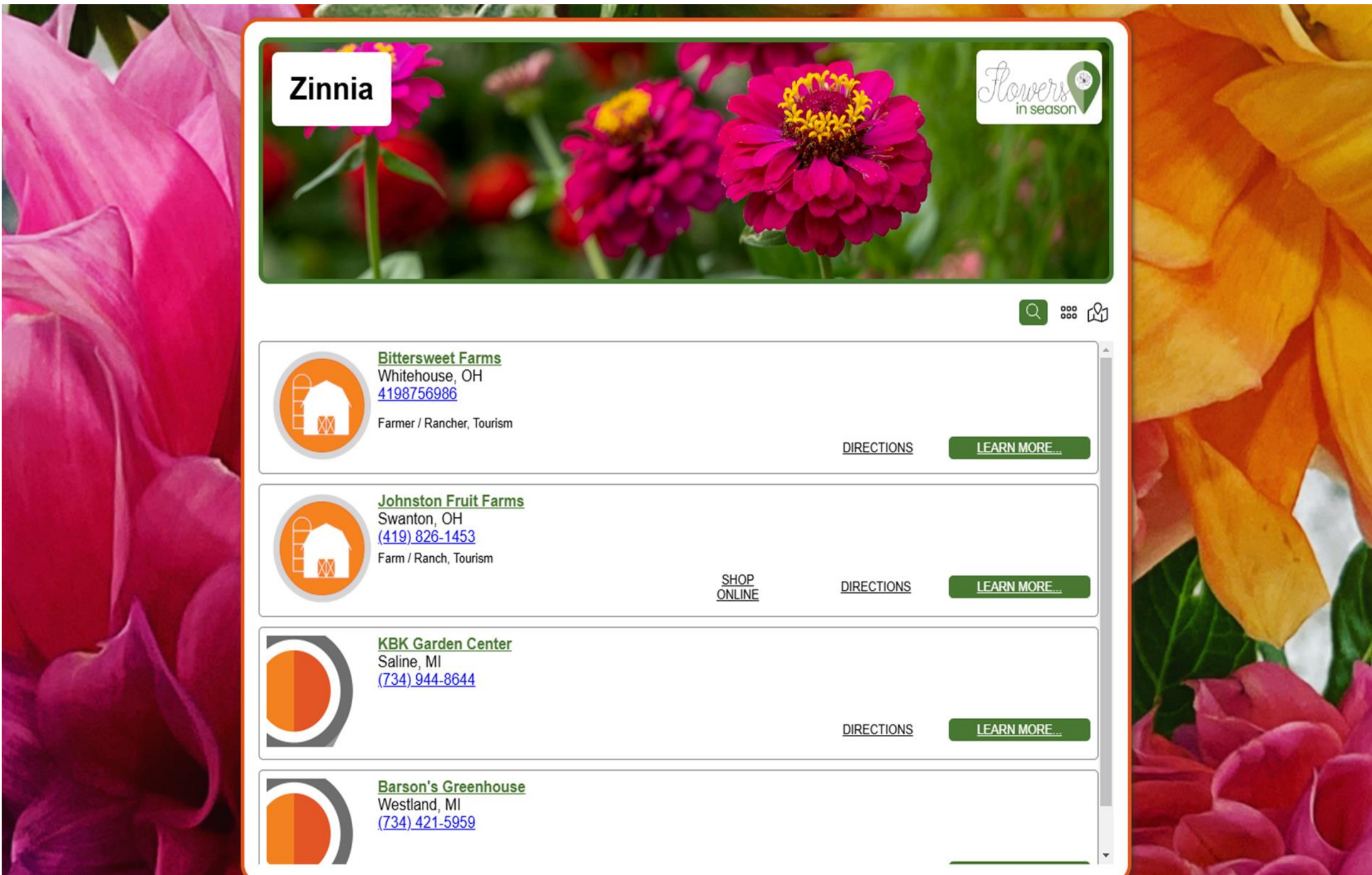
Program Objectives

- The objectives of this project are:
- Generate a digital and printed calendar of seasonal cut flower availability that growers across Ohio can use to provide customers with a resource on seasonal cut flower availability throughout the year.
 - Create planting schedules from collected data that growers can use for planning purposes.
 - Develop a network of local cut flower producers and generate a list of future extension and research opportunities.
 - Develop a carbon footprint comparison between Ohio farms and the existing international model of flower distribution to provide accurate sustainability metrics for marketing and research purposes.

Outcomes & Impacts

The Ohio cut flower availability calendar and database will be developed with input from 5 cut flower farms. An additional 36 cut flower farms in Ohio have registered their farms in the application. From the data, there are plans to create supporting educational cut flower fact sheets on: crop planning, succession planting, and using the calendar and database for production, season extension, marketing, and post-harvest handling.

We anticipate that improved communication from the generated resources will result in 50 buyers increasing purchases of locally-grown flowers by 5% across Ohio. Pre- and post-season surveys will determine how the tools impacted growers' confidence in communicating with buyers and sales impacts.



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