



Making a Profit Selling Cut Flowers

November 4-5, 2019

Green Door Gourmet

Nashville, Tennessee

Monday, November 4

7:30 a.m. Registration - Coffee and light refreshments

8:30 a.m. Welcome

8:45 a.m. Finding Your Own Niche in a Crowded Market
Lennie Larkin, B-Side Farm, Sebastopol, CA

Are tales of a saturated market stopping you from starting a thriving business? Lennie will take you through the ins and outs of her evolving business model in the crowded flower space of sunny California, and impart tips on everything from how to find new customers, to knowing when to step up or step back in a crowded market, to handling competition with grace and finding your competitive advantage, to a warning against undercutting other growers or designers. Get ready for anecdotes, tangible take-homes, and perhaps a graph or two as we revisit some supply and demand curves straight out of an economics textbook.

9:50 a.m. If You Build It, They Will Come

Linda Doan, Aunt Willie's Wildflowers, Blountville, TN

Don't sell just your flowers, sell your farm experience as well. Farm tours, photography workshops, design workshops, cut and carry—Linda will consider how these options are available to add income to your business by bringing dollars to your property.

10:55 a.m. Listen to Your Heart. And Your Head. And Your Accountant.

Bailey Hale, Ardelia Farm and Farmer Bailey Plugs, Irasburg, VT

Bailey will explain how he and his partner fell into farming, their MANY failures, and they've reinvented themselves several times to focus on sanity and profitability. We'll learn worked for them, and why it may not work for everyone, including some context about how we all fit into the global flower industry.

Noon Lunch (included with registration) with Green Door Gourmet Chef. Here's an opportunity to stretch your legs and visit Green Door Gourmet's farm store.

1:30 p.m. Rethinking On-farm Sales

Lisa Ziegler, The Gardener's Workshop, Newport News, VA

On-farm sales can be so much more than a farm stand. Lisa will share how she over-came some of the challenges facing urban farmers and city ordinances to sell flowers from her farm. Learn about her Members-Only Flower Market model that is going into its 15th year, bouquet subscription program, and other methods that will make a profit.

2:30 p.m. Extreme Marketing: How to Attract Your Champagne Clients on a Beer Budget

Julio Freitas, The Flower Hat, Bozeman, MT

Learn out how The Flower Hat made six figures on virtually no budget.

3:40 p.m. Forcing Glorious Blooms for Holiday Sales—and Beyond
Val Schirmer, Three Toads Farm, Winchester, KY

In this "show and tell" presentation, Val will share how she chooses, forces, stages, and sells specialty bulbs—namely, big bold beautiful amaryllis and paperwhites—for holiday sales. And the good news? For anyone who hasn't tried it yet, or is thinking about doing it again, there's still time to give it a go this year.

4:45 p.m. Live Auction to benefit the ASCFG Research Foundation

Tuesday, November 5

8:00 a.m. Coffee and light refreshments

8:30 a.m. Making a Profit with Dried Material (or #whattodowithdeadstuff)

Emily Daniel, Basil & Bergamot Flower Farm, Whites Creek, TN

Dried flowers are making a comeback! Emily will discuss old and new drying processes, and share new trends in dried materials, as well as marketing strategies and results from the new varieties she's trialing. She'll show us how to use dried flowers in fresh arrangements as she demonstrates design techniques. After Emily's presentation, everyone is invited to try their hands at a dried hand-tied bouquet. Instead of bringing fresh flowers to this event, we're asking for any type of dried material you can gather and share. We'll have rubber bands and ribbon available to tie up your creations, and will take a group photo of #whattodowithdeadstuff.

10:00 a.m. Farm Tour

We probably won't cover all 350 acres of Green Door Gourmet, but we may see their cut flower and vegetable greenhouses, hoopouses, packing sheds, and retail shop.



Thank you, sponsors!



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Green Door Gourmet

Nashville, Tennessee



Registration Form

Name _____

Company Name _____

Additional Co. Member _____

Additional Co. Member _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Green Door Gourmet
7007 River Road Pike, Nashville, Tennessee

Monday, November 4 and Tuesday, November 5

Includes Monday lunch, sessions, and Tuesday tour.

- \$375 Member
 - \$350 Additional Co. Member
 - \$350 Additional Co. Member
 - \$500 Non-member
 - \$195 Yes, I want to become a member!
- TOTAL DUE _____

Register online, by calling (440) 774-2887 or complete this form and mail, email, or fax.

(440) 774-2435 (fax)

mail@ascfg.org

ASCFG | MPO Box 268 | Oberlin, Ohio 44074

Visa MC Check enclosed # _____

CC # _____ Exp. _____

Cancellation policy: A full refund will be paid if cancellation is received prior to October 1, one-half refunded prior to October 10; after October 10, 2019 no refund can be made. No exceptions.