



Tater's Anemone & Ranunculus Picks; Plus Floriexpo



Grow Your Cut Flower Business
Plugs are available now from Ball Seed®

Ka-Pow Soft Pink Phlox Ball CutFlowers Twilite Prairiblues™ Baptisia

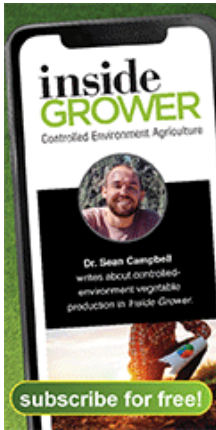
Crop culture and commentary for fresh-cut flower growers



subscribe



Get to the Root of It
We know greenhouses!



Ball Culture Guide

THE
ENCYCLOPEDIA
OF SEED
GERMINATION

By JIM NAU



BLOOM BEAT

Crop culture and commentary for fresh-cut flower growers

COMING UP THIS WEEK:

- Mid-May Farm Update
- Tater's Ranunculus Picks
- Anemones, Too!
- Floriexpo in Miami
- In Closing



Ball Culture Guide

THE ENCYCLOPEDIA OF
SEED GERMINATION

By JIM NAU

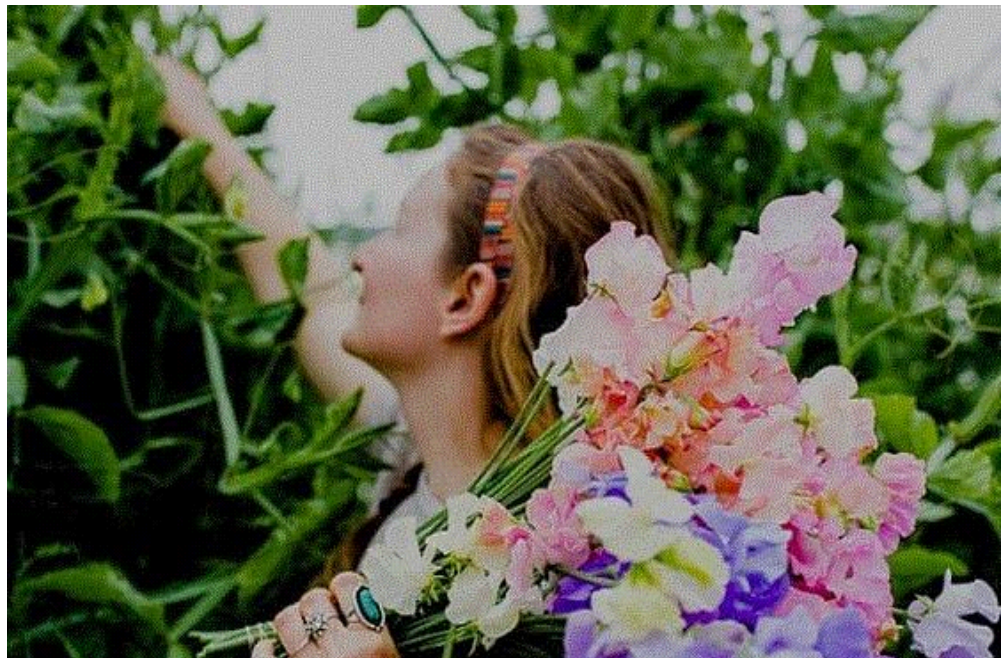
Order Your Copy Today!

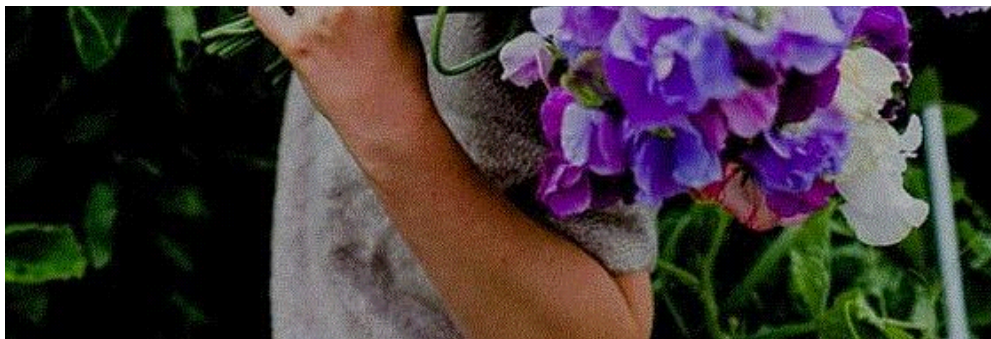
ISBN: 978-1-7332541-0-6

Mid May Farm Update

Tater and I are glad to have Mother's Day under our belts. In spite of a few delivery van and cooler hiccups, Mother's Day 2022 was one for the record books.

