Follow These 10 Steps to Successful Fresh Flower Care

Source the freshest flowers available - you usually get what you pay for! The old saying "garbage in, garbage out" is very true. Know what you're buying! All varieties are not the same...a rose is not a rose is not a rose!

Process flowers immediately upon arrival. Process the most expensive and "problem flowers" first, like roses and gerbera daisies. Remove foliage below the water level to prevent rotting.

Cut all flowers under water. This is often called "life insurance" for flowers. It can help ensure hydration for the "watch it wilt" flowers like gerbera daisies, bouvardia and some rose varieties. It can also save many minutes in conditioning time.

Pretreat flowers with a hydration solution

To help ensure maximum hydration and a free flowing stem, pretreat your flowers with a long term (i.e., Floralife's Hydraflor®/100) or instant hydration solution like Floralife's Hydraflor® Quick Dip. This can be especially helpful with field grown crops and is a must for roses and gerbera daisies to help prevent "bent necks."
Place flowers in a flower food solution

Flowers need to be nourished with fresh flower food to maximize their enjoyment for the customer. Flower foods generally contain:

1. An acid to lower the pH of the solution. Flowers like a pH of 3-4.5 depending on water quality.

2. Ingredients to keep the stems vascular bundle free flowing.

3. An energy source (sugar) to nourish the flowers.

It is important to measure the flower food correctly to maximize results.

There are three easy ways to achieve this:

a. Mark gallon levels on the side of your stock buckets
b. Use a sink proportioner
c. Take the guesswork and labor out of this step and utilize a Dosatron® dispensing unit

Let flowers stand at room temperature for 1-2 hours. This is important so flowers can hydrate completely before being refrigerated. If you are concerned about roses opening too quickly, let them stand at room temperature for just one half hour or less and refrigerate.

Place in a 34° - 38°F cooler with 80-90% humidity. This is crucial so you don't sacrifice shelf life for vaseslife. For example: Flowers kept at 50°F will deteriorate 2 to 3 times faster than those kept at 37°F. Tropicals should be kept at 55°F or at room temperature if a 55°F cooler is not available.

Maintaining high humidity is important to reduce water loss which can cause water stress.

Proper refrigeration can also reduce damage caused by ethylene gas.
Give a fresh flower food packet (10 grams) with each purchase - this will help educate the consumer on proper care and handling.

Clean buckets, coolers, etc. with Floralife's D.C.D.™ cleaning solution. This will help keep the stems free flowing and help inhibit problems caused by bacteria. You don't want to drink out of a dirty glass - your flowers don't either! One gallon of D.C.D. makes 128 gallons of use solution. D.C.D. also has a residual effect of keeping the bucket clean days after treatment.

Properly soak floral foam in a fresh flower food solution before using. This can help counteract the negative by-products inherent to all floral foams. Also, flowers need to be hydrated and nourished in foam just as they do in a glass vase.

By adopting a system of professional fresh flower care, you can help maximize your clientele's enjoyment of their fresh flower purchase and add $$ to your bottom line by reducing shrinkage.

The Care & Handling Experts

Kevinchau's
FEATHERING CARNATIONS

Step 1: Lay carnation as shown on table.

Step 2: Take a sharp knife and cut the flower into two pieces, leaving the sheath in tact. Cut as the dotted line shows. Each cut leaving a small part of the *sheath.

Note: When wiring these delicate petals together, you are less likely to cut the floret with the sheath mixed in because of the thickness of it.
FEATHERING CARNATIONS, CONTINUED

Step 3: Beginners should now tape each little bundle together with a small piece of floral tape. Reason: Makes the *feathers more manageable.

Note: If you will roll the stem slightly in one direction while holding the end still, you can decrease the bulk of the bundle and make taping easier.

Example:

TWIST ONE TO ONE-HALF TURN.
BE CAREFUL, THIS IS VERY TENDER.

NOW TAPE TO SECURE.
FEATHERING CARNATIONS, CONTINUED

Step 4: (Now that you have neat bundles that are "feathers", you can proceed to the finishing steps.) Take a fine wire, about 24 gauge and wire the piece as you would a normal small carnation for hand work.

Step 5: To finish, tape neatly.

Note: As you get used to this method, you may choose to not tape until the last step.
TRIANGLE CORSAGE
OF
DAISY POMS
TRIANGLE CORSAGE
OF
ALSTROEMELIA
AND
MINI CARNATIONS

DOUBLE CORSAGE
CRESCEENT CORSAGE

TEAGIRL CORSAGE
This corsage is designed for serving “girls” at parties, weddings, etc., normally the volume dictates size. As an inexpensive pin-on only a minimum of flowers are used. Usually only one, two, or three flowers, a bit of greenery and a bit of filler of some type are used.
SINGLE FLOWER CORSAGE

WRIST CORSAGE OF SPRAY ORCHIDS AND GYPSOPHILA
CORSAGES AND BRIDAL BOUQUETS

- Use correct gauge wire.  24 – 30

- Taping
  Stretch tape
  Avoid bulk

- Do the requested design.

