



955 Benton Avenue
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Congratulations on your new interest in growing cut flowers for profit! Growing beautiful blooms is a sure way to attract new customers and grow your business.

In this kit, we've featured proven varieties of cosmos, sunflowers, and zinnias.

Varieties included:

Sunflowers: 1,000 seed ea.

- 'Sunbright' (F1)
- 'Sunrich Orange' (F1)
- 'ProCut Orange' (F1)

Cosmos: 1/2 oz. of seeds

- 'Versailles Mix'

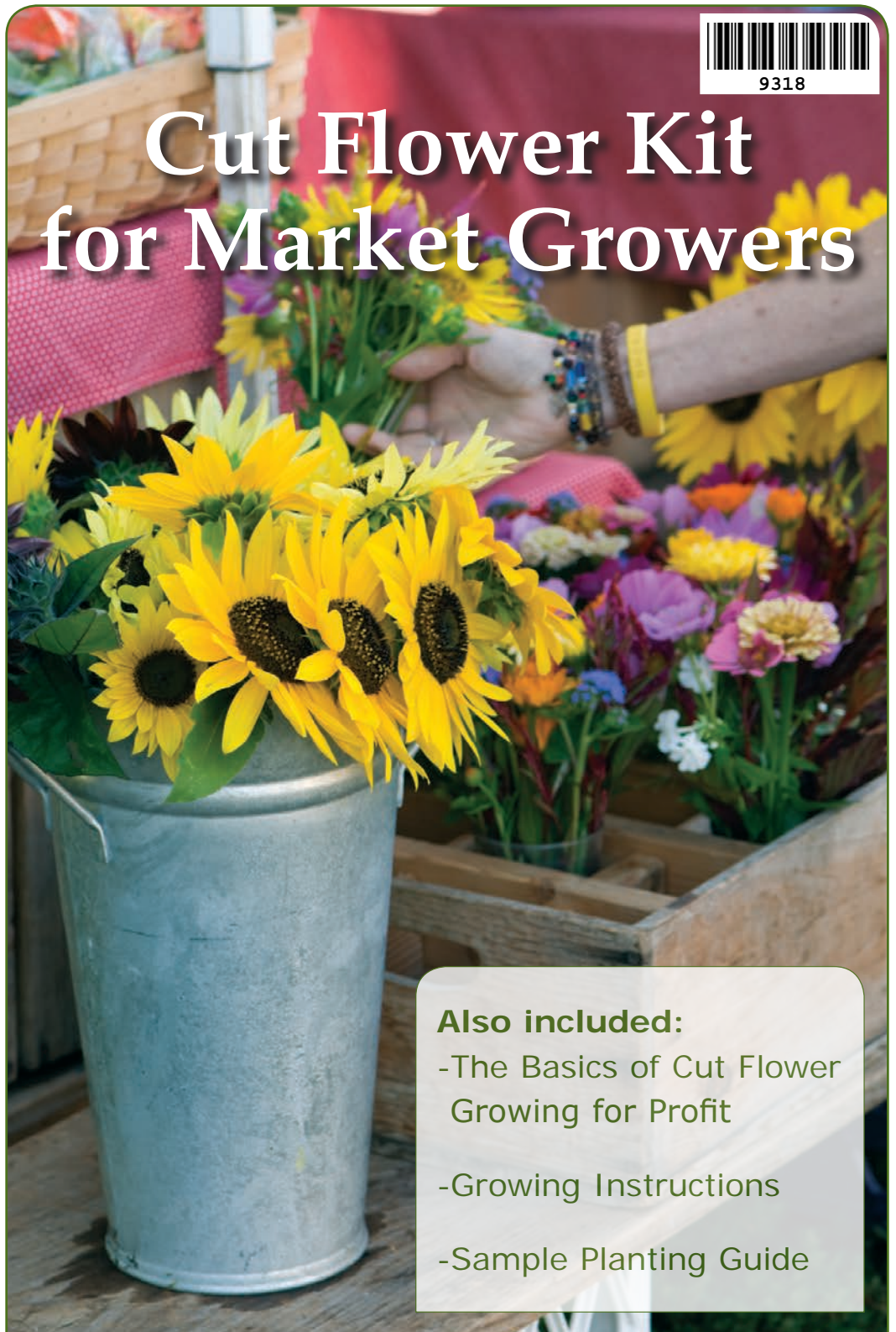
Zinnia: 500 seeds

- 'Benary's Giant Mix'

(Varieties subject to change.)



