



ASCFG Growers Meeting
February 28, 2021

Build a Strong Foundation with Community and Collaboration



Val Schirmer
Three Toads Farm

MARTHA
STEWART
weddings
Top 10
Farmer-Florist



Photo Credit: Melanie Mauer Photography







Association of Specialty Cut Flower Growers, Inc.

2000 National Conference and Trade Show

October 4-7
Austin, Texas



PROGRAM

Welcome to Austin!

This year's conference and trade show is being held in the heart of the South, a dynamic region where cut flower production is expanding at a tremendous rate! Texas is the home to a large number of new growers hungry for information and suppliers. Texas Agriculture Commissioner Susan Combs has even recognized specialty cut flowers as an important alternative crop which has greatly increased interest within the agricultural community in the South.

At this year's conference you'll have the opportunity to enjoy the beautiful Texas countryside and pick up more information that can help you in your business. Also, be sure to take time to have FUN visiting the trade show and attending the banquet and dance Saturday night!

Thanks for joining us!

Frank & Pamela Arnosky











TEXAS SPECIALTY CUT FLOWERS



ARNOSKY FAMILY FARMS • BLANCO, TEXAS



THREE TOADS FARM

SPECIALTY FLOWER GROWERS

THREE TOADS FARM



Three Toads Farm
Oriental
Lilies
\$10 in pot
\$15/bunch cut
Home Grown in
Clark County





Let's force Lilies for Christmas!!!



... and that's when we learned about lighting



Make plans to attend next year's
ASCFG Conference and Trade
Show September 5-8, 2001, at the
Marriott Mission Valley, in San Diego,
California!

ASSOCIATION OF SPECIALTY CUT FLOWER GROWERS

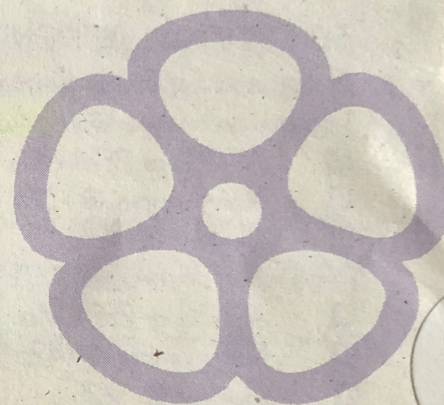
 National Conference
and Trade Show

Flower Power

☒ Airline
- Vero
☐ Conference
☒ Hotel

in San Diego

September 5-8, 2001
Marriott Mission Valley
San Diego, California



You are personally invited to join us in
sunny San Diego for this year's ASCFG
National Conference and Trade Show!
Each year conference attendees are
given the opportunity to learn and
experience more in a different region.
We're excited about having you visit San
Diego and enjoy a fantastic educational
opportunity and LOTS of fun!

for more information on the
activities scheduled in
the conference.
of

Saturday, September 8

7:30 Registration, Refreshments at trade show

Concurrent Sessions:

9:00 Session 4

Operations

- A. *Methyl Bromide Application and Issues*
Mark Lauman, Tri-Cal, Corona, CA

Specific Crops

- B. *Ranunculus*
Mike Mellano Sr., Mellano & Co., San Diego, CA
Latest Top Performers from the ASCFG Seed and Perennial Trials
John Dole, North Carolina State University, Raleigh, NC

9:50 Break

10:05 Session 5

Operations

- A. *General Approaches to Energy Conservation*
Jim Thompson, UC Davis, Davis, CA

Specific Crops

- B. *Snapdragon and Dianthus Production*
Phillip Katz, PanAmerican Seed, Santa Paula, CA
Lisianthus Production
Bob Wollam, Wollam Gardens, Jeffersonton, VA

10:55 Break



Saturday continued...

11:10 Session 6

Operations

- A. *Packaging Fresh Flower and Dried Flowers*
Steve Clarke, Robert Mann Packaging, Oceanside, CA
Shelley McGeathy, McGeathy Farms, Hemlock, MI
Bernie Van Essendelft, Dual Venture, Pantego, NC

Specific Crops

- B. *Scott's Picks: Five Best Woodies for Cuts*
Scott Aker, National Arboretum, Washington DC

Noon Trade Show & Lunch on your own

1:30 p.m. General Session: *New Developments in Postharvest Handling*

Dr. Michael Reid, UC Davis, Davis, CA

2:30 Break

2:45 *Integrated Pest Management for Cut Flower Growers*

Dr. Cheryl Wilen, UC Cooperative Extension, San Diego, CA

3:45 Break

4:00 *Weed Control for Field and Greenhouse*

Dr. Clyde Elmore, UC Davis, Davis, CA

5:00 Reception, Announcements and Awards

See you all next year in Madison!