The Spencer sweet peas finally started flowering this week; they were delayed two weeks due to a short heat wave earlier this month. Hopefully, Tater and I can keep them from getting too warm so that we can get a few harvests. Easier said than done as it is almost June, but in farming you have to stay optimistic!





Tater and I are trying to soak in as much of sweet pea season as we can, as it may be shorter this year.

We are currently transitioning out of ranunculus and anemones and eagerly awaiting peonies. Peonies are one of the investments we made early on in our farming journey and I am incredibly glad we did. The peonies help bridge the gap between the spring-focused flowers and the dahlias. If you are just starting your farm, I encourage you to invest in peonies.

In addition to waiting for the peonies, we are planting dahlias and sowing summer annuals such as zinnias, cosmos and strawflowers. To be honest, I look forward to the brief lull between the spring flowers and the dahlias, as we use the month of June to catch up on facility maintenance and tending to the perennial residents on the farm, such as the peonies.

In this edition of *Bloom Beat*, Tater and I want to share some of our favorite spring cuts with you. With all the being said, let's talk shop.



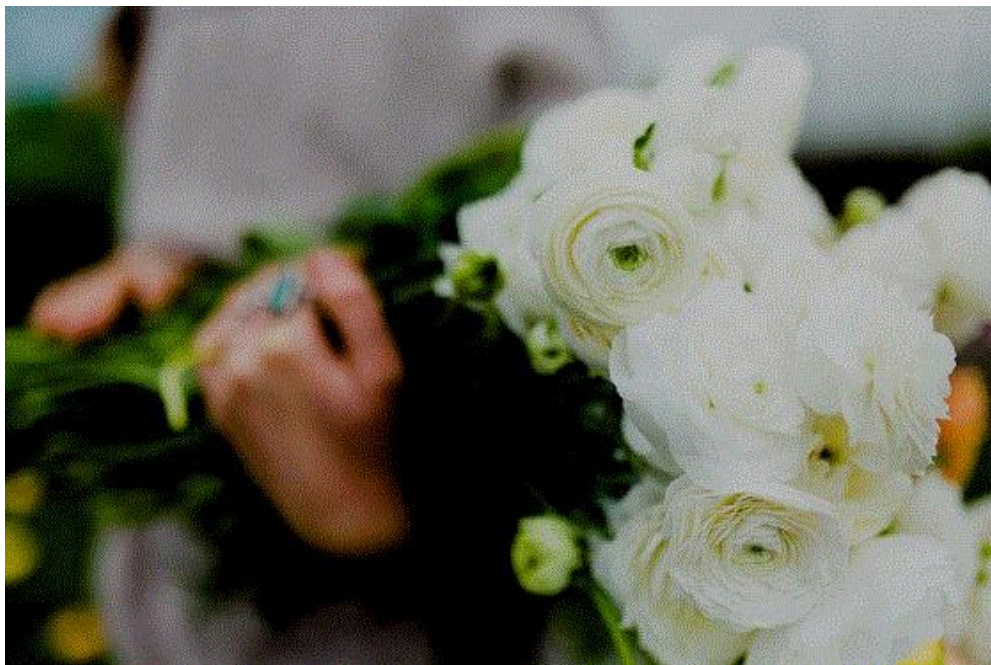
Tater's Ranunculus Picks

Before we totally transition out of the ranunculus for the season, it's time to place your order for your fall ranunculus shipment. We grow both heated and unheated ranunculus to help extend the ranunculus season. As we get towards the end of May the ranunculus start to feel the effects of higher temperatures. As a result, the end of May is a good time to say goodbye to ranunculus for the season.

While they're still fresh in our minds, we wanted to share with you some of our favorite ranunculus varieties. Tater and I enjoy trying new and different ranunculus every year. Here are three that we think you should consider for next spring:

Tater and I really like the Amandine series, which produce upwards of ten blooms per plant on strong stems.

We rely on Amandine White pretty heavily on the farm. As many of you know, ranunculus are a premier wedding flower. And can you guess what the most common wedding color is? White! Amandine White is one of the most fragrant ranunculus we grow out of this series, and one of the best whites I have grown. White is versatile for everyday arrangements, as well. There seems to be a massive shortage of white flowers, and word on the street is that white will continue to be in short supply going into next year, so if you grow white flowers next spring, you almost have a guaranteed market. When folks see how beautiful your white ranunculus are, you will be cleaned out!



Amadine White is perfect for wedding work—a must-grow for spring!

