

BLOOM TO BOOM

Flower Farm Profitability



OUR PRESENTERS



Lennie Larkin
B-Side Farm



Niki Irving
Flourish Flower Farm



Debra Prinzing
Slow Flowers Society



Hello!

I'm Niki Irving, the
owner, flower farmer
& florist at
Flourish Flower Farm
in Asheville, NC



About Flourish Flower Farm



- Established in 2016
- Moved farming locations 3x before setting on our current property
- 8 acre cut flower farm with 3 acres in intensive production
- USDA zone 6b
- We grow over 300 varieties of flowers + foliage
- Employ 4 part time farm workers seasonally, averaging 30 hours per week total
- Employ 1 part time Office Manager working 8 hours per week
- I work approximately 40-50 hours/week & take vacations

More about Flourish Flower Farm

- Provide floral design service for weddings, elopements & events
- Operate a self-service Farmstand
- Provide flowers to florist shops
- Teach floral design classes, flower farming intensive & “just for fun” workshops on the farm
- Authored the best-selling book *Growing Flowers: Everything You Need to Know About Planting, Tending, Harvesting & Arranging Beautiful Blooms* which was published in 2021



The Farmstand



Mixed bouquets ~ Straight bunches ~ Merch
Plant starts ~ Dahlia tubers ~ Fall bulbs & corms

Workshops on the Farm

“It was an honor to learn from Niki and her team at Flourish Flower Farm! Niki is an accomplished flower farmer who is passionate about sharing knowledge and helping others succeed. I've taken several online courses about flower farming, but nothing compares to the real-life interaction you'll get through this course. I loved that I got to interact with other like-minded people, ask questions, make connections, and get my hands dirty on the farm. Niki is well-aware that the course is an investment of your time and money, and she successfully delivers the resources you need to start your own flower farm. I could go on and on about how valuable this course is, but it's hard to put into words. I highly recommend you find out how life-changing this course is for yourself!” ~ Kate



Weddings & Elopements

- * Full service floral designs
- * Elopements & special event service



Creating a business model that works for YOU

What parts of the business bring me the most joy? What aspects do I dread?

What is easy to delegate to others? Where are opportunities for growth?

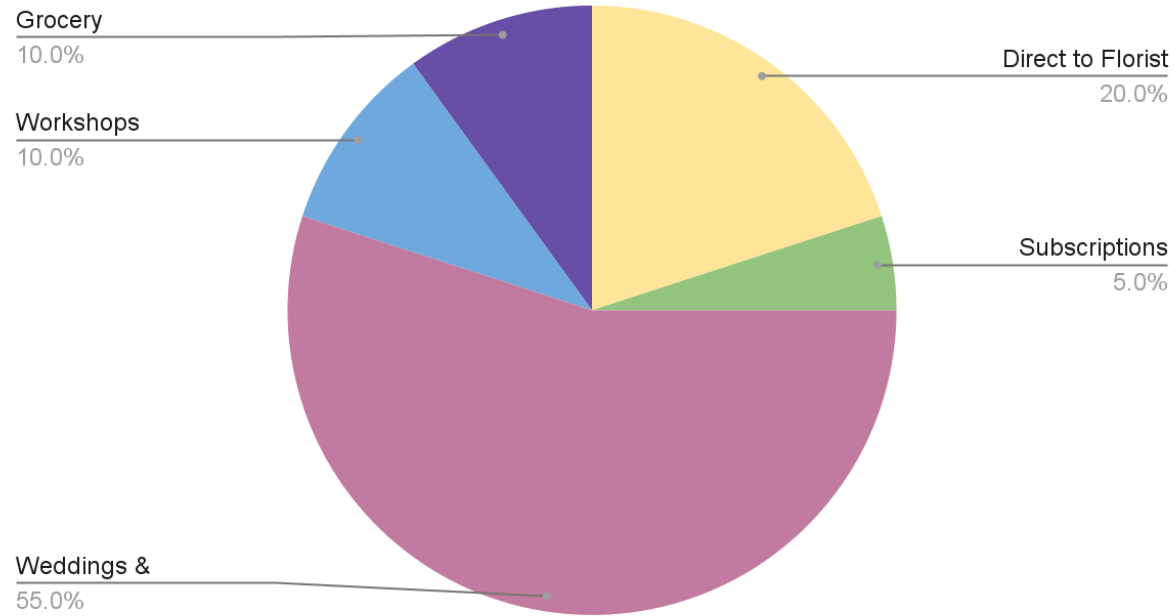
What additional resources does growth require?

