Campanula Primer, Sustainability Index, and More!



Crop culture and commentary for fresh-cut flower growers

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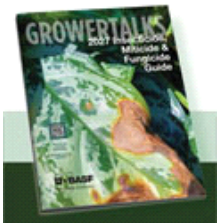
BLOOM BEAT

Crop culture and commentary for fresh-cut flower growers

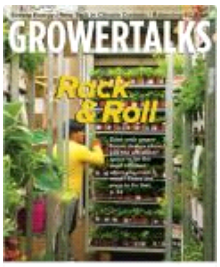
COMING UP THIS WEEK:

November Farm Update
Campanula Primer
Europe's Flower Consumers
Host a ASCFG Farm Tour
Great Lakes Expo





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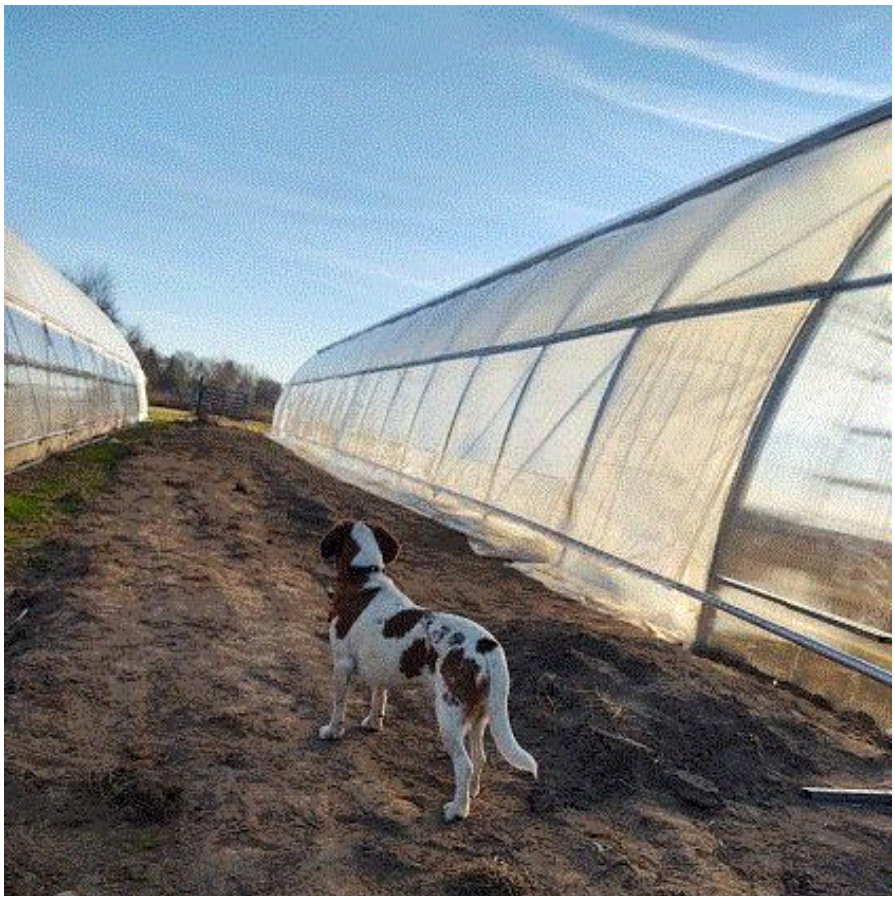
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November Farm Update





We covered our new greenhouse this week, just before the weather turned cold.

The start of November was incredibly eventful on the farm. We finished our greenhouse maintenance projects on our existing structures, and the Forget Me Not crew has been digging and dividing dahlias and we can finally see the finish line! We ended our fresh-cut flower season this week, too. From now until February the farm will slow just a touch, but our year-round help will be planting, sowing and prepping beds for next year's flowers.

The highlight for the fall season was adding another greenhouse. The construction crew finished our new 30 ft. x 96 ft. hoop house last week. We covered it on Monday and now we just need to get electricity, gas and water to it.

