



**FIVEFORK FARMS**

*Sustainably Grown Flowers • Est. 2012*

# THE EVOLUTION OF A CUT FLOWER FARM

Grace Lam | Fivefork Farms | Upton, MA  
ASCFG - Summer 2022



# WE ALL START SOMEWHERE.....



# Make it Work!



You don't know what you don't know!  
As Dad says, "sometimes ignorance is  
bliss!"









# Today - 2022



# MARTHA STEWART Living

## RISE & SHINE

Inspiring People, Places,  
and Spaces

FARM-FRESH  
FLOWERS  
EASY & ELEGANT  
BRUNCH IDEAS  
SPRING SUPPERS  
A STYLE MAKER  
AT HOME

Plus  
CONTAINER  
GARDENING



A8 Region/World

THE BOSTON GLOBE

You just have to legitimately be a little crazy or certainly naive, and I say this nine seasons in, to launch a farm.'

LYH-HSIN LAM, who works the land full time with his sister Grace. At right, an imperfect dahlia Grace had plucked to toss away



PHOTOS BY JESSICA RINALDI/GLOBE STAFF

The Lam family (top row, from left): Lyh-Rhen, Daniel, Helen, and Lyh-Hsin; (bottom row) Joyce, Grace, and Ping Bailey.

## In a time of darkness, a family farm blooms

OSTERHELDT  
Continued from Page A1  
have almost 60,000 followers on Instagram.

a farm. Soon after, she expanded her mom's garden, planting a couple hundred dahlias and started selling them. In 2013,

about four full-time workers and three part-timers. Even the cats, Sushi and Coco, greet fans. And for better or worse, it's a

we knew we would have to work hard, harder to be successful and that was in the back of my mind. There are no mi-

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- (4) Rimol Nor'easter Greenhouses, minimally heated
  - (2) 30' x 96'
  - (2) 30' x 120'
- (2) 20' x 100' Unheated DIY “Cat” Tunnels
- (1) 24' x 48' Heated Prop House







