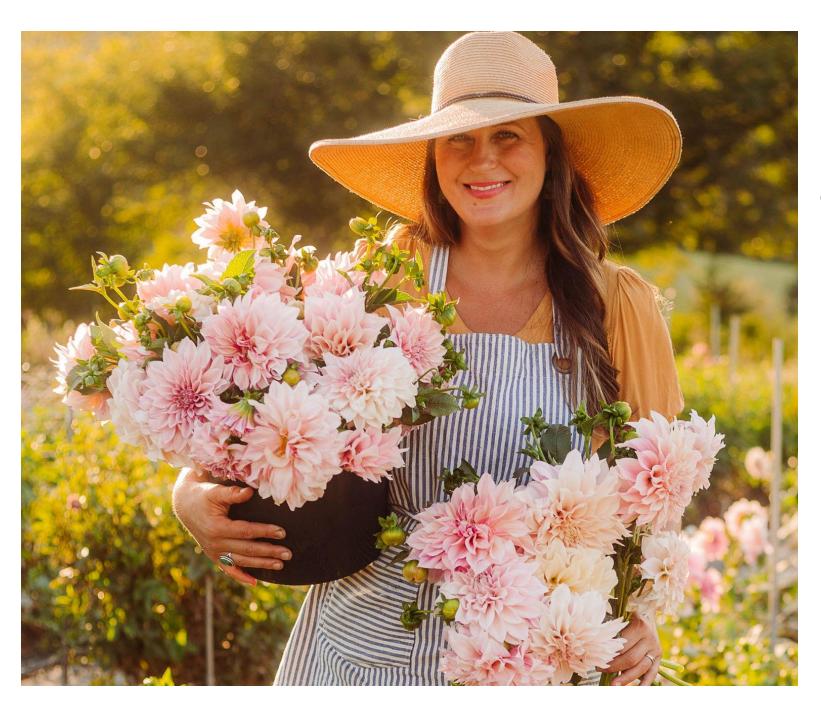
## BLOOM TO BOOM Flower Farm Profitability Johnny's Selected Seeds

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## **OUR PRESENTERS**

Lennie Larkin B-Side Farm Niki Irving Flourish Flower Farm Debra Prinzing Slow Flowers Society

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### 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
- 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







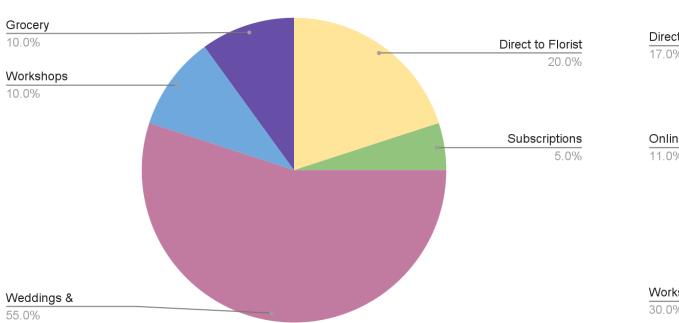


### Creating a business model that works for YOU

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?