Since we crossed some of the big projects off our to-do list, Tater and I can shift our attention to crop planning. We are looking for new crops to add to our early spring lineup. Read on to learn more about campanulas and consumer research!

With all of that being said, let's talk shop.



Campanula Primer

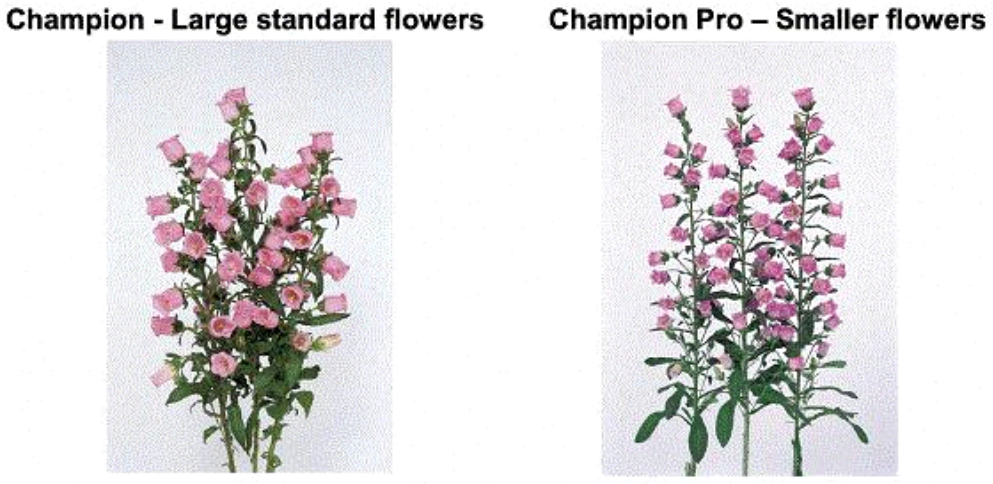


Photo courtesy of Sakata Seed

Tater and I are going to try our hand at succession-planting campanula this season in the heated greenhouses. Campanula Champion and Champion Pro are bred by Sakata. Cut campanulas are striking sprays of bell shaped flowers in pink, white, lavender and purple. Champion Pro has smaller flowers but lots of them on the same stem. They look great for bouquet work. The

Champion Series has fewer but larger flowers. To me the Champion series can serve as a focal flower in arrangements. We are going to try both series and see what the customer feedback is.

Campanulas can be tricky if they are started too late in the growing season. I have seen plenty of posts online about campanulas flowering a mere three inches above the soil line. Tater and I decided to read the culture sheet before we begin succession-planting these beauties. *Pro tip: when in doubt, always consult the culture sheet on the breeder's website; it can help you avoid costly mistakes.*

Now back to the Campanula: Plugs and transplants need short days to bulk up. Once plants have 8 to 10 true leaves, plants need long days for flower bud initiation to take place. This is where photoperiodic lighting comes into play. To trick the plants into long days, you can either light after dusk or before dawn to extend the daylength to 16 hours, or you can use night-interruption lighting in the middle of the night. For instance, say the daylength today is just under ten hours. If I wanted to extend the day I would need to provide lighting to make up the six-hour difference. For night interruption, chrysanthemum growers that I know light between 10 p.m. and 2 a.m. to break the night. Instead of the plant perceiving a long night without interruption, the plant perceives a short night, also known as a long day.

Bear in mind that there is a difference between photoperiodic lighting and supplemental lighting. Photoperiodic lighting is a means to extend the day to encourage or prevent flowering; we aren't increasing light intensity to aid plant growth.

For the purpose of the campanula, we are trying to extend the day, so strings of outdoor patio lights from the hardware store work fine. But you can get even more elaborate with horticulture LEDs or high-pressure sodium lamps (which would increase light intensity, as well). But if you are looking for a cost-effective solution or are just dabbling with lighting, I recommend using patio string lights plugged into a timer. Sakata recommends providing photoperiod lighting for six weeks. After six weeks you can stop lighting; the natural daylength is sufficient to finish them.