SUNDAY TELEGRAM | telegram.com | Sunday, June 28, 2015

# COMICS SECTION

telegram.com

Sunday, June 28, 2015



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By  
and  
with  
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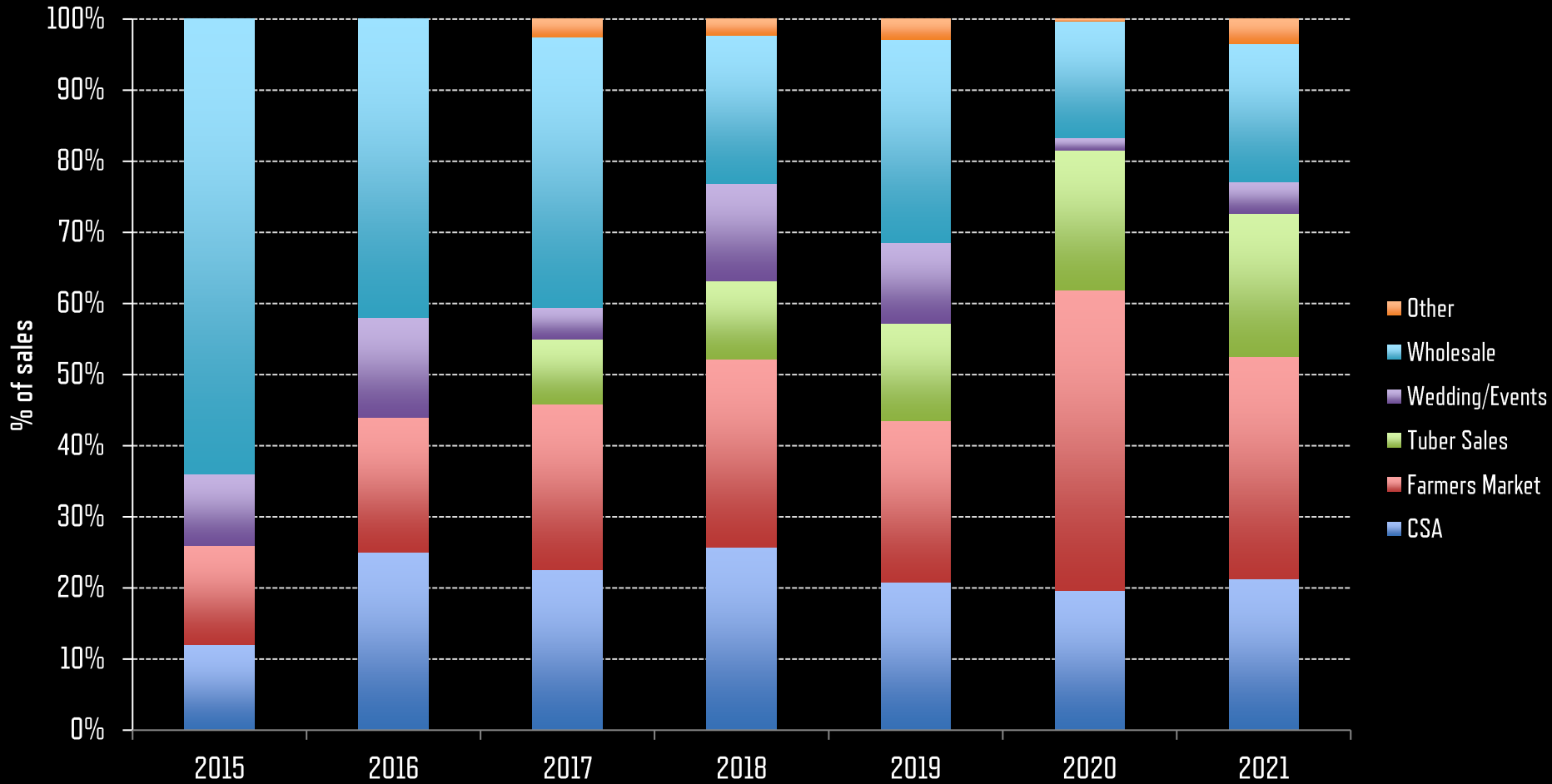


# HOW DID WE GET HERE?

- BUSINESS EVOLUTION
  - Employees?
  - Scalable Business?
  - Sustainable Business?
- MACHINERY & INFRASTRUCTURE
  - Work SMARTER, not HARDER
  - Identify bottlenecks and limited resources
  - Take advantage of loans and grants
- THE NUMBERS DON'T LIE!
  - Run your farm as a business! Tough decisions need to be made!