What sales outlets have the best margins? What do I want to earn & how much revenue do I need to generate to accomplish that?

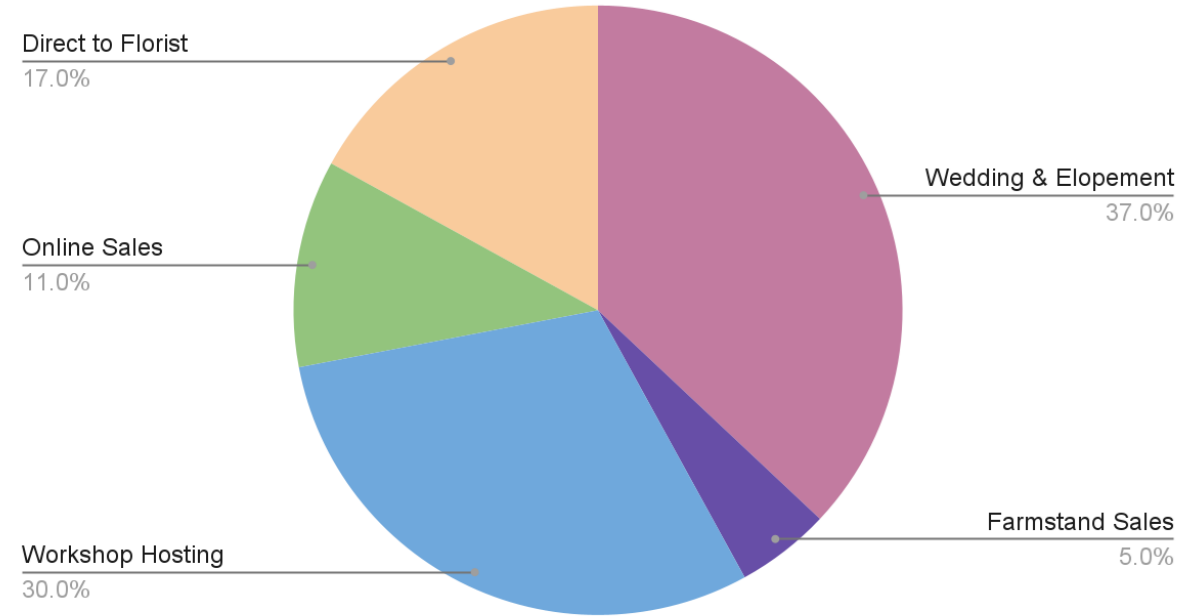


Flourish's Revenue Streams

2019 Gross Revenue



2024 Gross Revenue



Crop plan to maximize profit & decrease waste

- Keep detailed records!
- Use one massive spreadsheet to record weekly harvests, bouquet recipes, florist orders, farm tasks & workshop and wedding flowers
- Use Quickbooks to track every stem sold to florists
- Everything we harvest is already sold
- Keep track of how much is deadheaded or tossed



Let's stay connected:

www.flourishflowerfarm.com/bloomtoboombloom

office@flourishflowerfarm.com

Instagram [@flourishflowerfarm](https://www.instagram.com/flourishflowerfarm)



*As a special treat, use code
BLUESKIES to receive a
\$150 discount on a Floral
Design Essentials workshop
on our farm in 2024!*