- Use appropriate ribbon.  +3

- Foliage should not overshadow flowers

- Place flowers according to size and color.

- Make sure all construction is hidden.

- Size should be in proportion to style and shape.

- Cut excess wire as you work our corsage so the corsage will be light.

- Place two corsage pins on the stem in a place that will not injure anyone, preferable in line with the stem with the point not protruding.

- The size of the corsage depends on the size of the person wearing it.

- Smaller corsages are worn in daytime, larger ones in the evening.

- Simple corsages for career women are worn with tailored clothing.

- Gardenias turn brown at the touch and bruise easily. In working with gardenias, keep a bowl of ice water and dip fingers while working with the flowers. This helps to prevent bruising and having flowers turn brown.

- Some flowers use in corsages:
  - Carnations – roses
  - Miniature carnations – miniature roses
  - Cattleya orchids
  - Cymbidium orchids
  - Gardenias
  - Camellias
  - Daisies
  - Glamellias
CORSAGES AND BRIDAL BOUQUETS, continued

- Flowers – Wedding Work
  - Lilies of the Valley
  - Cymbidium and cattleya orchids
  - Stephanotis
  - Gardenias
  - Roses
  - Glamellias (formed by issuing gladiola petals, "sewing" them together to resemble camellias)

- #1 ½ ribbon is usually called shower ribbon. It is very effective in small corsages, providing a lighter feeling.

- #3 ribbon is usually used in making the corsages. Use a "blending" color instead of a contrasting color.

- #3 ribbon is also used to ribbon wrap the bride’s bouquet handle.

- In booking a wedding, try to get a first and second choice of flowers for bouquets. Be sure you follow the rules set up by the church in doing the decorations. Some churches do not allow lit candles in the aisles or may have other "do-nots" in their set-ups.

- Parents may ask you to do a write-up for the local paper describing flowers used. Be sure all flowers are spelled correctly.
STEP 1
Remove florets from the stem (Separate sizes of Florets)

STEP 2
Remove Green Covering

STEP 3
Using a fine wire such as #24 or #26, hair pin floret twice, as shown

STEP 4
Snug wire to form a stem. Do not twist wire as this will cut the stem.

STEP 5
Snip other florets to form tubes. Remove the stamen and pistils.

STEP 6
Insert flowers into one another to a stack, using the bud first, as per the example.

STEP 7
Carefully insert the stack as shown. Secure the pieces with hair pin technique wires. Snug wire in as shown.

STEP 8
Make extra buds for accent. Compose into corsage.
Composite flowers such as gladioli are unique handmade blossoms not found anywhere in nature. They answer the occasional request for something totally different, a one-of-a-kind look. Created from natural blossoms, gladiolias and composite flowers are high labor designs and should be priced accordingly.

The Gladiolias

Flower Suggestions:
- You will need approximately 12 stems of developed gladioli, warmed to room temperature for ease in working with the blossoms. This amount will vary, depending on the size of gladiolias being created.

Preparation:
Separate gladioli blossoms into five size categories (Fig 54-1):

A. Tight bud, showing color
B. Partially opened bud
C. Flower just beginning to open
D. Small open flower
E. Large open flower

Styling the Bouquet:
1. Start with the tight bud (A). Strip off green leaves, but do not remove the end of the flower.
2. Select florets, one each of the sizes listed above. Remove greens from the florets. Hold the blossom with the thumb inside the blossom and the forefinger outside. Use a sharp knife to cut off the end of each blossom, so the stamen drop out, but make sure that the petals of the flowers remain joined together.
3. Insert the tight bud (A) into the partially opened bud (B) (Fig. 54-2), then insert into the beginning flower (C); into the small flower (D); and finally, into the large flower (E). Insert one wire after each blossom is added.
4. Insert at least four thin wires through the completed gladiolias, sewing the florets firmly together with wire. Pull the wires down to form the flower stem; tape loosely.
5. To enlarge the gladiolias:
   a. Split gladioli blossoms open at the side, separating the front three petals from the back three petals. Make sure the base of the florets remains intact to hold the petals together.
   b. Flip the front three petals over the back three petals, face-to-face, sewing a wire through the petals from side to side. Fold the wire ends down; tape.
   c. Add the prepared florets around the gladiolias until the desired size is achieved. If there is difficulty holding the petals together, make small bumps out of wire and insert into the gladiolias from the side.
6. Insert two wires crisscross (Fig. 54-3) for added security. Fold wires down and tape to complete gladiolias.
7. Design bouquet using several gladiolias of varying sizes. Add foliage to accent.
8. Back the bouquet with foliage and finish the handle.
9. The finished gladiolias bouquet (Fig. 54-4).