LILIES | Partners learn as they grow

Words of advice

Advice from Three Toads Farms and others on growing lilies:

- Make sure you plant lily bulbs as soon as you get them. You can't leave lily bulbs sitting for weeks in the garage like you can daffodil or tulip bulbs.
- Select a site that gets full sun to partial shade.
- Plant in well-drained soil. If your soil doesn't drain well, plant in raised beds or on a slope.
- Lilies like cool roots, but sun on their flowers. Spread a light mulch of shredded leaves, rough compost, grass clippings or straw around the plant base. Or plant among other perennials that give shade.
- Set bulbs in clumps of three to five.
- Dig planting holes 6

From Page E1

sold as cut flowers (\$2 a stem); pollenless sunflowers (that don't drop messy pollen on table tops); and lisianthus, an excellent summer cut flower.

Last Saturday, Philip Rietveld, a horseman in town for the Junior League Horse Show, bought a mixed bouquet of lisianthus and lilies.

He was delighted. "How lush, how beautiful," he said.

The idea for growing cut flowers took root with Schirmer. An avid Clark County gardener with a small back-yard greenhouse, she test-grew flowers for White Flower Farm, a mail-order nursery in Litchfield, Conn., for several years.

Five years ago, she decided she'd like to grow and sell flowers.

"But I knew I didn't want to quit my job," said Schirmer, 48, who works as marketing director for Valvoline Instant Oil Change.

Hendricks, 54, a friend, said he'd raise flowers with her. "I told Charlie, 'If you grow them, I'll sell them,'" she said.

Hendricks retired a year and a half ago from the Lexington Fire Department and now works almost full-time with the flowers.



Charlie Hendricks
works almost full time with the flowers.



Bob Early
wants to retire to devote himself full-time to the business.

"It's a terrific cut flower, but hard to grow," Schirmer said.

The fledgling growers have made their share of mistakes figuring out how to grow and market lilies. The first year, Hendricks dug 1,000 individual holes using a post-hole digger. Now he uses a drill with an auger attachment.

The second year they had a crop failure. "We didn't plant until November when the ground was cold. So the bulbs didn't get a good start," Schirmer said. Rows were covered with a six-inch layer of mulch.

"The next spring we put soaker hoses on them. The weather heated up, and it was like a steam bath under there." A soil fungus, *Rhizoctonia*, "went ramp



CHARLES BERTRAM | STAFF

Valerie Schirmer carried a bucket of lisianthus she had just cut at the Winchester farm where she and her business partners grow flowers.

Easter lily and an Asiat-

"You learn to listen to each

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THREE LOADS FARM

Oriental

Lilies

\$10 in pots

\$15 / bunch
cut

Home Grown in
Clark County



*Association
of*
Specialty
Cut Flower
Growers

Madison 2002





**Then the boys said, “We
need to build another
greenhouse!!”**

**Then the boys said, “We
need to build another
greenhouse!!”**

And I had to step away ...

See
you
next
year
in

Vancouver

BRITISH COLUMBIA

National Conference & Trade Show

November 12-15, 2003 November 14-15, 2003

For the first time in ASCFG history, our National Conference and Trade Show will be held outside the US. Beautiful Vancouver, British Columbia will be the Host City for the 2003 Conference. Trade Show participants and conference attendees will be able to take advantage of all of Vancouver's amenities since the hotel chosen for this conference is located in the very heart of the city.

- Vancouver has one of the mildest climates in Canada and is one of the few cities in the world where you can ski, golf and sail all in the same day!



2012 National Conference and Trade Show

Tacoma, Washington

November 12-14



Learning to grow together!