Cut Flower Kit for Market Growers



Also included:

- The Basics of Cut Flower Growing for Profit
- Growing Instructions
- Sample Planting Guide

At Johnny's Selected Seeds, we hold seed variety trials to test every variety that we offer in our catalogs and on our website. Our cut flower trials are among our largest and involve between 800 and 1,500 varieties on a yearly basis. Our staff evaluates the flowers for characteristics like beauty, bloom-time, vigor, disease resistance and fragrance. These trials allow us to better help you have a profitable and successful growing experience.

To learn about all of our flower varieties, please visit our website Johnnyseeds.com. You are also welcome to visit our trial farm in Albion, Maine. For more information about visiting our facilities, email publicrelations@johnnyseeds.com. Or, call us toll-free at 877-564-6697.

Cut Flower Kit: Growing Guide

Growing, Harvesting & Marketing Sunflowers - *Helianthus annuus*

1712 PROCUT ORANGE (F1) is an early blooming variety, ready for harvest in 50-60 days. Tall and strong, this single-stem is a nice commercial cut. Pollenless. Day length neutral. Ht. 60".



1314 SUNRICH ORANGE (F1) is a nonbranching, pollenless sunflower. Ideal for cut flower production. 4-6" golden yellow ray blooms with black disk. Ready 10-14 days before the Sun series in 60-70 days. Ht. 48-60".



1307 SUNBRIGHT (F1) is a vigorous hybrid. It produces 4-6" blooms under short days and low temperatures. Suitable for winter greenhouse production. Pollenless. Day length neutral. Ht. 60-72". Ready for harvest in 70-80 days.



NOTE: "Day length neutral" means that day length does not directly influence flowering. These varieties do fine under short days.

Sunflowers normally produce a large amount of pollen. Pollenless sunflower varieties have been specially developed for the cut flower industry and for florists who don't want to contend with pollen covering their bouquets and vases.

SEEDING: Direct sow 500 seeds in a 250' row (or a block of five 50' rows). Succession planting at 10-14 day intervals will extend harvest as can planting a number of varieties that bloom at different times. In this kit we've included enough seed for two plantings of each sunflower variety.

SPACING: Plants should be 6" apart.

HARVEST: Cut when the petals are just lifting off the face of the flower. Leaves should be stripped prior to cutting. Cut at approx. 36" from the head down. They should be transported in clean water from the field to an area to be trimmed and bunched. Flowers should be bunched in groups of 3 or 5 with similar size heads. Tie or elastic band bunches in two places: directly under the heads and approximately 4" from the bottom of the evenly cut flowers. Sunflowers can be kept in a cooler to preserve freshness.

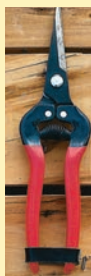
MARKETING: Market your sunflowers in galvanized flower buckets or 5 gallon buckets filled with clean cool water. Bunches of 5 can be sold for \$5/bunch or more depending on flower pricing in your area.

Growing, Harvesting & Marketing Zinnias - *Zinnia*

1346 BENARY'S GIANT MIX is a vigorous all-season producer that holds up well in summer rain and heat all over the country. Densely petaled blooms are up to 6" across. Colors include: deep red, orange, carmine rose, coral, wine, purple, bright pink, white, salmon rose, scarlet, and golden yellow. 75-90 days to harvest.