# FIVEFORK SALES BY THE NUMBERS



# THE INITIAL YEARS...







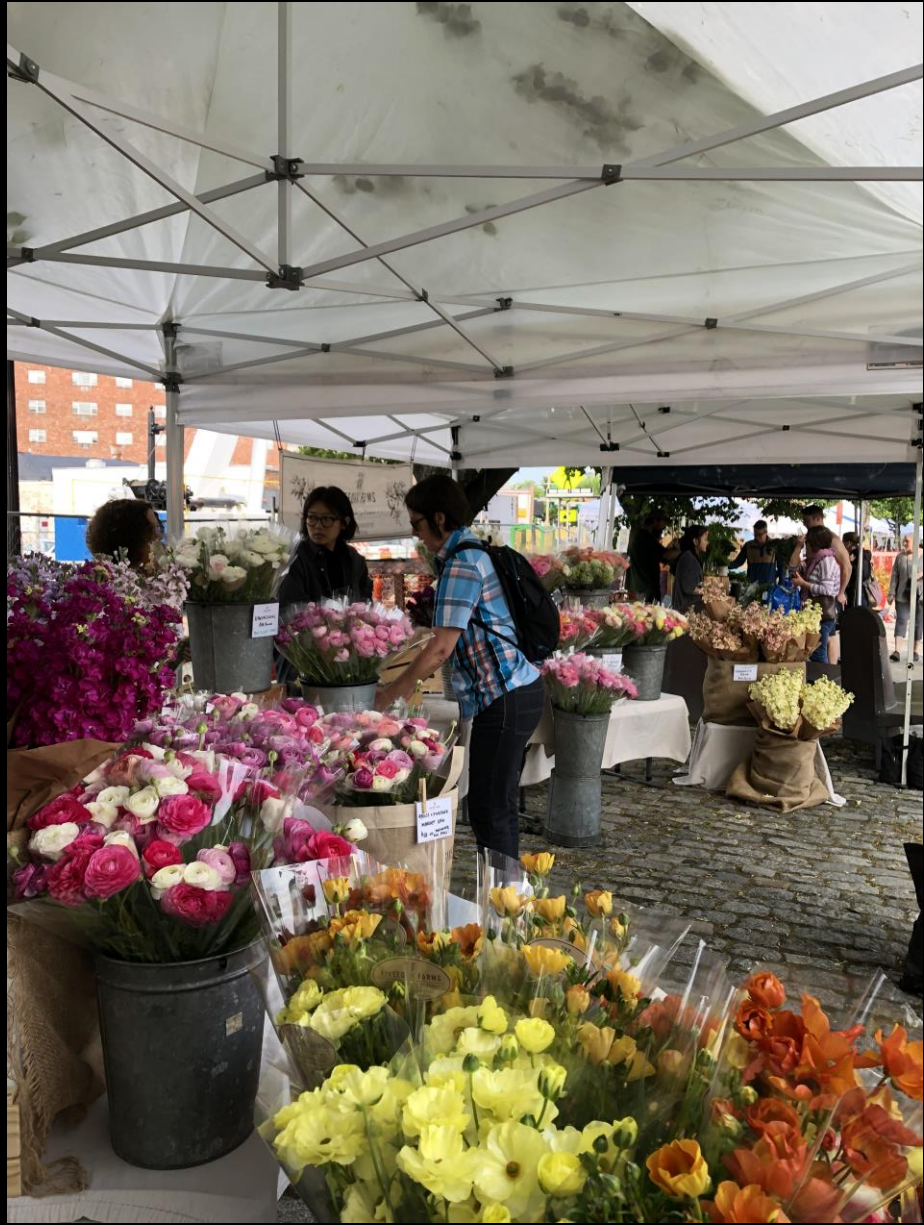
# WHAT'S YOUR MARKETING MIX?