B-SIDE FARM &

FLOWER FARMING FOR PROFIT

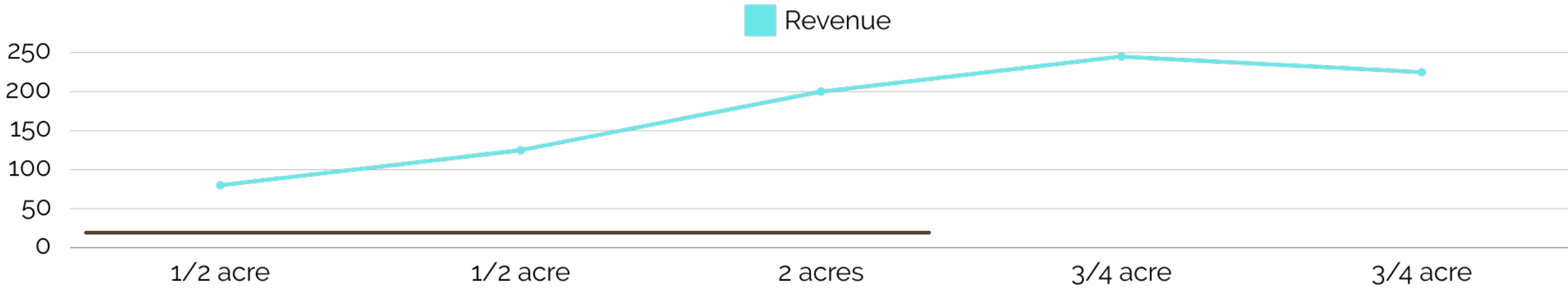




B-SIDE BASICS

- < 3/4 acre
 - founded in 2014
 - scaled down over the years
 - minimal till
 - ecological / regenerative
 - CA --> OR
-

MILESTONES & REVENUE



SALES CHANNELS

FARM STAND	WEDDINGS	PEONY CSA
<ul style="list-style-type: none">• 7 DAYS/WEEK• HONOR SYSTEM• \$35 BOUQUETS	<ul style="list-style-type: none">• 15 / YEAR• FULL SERVICE• \$7K MINIMUM	<ul style="list-style-type: none">• 1 MONTH• 100 MEMBERS
\$145K /YEAR	\$100K /YEAR	\$20K /YEAR

B-SIDE FARM

WHY I LOVE MY FARM STAND



B-SIDE FARM



MY FARM'S LESSONS

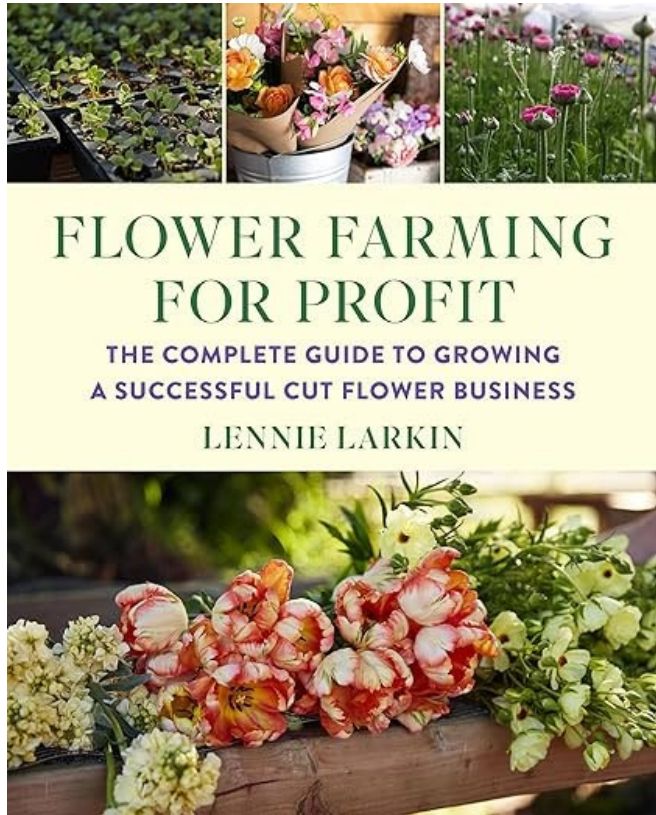
- COMPARE ENTERPRISES FOR PROFITABILITY
 - SCALE DOWN & GO FOR RETAIL PRICE POINT
 - DECISION-MAKING
 - MARKET BEHIND THE PULL
-