NOTE: All zinnias need good air circulation to minimize occurrence of powdery mildew.



Harvesting your flowers has never been easier than with the **9210 ARS 300L NEEDLE NOSE SHEARS** the one preferred by professional flower growers.

9170 EARTHWAY SEEDER

The fast and easy way to furrow, plant and mark rows all in one pass.



SEEDING: Zinnias are easily direct seeded but can also be transplanted. If you are direct seeding, you can use the cucumber plate of an Earthway seeder. 1 oz. of seed will sow 500'. If transplanting, be careful not to let the seedlings get root bound as they dislike root disturbance and may revert to single flowers. Flower production will continue until frost as long as you continue to cut new blooms. Zinnias prefer warm temperatures. To grow the healthiest plants, it may be advisable to plant on black plastic (this is the technique used on our trial farm). Succession planting, every 2-3 weeks, will give you healthier plants at harvest time. Please refer to cultural info on back of packet for further instructions.

SPACING: Plants should be 9-12" apart.

HARVEST: 75-90 days to flower. Cut when blooms are partially open. Cut stems as long as possible but leave enough nodes to ensure future production. Store in clean water treated with floral preservative. Zinnias do not need refrigeration. Avg. 20-30 stems per plant, though this can vary depending on how long you cut your stems.

MARKETING: Zinnias can be bunched and sold separately by color or variety or they can be used in mixed bouquets. Zinnias look very nice in 10-stem bunches. Bunches can retail from \$2-5 dollars per bunch depending on your market. You may consider including a packet of flower food with your zinnias. A product like Floralife Fresh Flower Food will significantly increase vase life.

Growing, Harvesting & Marketing Cosmos - *Cosmos bipinnatus*

1095 VERSAILLES MIX cosmos are an easy-to-grow favorite. Early-blooming and vigorous. Will produce under short days. Strong stems can withstand considerable handling. Blooms are 2 1/2" across. Ht. 40." Blooms are ready in 75-90 days.

SEEDING: Direct seed. 1/2 oz. seeds will plant 500'.

SPACING: Plants should be spaced 9-12" apart.



HARVEST: 75-90 days to flower. Cut when petals on the first flower are just opening. Avg. 20-30 stems per plant but varies depending on how long you cut your stems.

MARKETING: Can be sold in bunches or mixed with other flowers. Cosmos don't store as long as other varieties. Be sure to cut right before sale and use a preservative solution.

The following products are not included in this kit, but you may want to consider planting some bouquet fillers to add beauty and volume to your bunches.

Ammi

1968 DARA, *Daucus carota* var. *sativus*—Attractive 3 1/2-5" lacy umbels atop strong, sturdy, upright stems. Flowers in shades of dark purple, pink, or white. Highly productive with 7-15 stems per plant. Long lasting in bouquets.

1034 WHITE DILL, *Ammi majus*—Plants bear numerous lacy flower heads that can be used in all sorts of bouquets. 65-75 day to harvest.

1758 GREEN MIST, *Ammi visnaga*—A wonderful filler for bouquets, it has feathery foliage and large, full flowers that compliment any color combination. 85-95 days to harvest. **NOTE:** Growers in Northern climates may find Green Mist matures too late for their market. At our farm, in Maine, we have better luck with the *A. majus* though the color of the *A. visnaga* is preferable.

General Tips for Successfully Selling Your Flowers: Presentation is important!

You'll want to make sure that your flowers are properly prepared and attractive for your customers. After harvest, flowers can be stored in clean 5 gallon buckets. Scrub and bleach treat your buckets before each use. Clean buckets and containers are the most important factor in giving your flowers the longest life possible. Fresh water and a floral preservative such as Floralife are also key components. Water should be changed daily in any containers you are using to store cut flowers. For a professional look at your stand or market you can use green floral buckets or to give your stand a more cottagey feel try galvanized flower buckets. Bouquets and bunches should be easy for your customers to access. You may choose to present your bouquets in flower sleeves before purchase or you can have flower



sleeves at the ready to quickly wrap a customer's purchase. Dropping a packet of Floralife in the sleeve, along with a word to the customer about the benefits of floral preservative will go a long way in keeping the flowers healthy and your customers happy. Make sure your display area is neat and keep your buckets and containers tidy at all times. It's psychological, but customers are more likely to pick from a full bucket than to take the last bunch out of a bucket. Be sure to keep your buckets fully stocked.