If you are just planning one succession of campanula and you are a northern grower, transplants planted in February won't need lighting. Bear in mind if you are overwintering campanula in a cold frame they will flower on their own as the season changes and flower initiation happens naturally. But the crop time is significantly longer than if they were heated and lit.

The daylength needs in the various production stages is the key to success with these. Here is the culture sheet from Sakata as well as the plug and production guide. They walk you through the process from start to finish.

If you have experience with succession-planting these beauties, let Tater and I know if there are other considerations to keep in mind. We are excited to give this a try!



Flower Council of Holland Ornamental Sustainability Index

The Flower Council of Holland has released its 2022 Sustainability Index, which assesses consumer preferences for horticulture products and how their preferences compare to their purchasing habits. FCH surveyed a total of 4,820 people ages 18-70 from the Netherlands, France, Germany and the United Kingdom. Here are some of their findings:

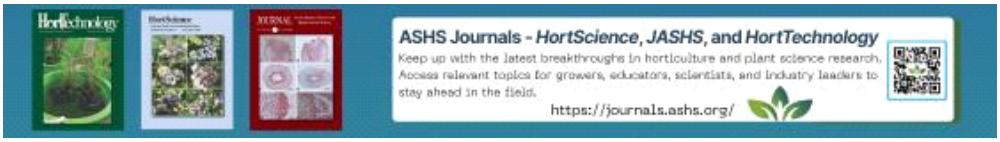
- Nearly 90% of people surveyed would like to purchase locally grown produce and flowers
- 36% of the people surveyed are currently purchasing local produce and flowers
- 97% of respondents want to live a sustainable lifestyle

- 13% of respondents are currently making the necessary lifestyle adjustments to live sustainably
- 24% of respondents believe flowers and plants are good for the planet
- 20% of respondents believe flowers and plants are good for their own health

It is interesting to note the disparity in the preferences of the consumers compared to their actions. Although this survey did not poll American consumers, I imagine the sustainability preferences and purchasing habits would be similar. The survey also mentioned that although customers prefer sustainable products, price and value are also major considerations.

As an industry, we need to actively educate consumers of the emotional and health benefits of our products and the measures we are taking to be environmentally friendly. We flower growers have the opportunity to teach and enlighten our customers of the benefits and reduced carbon footprint of locally grown flowers. There is an opportunity to educate consumers while also offering an environmentally friendly product that aligns with their values.

Check out the survey for yourself HERE.



Host an ASCFG Farm Tour!

Tater and I just received our fall *Cut Flower Quarterly* from the Association of Specialty Cut Flower Growers (ASCFG) and we couldn't be more excited to read it.

What? You don't get it? You must not be a member of ASCFG! I encourage you to join, and to do so ASAP. There are many perks of being a member, one of which is the opportunity to participate in industry events and connect with fellow cut flower growers.

Also, ASCFG is looking for farms to host tours in 2023! The ASCFG handles marketing and registration, and the hosting farms receive an honorarium. To learn more about the process and see the full list of requirements for hosting, click HERE.

Great Lakes Expo



The Great Lakes Expo is December 6-8 in Grand Rapids, Michigan. There are more than seventy educational sessions over the three-day event. They have great sessions geared for cut flower farmers as well as sessions on labor management, farm marketing and recertification credits. In addition to educational sessions, the expo has a robust trade show with more than 450 exhibitors showcasing an assortment of farm and nursery products, from seeds and equipment to

packaging products and items to sell at farm stands.

Check out the full schedule HERE. Early registration and pricing ends on November 15.



Lindsay Daschner (and Tater)
Editor-at-Large—*Bloom Beat*
Owner—Forget-Me-Not Farms

This email was received by 5,856 of your fellow fresh-cut flower growers!

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