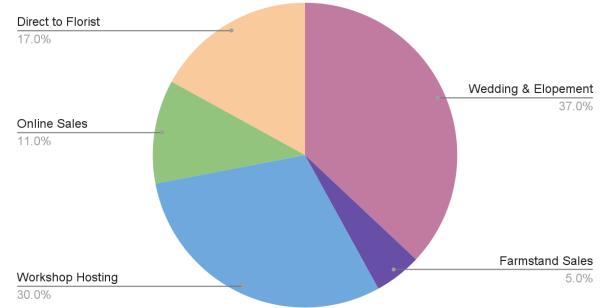


### Flourish's Revenue Streams



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



#### WEEK OF May 20-26

	OPDET	DC .				TU	NGS TO DO		
ORDERS				NOTES	Tuesday:     Tuesday Harvest:				
NAME	FLOWER	QUANTITY	DELIVERY DAY	NOTES	Harvest	orlaya: 10 bu + 1 bucket	martagon lily		
	clematis, white spray	5 bu	Weds		Start weeding dahlias	campanula: all	tunnel		
Flora	orlava	10 bu	weus		Niki: plant chocolate cosmos	veronica: 5 bu + all	saponaria		
	campanula, purple	5 bu			Meghan afternoon: Wash buckets		larkspur		
	campanula, purple	5 bu			Meghan arternoon: wash buckets	solomon seal: 1 bucket	delphinium		
	purple clematis	6 bu				solomon seal. I bucket	scabiosa		
	veronica	3 bu					scabiosa		
	digitalis	2 bu							
	•								
	saponaria	5 bu			Wednesday:				
			m 11						put 4 bouquets in a bucket
Dearborn	peonies: 2 blush, 5 white,	20 magenta	Tues pick up		Net snapdragons, plant chocolate cosmos	5		Bouquet Recipes A:	Bouquet Recipes B:
	2 geum plants				Weed dahlias + tuberose			White clematis 3	Feverfew 5
					Deliver Flora			saponaria 2	Larkspur 3
Farmstand open FRIDA	Y + SATURDAY				Seeding, afternoon			Pink campanula 4	stock 3
								Solomon seal 3	Purple campanula 2
								Orlaya 4	Solomon seal 3
	orlaya	30 stems			Thursday:	Thurs Harvest:		Magenta peony 3	blush peony 2
	blush sweet pea				Harvest	clematis: 20 white + all purple		stock 2	
	pink campanula				Weed dahlias	campanula: all		veronica 3	
	pink veronica	50			Make FS bouquets + small arrangements	saponaria: 1 bucket			
	forsythia				Niki leaves for a meeting at 12:30	veronica, all good		Mason Jars:	
	eleaganus for arbor					2 buckets solomon seal		solomon seal	
	pink ranuncs	all			Friday:	1 bucket forsythia		delphinium	
					Open Farmstand	1 bucket eleagnus		campanula	
					Finish weeding dahlias			purple clematis	
					WEDDING Design			veronica	
								poppy	
								sweet peas	
								peony	
						UPCOMING:		larkspur	
						Plant lily of the valley, etc.		feverfew	
						flip tunnel crops			
						Fertilize dahlias + tuberose			
						Lay landscape fabric + transpla	nt		
						Weed shade garden			
						-			

### Let's stay connected:

<u>www.flourishflowerfarm.com/bloomtoboom</u> <u>office@flourishflowerfarm.com</u> Instagram <u>@flourishflowerfarm</u>



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 &





## **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		
• 7 DAYS/WEEK • HONOR SYSTEM • \$35 BOUQUETS	• 15 / YEAR • FULL SERVICE • \$7K MINIMUM	• 1 MONTH • 100 MEMBERS		
\$145K /YEAR	\$100K /YEAR	\$20K /YEAR		

## 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



#### FLOWER FARMING FOR PROFIT the complete guide to growing

A SUCCESSFUL CUT FLOWER BUSINESS

LENNIE LARKIN



## WRITING MY

BOOK!

FLOWER FARMING FOR PROFIT

## **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

#### FLOWER FARMING FOR PROFIT

#### FLOWER FARMING FOR PROFIT

#### BEGINNER

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



#### ADVANCED

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





FARMING

BUSINESS

ACADEMY

## RESOURCES

#### From Johnny's Flower Farming Library

https://www.johnnyseeds.com/growers-library/flowers/flower-farming/tentips-profitable-cut-flower-business.html

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

<u>Collective Selling Models for Flower Farmers • 3 business models for disrupting</u> <u>the conventional wholesale marketplace: Legal Cooperative; Multi-Owner LLC; For-</u> <u>Profit Wholesale Business</u>

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=qu3IHROMdfzftRb1

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/m0in tro\_gamma/index.html#/

https://www.nrcs.usda.gov/programs-initiatives/eqip-environmentalquality-incentives

# THANK YOU

## We hope you enjoyed this presentation!

Johnnyseeds.com/webinars