THE MARKET OPENS



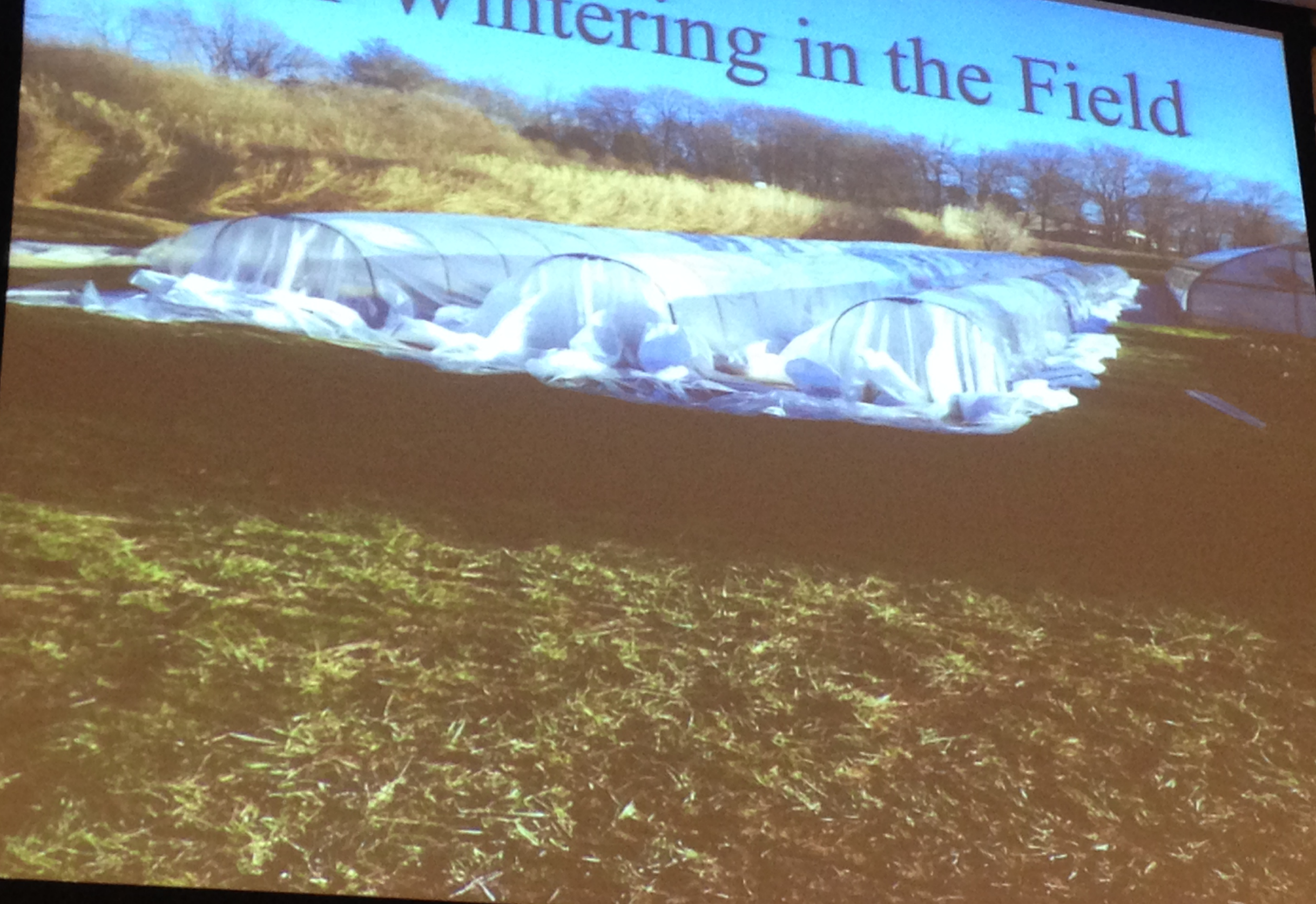
The Lexington Farmer's Market celebrated its Spring Kickoff on Saturday in the Fifth Third Pavilion downtown. Above: Jennifer Coffman, left, and Mary Campbell complimented Charlie Hendricks of Three Toads Farm on his tulips, especially an arrangement featuring orange tulips.



THE ARDEN-SMITH CENTER
FOR EDUCATION AND
ECONOMIC DEVELOPMENT



Over Wintering in the Field







2014
Wilmington
National
Conference

Over Wintering in the Field



The Big Dahlia Patch winter 2014

















March 25, 2015

May 22, 2015



**Do you use all of your
member benefits?**



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Val Schirmer
Three Toads Farm