

2010 Cut Flower Growers School



March 13 and 14, 2010 UW-Madison campus

Grower-instructors include 3rd generation flower grower **Joe Schmitt**, **Carol Larsen** of Sunborn Gardens and Fairfield Flowers and **Jeanie McKewan** of Brightflower Nursery.

The Wisconsin Cut Flower Growers School is a two-day workshop designed to help new and beginning growers learn the ins and outs of producing and marketing cut flowers.

Learn from experienced growers about variety selection, planting and harvest methods, post-harvest handling, pest management, and direct marketing. Find out how to turn your passion for flowers into a sustainable small business. Network with other growers in and around Wisconsin. Handle small tools at a show-and-tell table. Speakers will emphasize sustainable and organic production practices.

This workshop will help you answer questions such as:

- ❖ How much income can be earned from an acre of cut flowers?
- ❖ How much labor and capital investment are involved?
- ❖ What are farmers' market customers and florists looking for in cut flowers and bouquets?
- ❖ How do I select varieties to grow?

Lunches and morning and afternoon snacks will be provided. Class times will be 8:30 to 4:45. Directions and parking information will be mailed after you enroll.

Enrollment is limited so sign up today! Questions? Contact John Hendrickson, 608.265.3704 or jhendric@wisc.edu

2010 Cut Flower Growers School Registration Form

Name _____

Address _____

Phone _____

Email _____

Do you currently grow and sell cut flowers? ____ Years experience ____

Meal preference: Vegetarian ____ Vegan ____ Meat ____

Individual enrollment: \$195 Farm partner or spouse: add \$125

Make check payable to the University of Wisconsin.



Clip and return to CIAS, Attn: Cut Flower Growers School, 1535 Observatory Drive, Madison, WI 53706