Glue Techniques for Gladiolias

Styling the Bouquet:
1. Proceed with the hand-made technique described above through Step 2.
2. Using floral adhesive or spray adhesive, coat the bottoms of the flowers and let them stand until the glue is tacky. Pierce the gladiolias together as described above, eliminating the wires. Continue gluing blossoms until desired size is achieved.
3. When desired size is achieved, pierce the gladiolias with three wires; tape to form the stem. Back the gladiolias with foliage.

Figure 54-1

Figure 54-2

Figure 54-3

Figure 54-4
ATTENTION STUDENTS!
Special Subscription Rate of $21
— a $54 newsstand value!
AND FREE SHIPPING ON BOOKS!

Why do readers love Florists’ Review?
• Practical information florists can use every day
• Up-to-date, saleable designs with flair
• Step-by-step how-to instructions with color illustrations
• Money and business management tips for increased profitability

Florists’ Review
101 Great Displays
WITH COORDINATING DESIGNS
Nothing can replace the impact of head-turning displays to attract and excite customers. That’s why Florists’ Review has collected 101 of our favorite window and showroom ideas in this easy-to-reference, sales-boosting book. 101 Great Displays has affordable and easy-to-make projects for all seasons and holidays that will inspire your customers to both send flowers and decorate. The book also includes coordinated arrangements that will carry your displays through to in-store specials that reflect the spirit of the displays. This handy merchandising planner will help you create effective displays all year long. Softcover. 208 pages. Full color. How-to’s included for many projects. $24.95 — FREE shipping!

Florists’ Review
Weddings 2
You are certain to be inspired by the up-to-date bouquets for the bridal party, clever centerpiece ideas, detailed boutonnieres and luscious floral-adorned cakes. With designs organized in color groupings, this new book is a useful sales tool for wedding consultants, party planners and floral designers. Brimming with colorful photographs and filled with 35 step-by-step how-to projects, Weddings 2 is an affordable and indispensable addition to your wedding library. Hardcover. 176 pages. More than 150 full-color photos. $30.00 — FREE shipping!

Florists’ Review
Design School
The editors of Florists’ Review have compiled the latest information on all the design styles, principles, elements, periods, and techniques in one affordable handbook. Each concept and technique is illustrated with an up-to-date design, so the rules and theories come to life right before your eyes, with easy-to-understand explanations of each concept clearly and conveniently presented. Softcover. 80 pages. More than 90 full-color photos. $14.99 — FREE shipping!

Florists’ Review
101 How-To Favorites
Readers’ favorite feature in Florists’ Review magazine is the “How To” department, so we compiled our favorites into a handy book. Perfect for the new designer as a learning tool and the experienced designer as a source of daily inspiration, this affordable reference will be used every day. Step-by-step instructions, with photos, for every arrangement. Softcover. 208 pages. Full color. Spanish editions. $19.95 — FREE shipping!

Florists’ Review
101 Wedding Bouquets
WITH HOW-TO INSTRUCTIONS
Beautiful wedding bouquets. Each of these 101 bouquet projects is photographed in full color with a complete materials listing and an easy three-step how-to located opposite each bouquet. Softcover. 208 pages. Full color. English and Spanish editions. $24.95 — FREE shipping!

Order Form
EDU 496

School ____________________________
Name ____________________________
Address __________________________
City ____________________ State __ ZIP __
Phone ( ) ____________________________
Signature ____________________________

E-mail ____________________________
Limited-time offer / Continental U.S. only, please.
Florists’ Review • P.O. Box 4368 • Topeka, KS 66604-0368

☐ Start my one-year student subscription to Florists’ Review (a $54 value) ................. $21.00
☐ 101 Great Displays with Coordinating Designs (a $29.45 value) $24.95
☐ Weddings 2 (a $44.45 value) .......................................... $30.00
☐ Design School (a $18.49 value) ......................................... $14.99
☐ 101 How-to Favorites (a $24.45 value) ................................ $19.95
☐ 101 Wedding Bouquets with How-to Instructions English edition (a $29.45 value) .... $24.95
☐ 101 Wedding Bouquets with How-to Instructions Spanish edition (a $29.45 value) .... $24.95

Subtotal ____________________________
Sales Tax* .........................................
TOTAL ____________________________

* Kansas residents add applicable sales tax.