Best of luck as you begin to grow and market your own cut flowers! If you need assistance, or have questions, don't hesitate to call Johnny's toll-free at 1-877-564-6697.



Bupleurum

1045 GREEN GOLD, *Bupleurum rotundifolium*—An elegant green filler that can be used with flowers of any color and has a long vase life. 80-90 days to harvest.

See our catalog or website for more cut flower and herb varieties. Look for the scissor symbol ✂ to identify varieties that are best suited for cutting.

Herbs and ornamental grasses are becoming popular additions to bouquets. As you become more experienced, consider trying some of the items below.

Basil for Cut Flowers (Organic)

1772G AROMATTO, *Ocimum basilicum*—Add color and scent to your bouquets. Sturdy, purple stems, dark purple flower bracts, and purple-green bicolor foliage. Use as a filler or accent flower. 75-80 days to harvest.

Dill (Organic)

920G BOUQUET

Anethum graveolens—Most widely grown dill. Good seed and leaf yields at a height of 38-42" tall. 40-55 days to leaf harvest.

Ornamental Grass

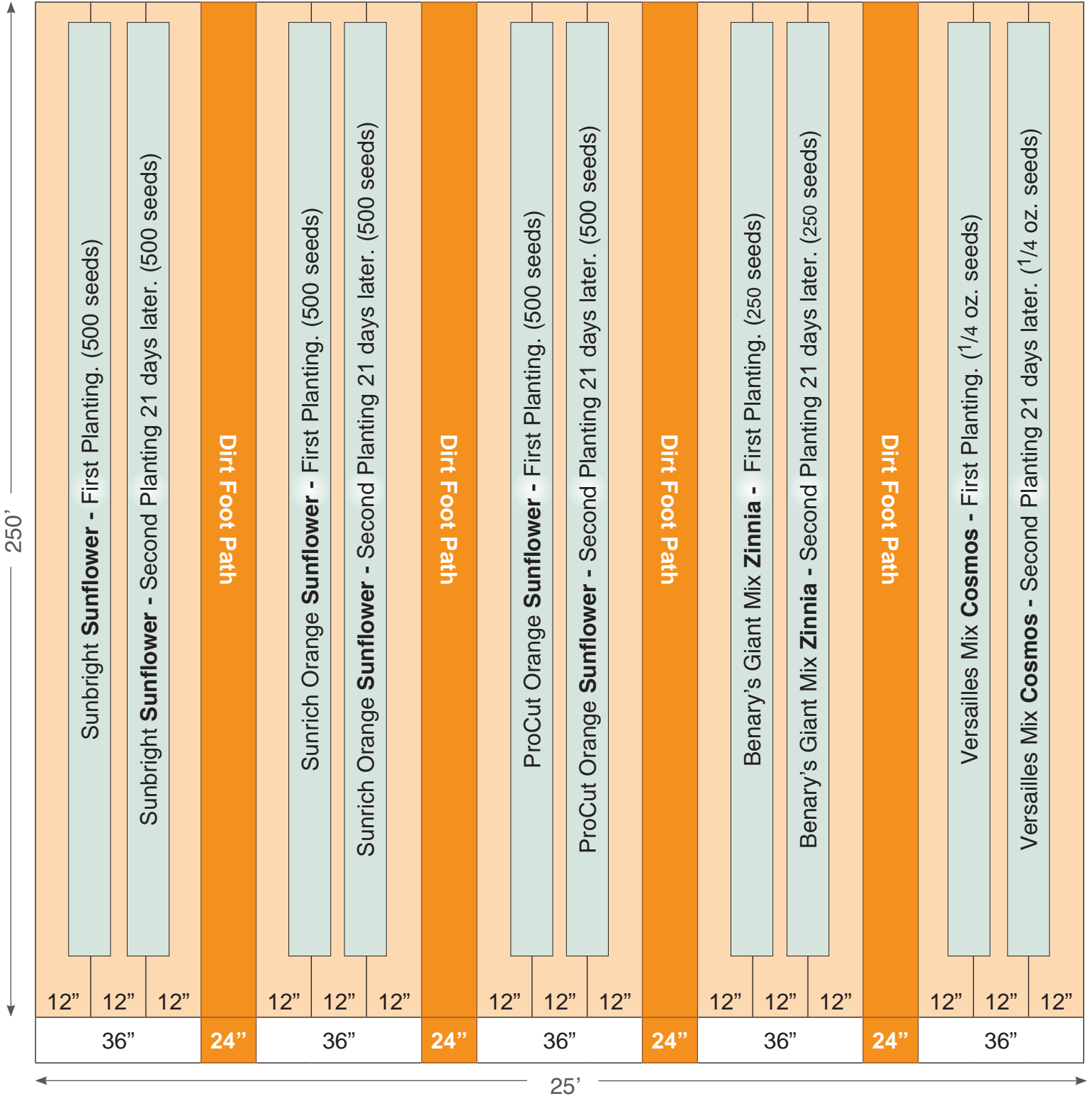
1855 FROSTED EXPLOSION, *Panicum elegans*—Airy flower plumes seem to burst from the center of the plant. An excellent filler for bouquets, and a startling bedding plant when several are planted together. 84-112 days to harvest.