B-SIDE FARM



FREE GUIDE
& MY
PRESENTATION

[HTTPS://MAILCHI.MP/FLOWERFARMINGFORPROFIT/JOHNNYS_WEBINAR](https://mailchi.mp/flowerfarmingforprofit/johnnys_webinar)



WRITING MY BOOK!

MY FOCUS AREAS



DATA COLLECTION

- Cut flower yields
- Crop planning

GRANT-FUNDED RESEARCH

- Crop cost of production
- Benchmarking

BUSINESS EDUCATION

- Crop cost of production
- Benchmarking

BEGINNER

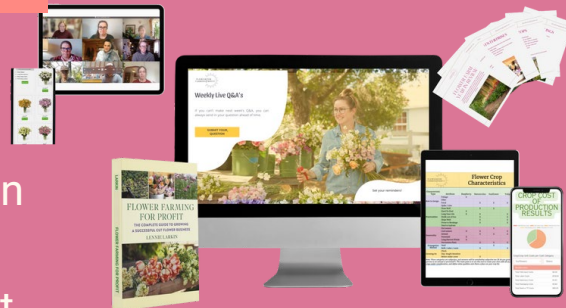
- selling 101
- creating efficient systems
- intro to crop planning
- planning for profit-scaling up



FLOWER FARMING BUSINESS ACADEMY

ADVANCED

- fine-tuning systems
- building your team
- crop cost of production
- advanced marketing
- planning for retirement



RESOURCES

From Johnny's Flower Farming Library

<https://www.johnnyseeds.com/growers-library/flowers/flower-farming/ten-tips-profitable-cut-flower-business.html>

<https://www.johnnyseeds.com/growers-library/flowers/flower-farming/pricing-and-profitability-for-flower-farmers.html>

[Collective Selling Models for Flower Farmers • 3 business models for disrupting the conventional wholesale marketplace: Legal Cooperative; Multi-Owner LLC; For-Profit Wholesale Business](#)

[An Introduction to Producer Marketing Cooperatives • © Margaret Lund, M Lund Associates](#)

[Flower Power for Roadside Markets](#)

[Pricing & Profitability for Today's Flower Farmer • Pointers from a Diversity of Pros](#)

[Tips for Building a Profitable Cut-Flower Business](#)

[Tips for Starting a U-Pick Flower Operation](#)

[Wedding Wisdom 101 • 10 Tips for Beginners Entering the Wedding Floral Business](#)

From Slow Flowers Society

About the Slow Flowers Movement
<https://youtu.be/XfQWfnPhhBo?si=qu3IHR0MdfzftRb1>

Slow Flowers Membership & Resources
<https://linktr.ee/slowflowerssociety>

From Niki Irving, Flourish Flower Farm

Workshop Profitability & Decision Making Exercise
<https://www.flourishflowerfarm.com/bloomtoboom>

From Lennie Larkin, B-Side Farm

Take Lennie's Farm Viability Quiz
<https://www.tryinteract.com/share/quiz/656d28f75c33060014bdaac5>

Download Lennie's Pathway To Flower Farm Profitability cheat sheet
https://mailchi.mp/flowerfarmingforprofit/johnnys_webinar

Additional Resource Mentioned

https://pace.oregonstate.edu/content/growingfarms/growingfarms_adv/moin tro_gamma/index.html#/

<https://www.nrcs.usda.gov/programs-initiatives/equip-environmental-quality-incentives>

THANK YOU

We hope you enjoyed this presentation!

[Johnnyseeds.com/webinars](https://johnnyseeds.com/webinars)