2014 Summer Bouquet Share & Bucket Share



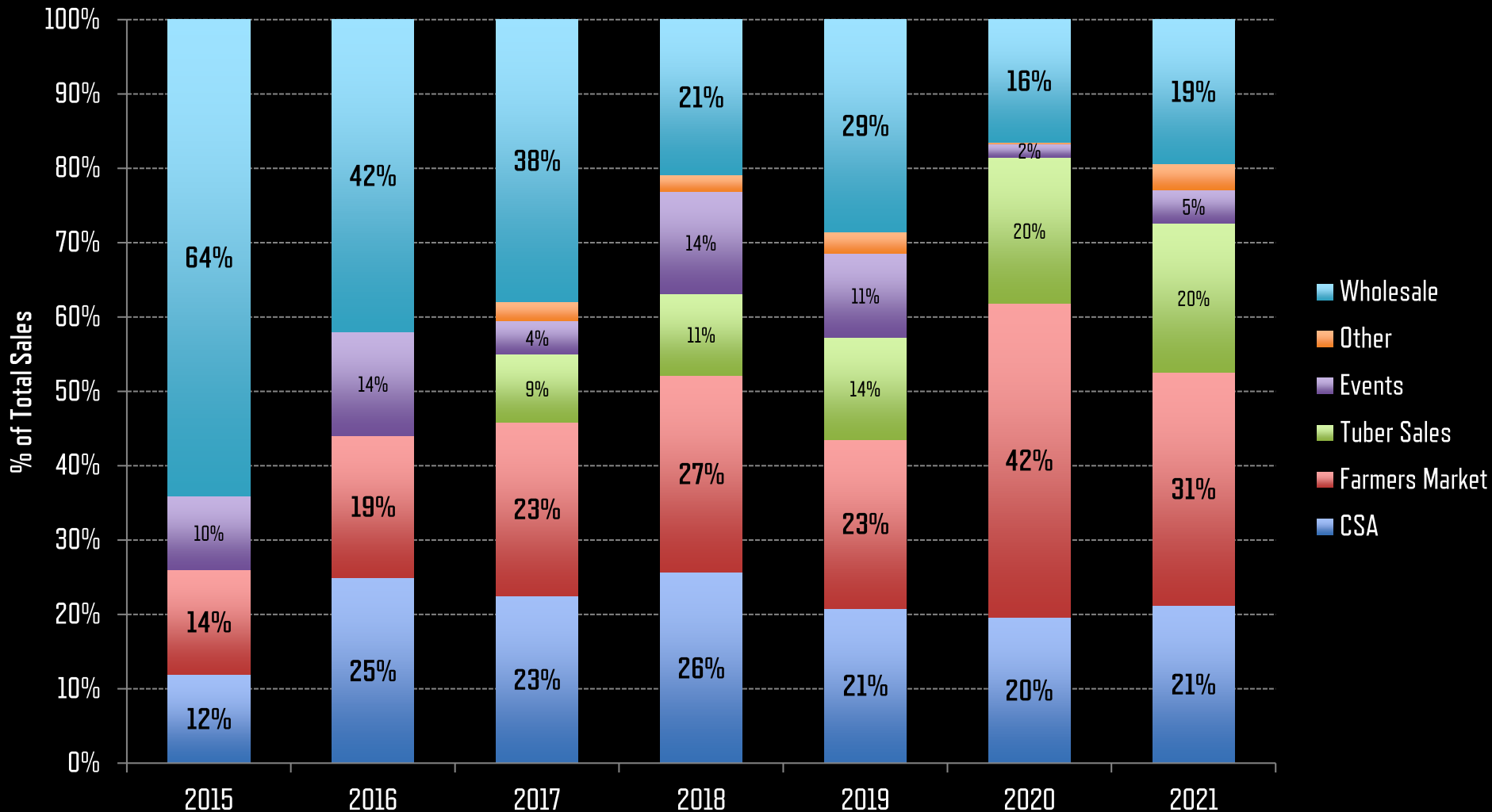




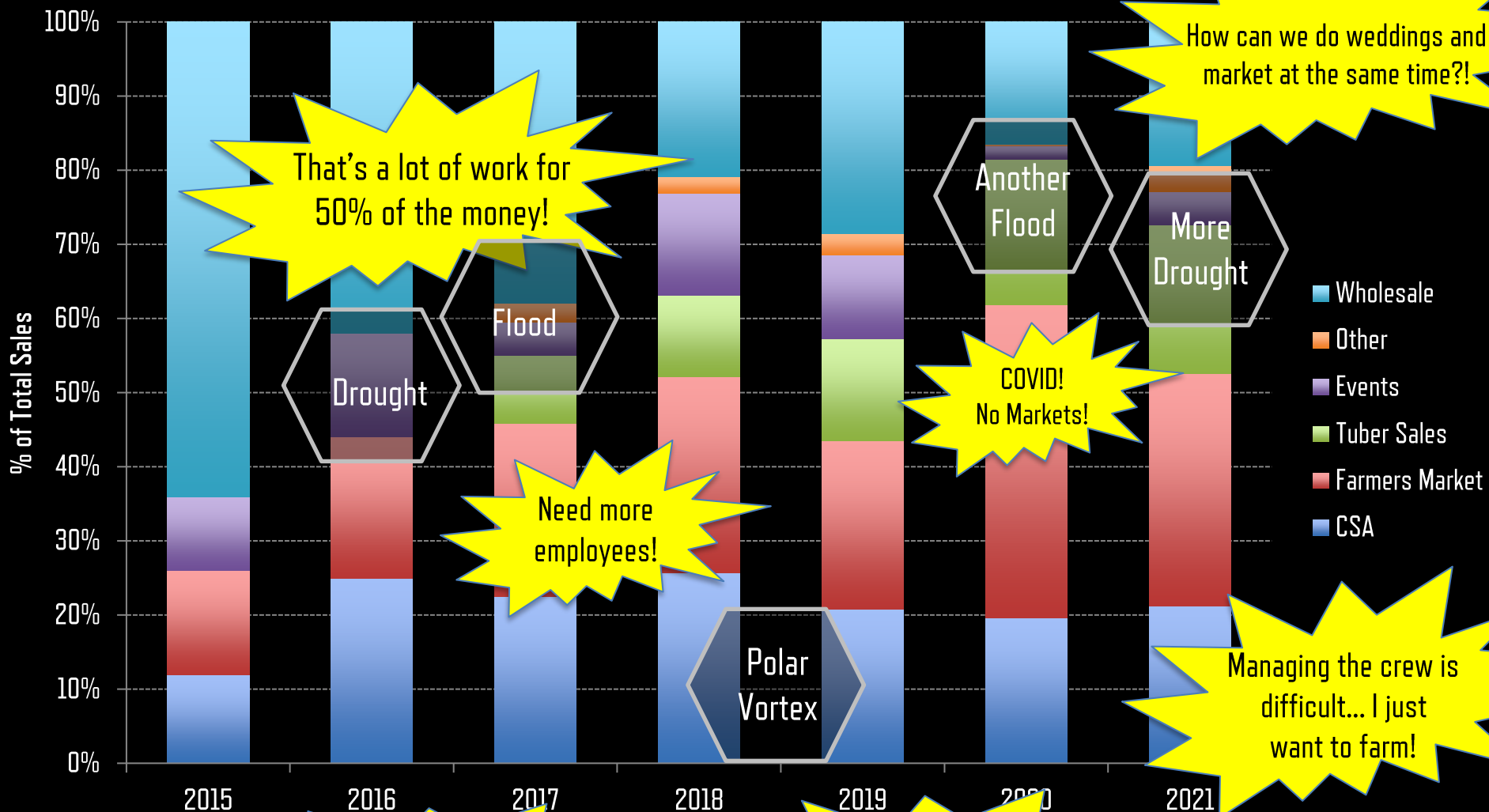


November 2013

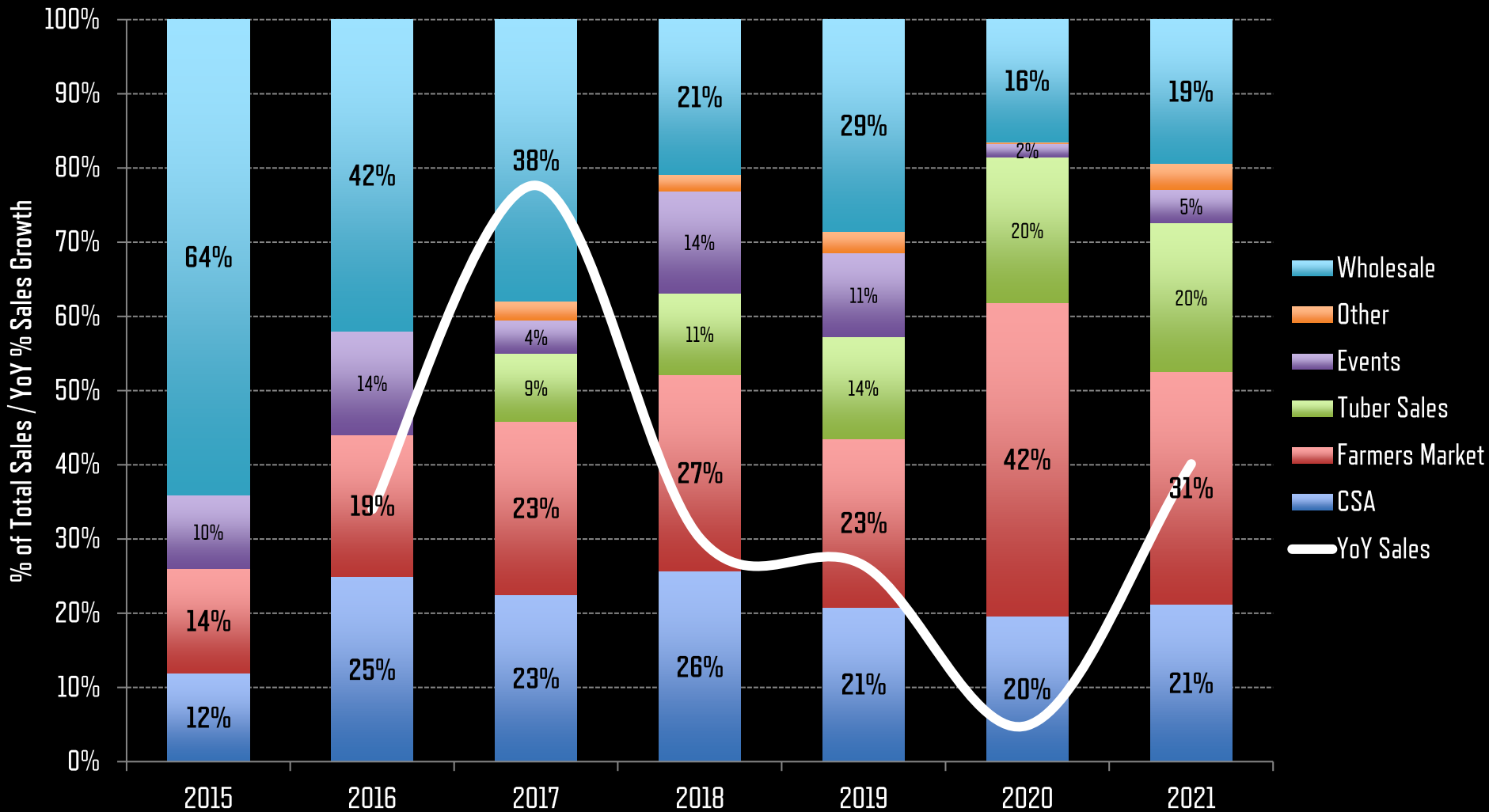
# FIVEFORK SALES BY THE NUMBERS



# DECISIONS.....DECISIONS.....