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Cut Flower Plot

This is an example of how you can set up a 1/4 acre of cut flower production using the seeds included in this kit.



The Basics of Growing Cut Flowers for Profit: Frequently Asked Questions



Why grow cut flowers?

Many growers don't grow cut flowers because they think it is difficult and time consuming. The reality, however, is that cut flowers can be an incredibly profitable crop, especially for those growing on small acreage. The initial investment in growing cut flowers is comparatively small, and you can often make a good return on your efforts in a single season.

What will cut flowers add to my existing operation?

Cut flowers offer the opportunity to expand your market. You can sell flowers at the farmers' market or roadside stand. U-pick flower operations are increasingly popular. And, many restaurants where you already deliver produce may be interested in fresh flower displays. It is also possible to sell flowers to wholesale and retail florists, and places like hotels.

With Johnny's Selected Seeds, you'll know your seeds have been thoroughly tested and trialed to ensure you have a profitable and successful growing experience.

What flowers are good for a first-time flower grower?

You will want to start with cuts that can be direct seeded (direct seeding is simpler and less time-consuming than transplanting) and are easy to grow. You'll also want to start with varieties that provide high-density yields, are easy to harvest, have a long harvest period, and a long vase life. Some popular common annuals to consider are sunflowers, zinnias, and cosmos.

Should I just grow one type of flower?

Unless you have a market for just one type of flower, it is probably better to try several different varieties. After only one year you should have a good idea of what is popular and will sell in your area.

What should I think about before starting a cut flower program?

Some questions to consider are: What markets do you think will work best for you? Are your customers interested in flowers? How many other cut flower growers are in your area? Have you talked with your local extension personnel about growing cut flowers? Have you familiarized yourself with the cultural needs of the flowers you plan to grow?



Where can I get more information?

There are many excellent books available on growing cut flowers. The book *The Flower Farmer* by Lynn Byczynski is excellent and Allan Armitage's book *Specialty Cut Flowers* is also a good resource. The Association of Specialty Cut Flower Growers is another source of information. Their website is www.ascfg.org. And, our commercial sales staff at Johnny's is always happy to answer any questions you may have.