☐ Check enclosed
☐ Charge my credit card (check one)
☐ Visa ☐ MasterCard ☐ AmEx Exp. Date _____/_____

#_
WEDDING DESIGN

Handle is incorrectly constructed
Handles contains flower stems
Handle contains greenery stems.
Handles is too long
Handle is too thick
Handle I too short
Handles has exposed wire
Mechanics are not properly concealed
Taping is poorly executed
Taping is very good
Tape needs to be stretched as it is used
Ribbon is not incorporated into the design
Poor construction
Taping is exposed
Focal points is ribbon
Flowers incorrectly wired
Greenery incorrectly wired
Wrong gage wire used on flowers
Wrong gage wire used on greenery
Flowers not wired at all
Greenery not wired
Some flowers incorrectly wired
Flowers not spaced in a complimentary manner
Wire is protruding from stems
Too much ribbon/tulle used
Too much filler flowers
Greenery overpowering
Picks used improperly
Poor harmony
Poor focal point
Poor balance
Poor scale
Only principle flower stems should protrude past termination point of handle in the arm bouquet
Principle flower stems must be unwired past termination point of handle of arm bouquet
The handle or termination point must be neatly wrapped an no exposed wire in the arm bouquet
SPRAY OR WREATH

Mechanics are not properly concealed
Ribbon is not incorporated into the design
Flowers are not wood picked properly
Greenery is not steel picked properly
Design will not travel well
Did not use Dixon pins to attach to easel
Dixon pins used improperly
Pics protruding
Poor construction
Flowers that need wiring are not wired
Focal point is ribbon (bow)
Flower incorrectly wired
Greenery incorrectly wired
Wrong gage wire use on flowers
Flowers not wired at all
Some flowers incorrectly wired
Some flowers not spaced in complimentary manner
Too much ribbon used
Too much filler flowers
Greenery overpowering
Picks used improperly
Poor harmony
Poor focal point
Poor balance
Poor scale
Picks not deep enough in Styrofoam
CORSAGE

Mechanics are not properly concealed
Taping is poorly executed
Taping very good
Tape needs to be stretched as it is used
Ribbon is not incorporated in design
Did not use a corsage pin
Corsage pin may injure a person
Poor construction
Corsage stem is bulky
Corsage stem is too short
Corsage stem is too long
Corsage frame not constructed properly
Taping is exposed
Focal point is ribbon
Flowers incorrectly wired
Greenery incorrectly wired
Wrong gauge wire used on flowers
Wrong gauge wire used on greenery
Flowers not wired at all
Greenery not wired
Some flowers incorrectly wired
Flowers not spaced in a complimentary manner
Wire is protruding from the stem
Too much ribbon and/or tulle used
Too much filler flowers
Greenery overpowering
Picks use improperly
Poor harmony
Poor focal point
Poor balance
Poor scale
Wristlet no properly attached
Louisiana State Florists' Association
*Using Technology to GROW!*

Due to the recent change with the retail florist license testing dates will no longer occur. Instead, you simply need to contact the district office in your area and set up a time to take the test. The cost of the exam is $50. District offices are listed below.

**Alexandria District:**
402-A Rainbow Dr.
Pineville, LA 71360
Ph. 318-487-5090 / Fax 318-487-5757

**Baton Rouge District:**
5825 Florida Blvd, suite 1023
Baton Rouge, LA 70806
Ph. 225-952-8402 / FAX: 225-925-7742

**Crowley District:**
110 S. Western Ave.
Crowley, LA 70526
Ph. 337-788-7529 / Fax 337-788-7573

**LDAF Monroe District:**
754 Hwy. 80 East
Monroe, LA 71203
Ph. 318-345-7595 / Fax 318-345-1774

**New Orleans District:**
Room #1034
1100 Robert E. Lee Blvd.
New Orleans, LA. 70124
Tel 504 286-1125
Fax 504 286-1128

**Opelousas District:**
Louisiana Dept. of Agric. and Forestry
1939 W. Landry, Ste. 101
Opelousas, LA 70570
Ph. 337-948-0230 / Fax 337-948-0229

**Shreveport:**
Louisiana Dept. of Agric. and Forestry
740 Covington Road
Haughton, LA 71037
Ph. 318-949-3225/ Fax 318-949-6648

For more information contact:
Ansel Rankins
Assistant Director
Louisiana Horticulture Commission
Office of Agricultural & Environmental Sciences
Louisiana Department of Agriculture and Forestry
P.O. Box 3596
Baton Rouge, LA 70821-3596
(225) 952-8100 PHONE
(225) 925-3760 FAX
arankins@ldaf.state.la.us

Applications are available through the Department of Agriculture. For information concerning classes offered check back with this website often or send inquiries to:

lsfa@lsfaonline.com