# KEEP GROWING THE BUSINESS









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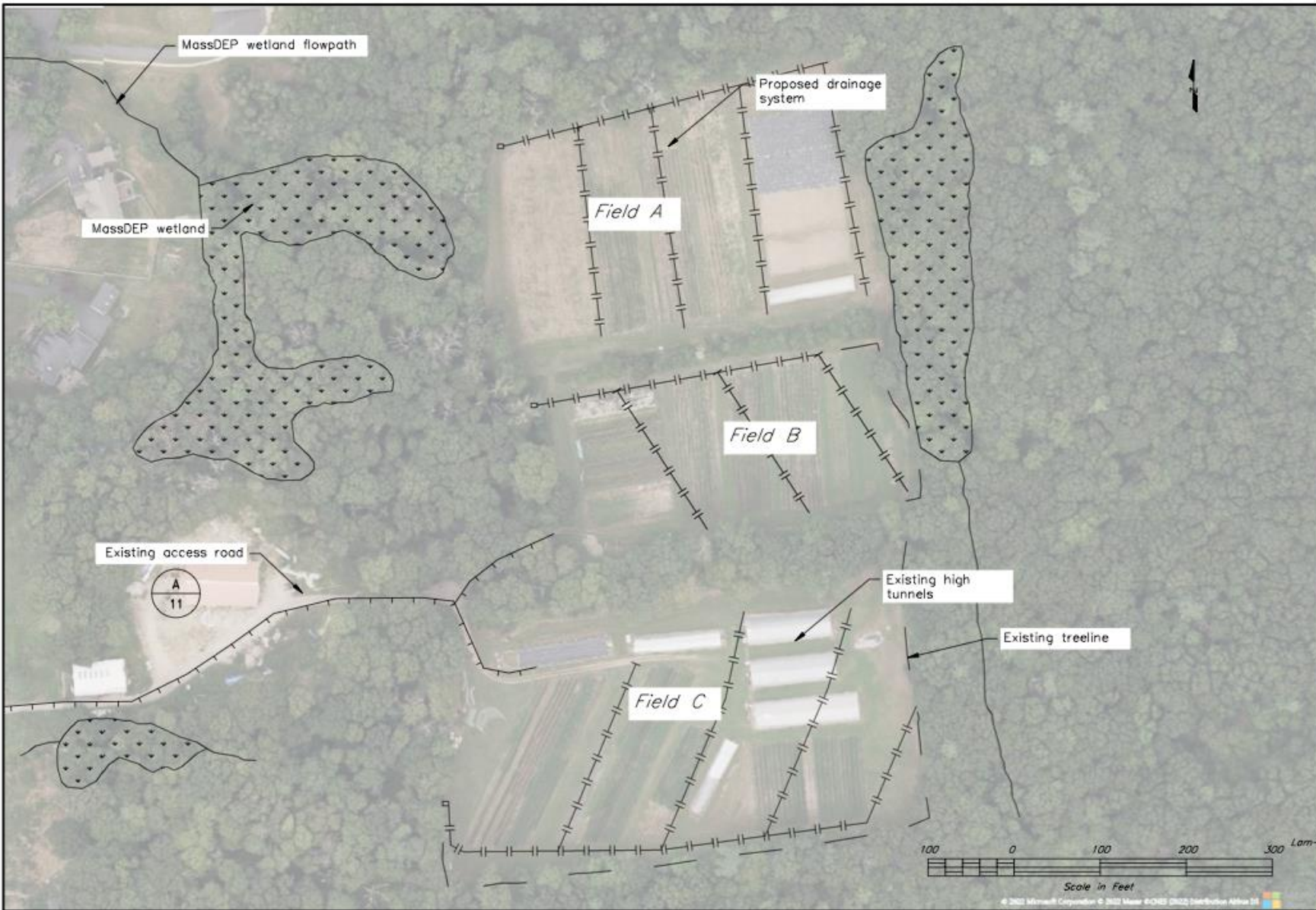
# Get Started with NRCS

# 5

# Steps to Assistance

How to Get Assistance from NRCS for Farms, Ranches and Forests





© 2022 Microsoft Corporation. © 2022 Mapbox © CNES (2022) Distribution Airbus DS

 United States Department of Agriculture Natural Resources Conservation Service	File No. Diversion-current f.dwg
	Drawing No. 0547
	5/25/22 10:59 AM
	Sheet 3 of 17
FARM MAP Run-off Control	
153 North Street, Upton Worcester County, MA	
Designed: A. Hengy Drawn: A. Hengy Checked: Approved:	Date:





# HOW DID WE GET HERE?

- BUSINESS EVOLUTION
  - Employees?
  - Scalable Business?
  - Sustainable Business?
- MACHINERY & INFRASTRUCTURE
  - Work smarter, not harder
  - Identify bottlenecks and limited resources
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# GROWING THE BOTTOM LINE