Another favorite on the farm is Amandine Pastel Mix. If you are tight on space and are looking for an assortment of blooms in a soft color palette this one is for you. Pastel mix includes flowers in pink, champagne and soft yellow. You get the best of all worlds.

Bear in mind, if you are looking to add this beauty to your spring line up you will need to order ASAP. Chop-chop! The demand for local ranunculus is out of this world, so hop to it.

We do grow some La Belle ranunculus, too. In fact, one of my all-time favorite varieties of ranunculus is La Belle Champagne. From a color standpoint, she's a hard one to beat. She is a nice citrus-coral shade that pairs well with other colors. She is one of the most sought-after by our customers. I have a soft spot for this beauty. Granted, she isn't as fragrant as Amandine White, but I really enjoy the depth and variation of the citrus tones in this variety.



La Belle Champagne is my favorite ranunculus variety that we grow.

If you are looking for a soft pink variety, check out Chamallow. When you look at the photo below you will understand why she's in the top three ranunculus varieties on the farm. She's a half clone, meaning she produces bigger flowers. Like Amandine White, Chamallow is a great choice for wedding work. If you are looking to awe your customers with the best soft pink ranunculus blooms, Chamallow is your girl.



Chamallow in all her soft pink splendor.

All the varieties listed above are available through [Ball Seed](#), so talk to your sales representative or order through Ball's Webtrack. Remember, time is of the essence, so get your order in now to ensure you get the varieties and quantities you are looking for. Tater and I already experienced the heartbreak of not being able to order the new Romance series of ranunculus. Don't be like us—be sure to order ASAP.

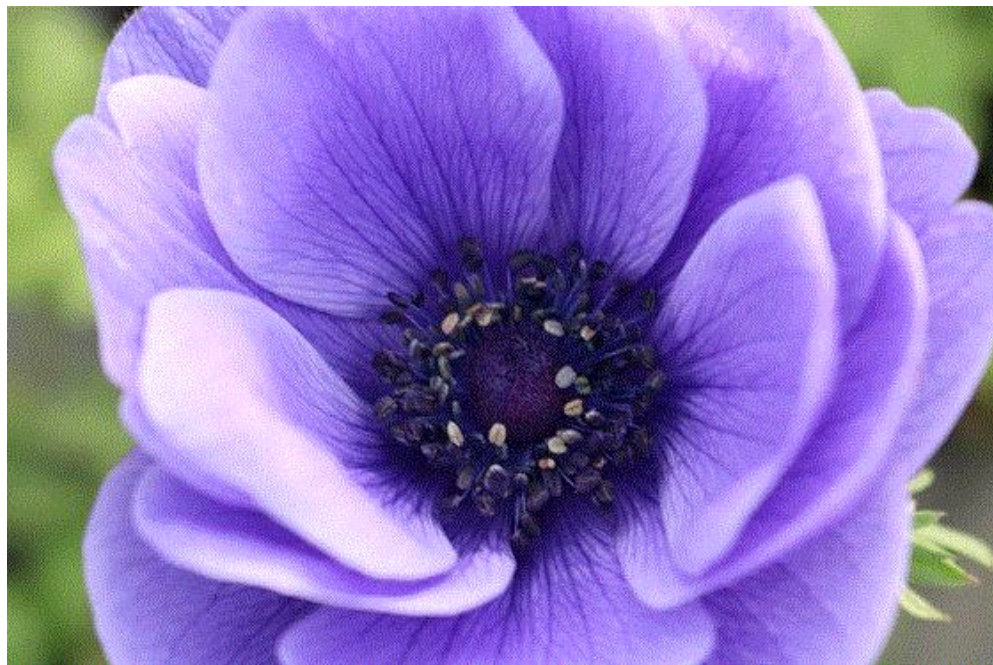
INCREASE YOUR YIELDS WITH STEAM
Soil Steaming Equipment from **SIoux**

A red tractor is shown in a field, pulling a red soil steaming implement. The implement has a large black hose and a red tank. The tractor is moving from left to right across the field.

Can't Forget About the Anemone!

Anemone is like a close sister to ranunculus. They grow in similar conditions, although anemones are more tolerant of heat than are ranunculus. Granted, heat is not their favorite growing condition, but the anemones are more resilient than the ranunculus. And I think it's easier to extend anemone season than ranunculus. (But [prove me wrong](#)—I would love to know the answer to getting a longer ranunculus season!)

Pro tip: Anemones are great plants for first-time spring flower growers because of their heat tolerance, so if you are taking the leap to grow ranunculus, you should try your hand at anemones as well.



