
1. **Introduction** to StrayCat Flower Farm’s structure (positions overlap…)
   a. 3 full time positions owner, field manager, office & marketing manager
   b. 3 part-time positions 2 field crew, 1 equipment

2. **What we grow**: - very diverse (field, greenhouse, 2 hoop houses)
   a. perennial shrubs (*willows, dogwoods, lilac, physocarpus, forsythia, cotinus, …*)
   b. perennial plants (*echinacea, phlox, lupine, peony, astilbe, yarrow, sea holly, poppy…*)
   c. bulbs (*successions of lily, tulip, daffodil, anemone, ranunculus…*)
   d. annuals (*ageratum, nigella, sunflower, dahlia, statice, zinnia, celosia, lisianthus, …*)

3. **Our 6 types of markets**:
   a. Burlington Farmer’s market (*Saturdays May – Oct.*)
   b. Wholesale to 4 grocery stores (*bouquets delivered Mondays and Thursdays*)
   c. Vases to businesses (*Monday ‘weekly’s’*)
   d. Bulk buckets for DIY customers
   e. Same-day vase deliveries to *the hospital, the university, birthdays, thank-you’s…*
   f. Weddings & Events ranges from a few personals to full-service ceremony & reception

4. **Each type of market has it’s own pro’s & con’s:**

   **Farmer’s Market** → people like seeing/chatting with the farmer who grew the product
   + gratifying to present finished product & to be well-received
   + leads to more opportunities & connections ‘free advertising’
   * strength & stamina, interactive, lots of questions, patience, hand-holding
   - no Saturdays off, (so no Friday nights on), rough weather, ‘race to the bottom’

   **Wholesale**  + flexibility regarding what to grow (straight bunches, mixed bouquets)
   + standing orders, regularity, continuity
   * pamper your customer, educate your customer, find niches
   * options to sell to grocery stores, to a distributor, or to flower shops
   - can be hard to break in to the market, cold calls, fluctuations in supply/demand

   **Vases to businesses** + consistent income
   + good PR & connections to business community
   + develop liasons.
   + opportunity to show design technique & unusual products.
   * these must be interesting designs & long-lasting, a good opportunity to showcase
   specialty cuts and locally foraged materials (sumac, oak and beech leaves, crown vetch, viburnum berries…*)
- vase life issues (how does the vase look day 5?) depends on environment, 
vase size & fresh water, maintenance.
- a good fit for businesses that only want flowers in season, though some may want year-round delivery

Bulk buckets for DIY customers + trendy,
+ good return on investment since you don’t have to arrange & deliver.
+ customer comes to you
* need to have a good variety of options so customer can make easy arrangements foliages, f1ocals, & fillers
- customer asks for specific out-of-season flowers at bulk price. = customer education
- customer might have a lot of questions about “how many flowers do I need to do xyz?”

Same-day vase deliveries + good if your farm is in an urban area.
+ your logo on your vehicle – free advertising
+ good return on investment
* your website has to be designed to include search-engine optimizers same-day vase deliveries, call today, fresh flowers delivered in the vase, florist arrangements.
* your website has to come up via Google search and have photo’s of arrangements with prices.
  - interruptive, need good cell service, callers may ask for flowers not grown at your farm, you want to look nice when you’re going to the hospital or office or university

Weddings & Events + good return on investment (ie. Good mark-up on flower value)
+ gratifying if you enjoy design work & delivery/set-up to churches & venues.
* requires a lot of customer service, e-mails, consultations, changes to the proposal, knowledge of what other florists in your area charge
* requires strong web presence, Google s.e.o.
  - late night work, may have to break-down after the reception
  - some customers are easy, others are not and may need a lot of ‘hand-holding’.

Ultimately it’s up to you do decide what suits your style.
Consider whether you prefer to be a:

Grower - sell wholesale to grocery stores or distributors, bulk p-up at farm, PYO, farmstand, truck or van route to flower shops.

Designer – same day vase deliveries, weekly’s to businesses, weddings

Farmer – Florist - a combination of above, farmer’s markets