# PROMOTE YOURSELF



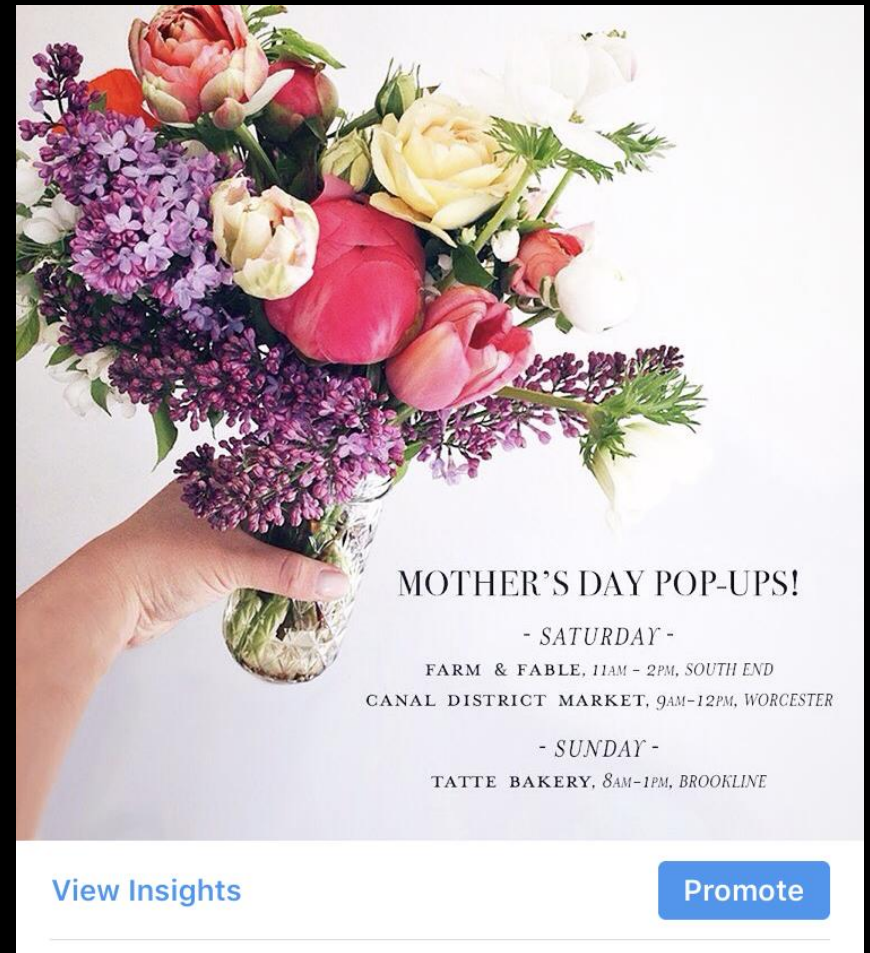
  
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*Sustainably Grown Flowers • Est. 2012*

## CELEBRATING MOTHER'S DAY

TWO LOCATIONS • THIS SATURDAY, MAY 9TH  
BEAUTIFUL BOUQUETS JUST FOR MOM

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FARM & FABLE | south end, 11-2PM  
CANAL DISTRICT MARKET | worcester, 9-12PM



### MOTHER'S DAY POP-UPS!

- SATURDAY -  
FARM & FABLE, 11AM - 2PM, SOUTH END  
CANAL DISTRICT MARKET, 9AM-12PM, WORCESTER

- SUNDAY -  
TATTE BAKERY, 8AM-1PM, BROOKLINE

[View Insights](#) [Promote](#)



# FIND STRATEGIC PARTNERSHIPS THAT ALIGN WITH YOUR BRAND



FIVEFORK FARMS

*Specialty Cut Flowers • Since 2013*

## EASTER POP-UP SHOPS

TWO LOCATIONS • THIS SATURDAY, 4/19

**FARM & FABLE**  
SOUTH END, 11-3PM

**CANAL DISTRICT  
FARMER'S MARKET**  
WORCESTER, 11-2PM



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## *celebrating mother's day*

• POP-UP SHOPS THIS SUNDAY, 5/11 •

**FARM & FABLE**  
SOUTH END, 11-3PM

**CROMPTON  
COLLECTIVE**  
WORCESTER, 12-3PM





**THANK YOU!**

**SEE YOU TOMORROW AT THE FARM TOUR!**