Carmel Blue Anemones are a mainstay on the farm during the spring. P.S. I love how intricate anemone flowers are!

Anemone are a fun flower to grow since they come in an assortment of colors. And after reading this edition of *Bloom Beat*, you'll know that Tater and I love color.

Ultraviolet is a classic anemone color that I can't get enough of. Spring wouldn't be the same without our Carmel Blue anemones. As you get your spring order together, I encourage you to not only grow pastels but also some vibrant, bright colors, too. They are great for everyday bouquet work as well as jewel-tone events. We have had quite a few designers asking for them for that reason—I am all about a paradigm shift for color!

Like ranunculus, anemones are common in wedding work. Local anemones take the (wedding) cake compared to their non-local counterparts. It's like night and day when it comes to quality. In my experience, local anemones offer better color, longer vase life and bigger blooms. When spring rolls around, designers clamor for them!

Anemones are one of the only flowers I know of with the striking black and white contrast in one bloom—the so-called panda anemones, which are a must! Because of that, we grow more of the panda-patterned Carmel White anemones than any other color. Like I mentioned before, they are highly sought after, especially for wedding work. The fact that they are all over Pinterest also helps.

Carmel White is incredibly productive and very long-stemmed. We grow these in the greenhouse and they do well (although I'll admit I am not sure how they would perform out in the field). There are plenty of different series of anemones, so be sure to read the descriptions in your vendor's catalogs to see which ones are best suited for field production. Each series has a panda type in them, so you won't be missing out if you decide Carmel isn't for you. But as I mentioned before, this our go-to every season.

As spring comes to a close, white flowers are on the forefront of my mind. That's because we did not grow enough white! One of the many nice things about anemones are that not only are there panda varieties, there are also albinos, too, which can be striking in their own way. The green centers are softer and more muted compared to their panda counterparts, making the albino anemones worth adding into your spring lineup.



Carmel Albino alongside Carmel White. My preference changes every day. They are both striking!



Floriexpo: The Largest Cut Flower Show in America

Bossman Beytes filled me in on a big cut flower show taking place in Miami June 7-9. It's called "Floriexpo," and it's said to be the largest flower show in North America aimed at high-volume and retail floral buyers.

What does that mean to you, the niche specialty cut flower farmer? Everything! First, whether you are a small, medium or large flower grower, you have things in common, like needing sources of supplies and information. You can get that at their trade show. And nothing says you can't exhibit if you want to sell into this market! (although it might be too late for this year; still, you can walk the show and see if it's a market for you).

Second, every farmer needs education, and Floriexpo features an educational program that serves all facets of the floral industry, "from high-volume buyers to retail and wholesale florists, to floral designers and everyone in between," they say. "Our goal is to be a one-stop shop for both products and focused educational content for the floral industry," said Bob Callahan, spokesman for the event.

That leads to my third point: Many of you are florists as well as farmers—or want to add a floral design component to your business. What better place for ideas and inspiration than a giant event like this? And if you are worried that your work will wind up looking like that of a grocery store? Well, think about it this way: If you know what those businesses are thinking about as future trends, you can steal the best ideas and put your own spin on them!

There also promises to be loads of new products, from fresh cut flowers and greens to potted plants, containers, plush, technology, balloons, care and handling, design, and much more.

Other offerings during the event include a poolside welcome party and a Seasonal Showcases of new products and trends.

Best of all, we have wrangled you a discount! Just put the promo code **growertalks** when you register and you can get a free expo pass and 50% off the educational program!

Floriexpo will be held June 7-9 at the Miami Beach Convention Center. Registration for the all new Floriexpo is currently open at www.Floriexpo.com.

In Closing

Tater and I hope you and your farm had an exceptional spring! Saying goodbye to the spring crops is always tough for me—I am incredibly attached to the sweet pea and ranunculus! But I always remind myself that there is beauty to seasonality. If nothing else, I have learned that change can be good. Mother Nature is a dynamic creature and so are our flowers. I keep reminding myself to enjoy the process, not just at the farm but in general.

If you want more fortune-cookie wisdom feel free to shoot Tater and me a line— we've got plenty of cheesy sayings to go around. But seriously, for those of you who have been harvesting for awhile, the summer months can get tiring quickly. Over the years I have learned that if I go into summer with enthusiasm and a healthy midset, it takes me a long way.

Stay well and we will reconnect with you soon!

Until Next Time!

Lindsay 

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

This email was received by 4,583 of your fellow fresh-cut flower growers!

If you're interested in advertising in *Bloom Beat*, contact **Kim Brown** ASAP and she'll hook you up.

The Only Magazine
GROWERS AND RETAILERS FLIP OVER.