

2018 Cut Flower Growers School



February 17 and 18, 2018 Madison, WI

Come learn from 3rd generation flower grower **Joe Schmitt, Jeanie McKewan** of Brightflower Nursery, and **Hans and Lisa Larsen** of Sunborn Gardens

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, seed starting, planting and harvest schedules and methods, post-harvest handling, pest management, tools and equipment, 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.

In addition to practical, how-to information, 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, florists and brides looking for in cut flowers and bouquets?
- ❖ How do I select varieties to grow and schedule plantings?



CENTER for INTEGRATED
AGRICULTURAL SYSTEMS

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



Enrollment is limited, so sign up online today!

Register online at <https://tinyurl.com/flowergrowerschool> OR register and pay using the form below

2018 Cut Flower Growers School Registration Form

Name _____

Address _____

Phone _____

Email _____

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

Dietary needs: Vegetarian ____ Vegan ____ Other _____

Individual enrollment: \$250 Farm partner or spouse: add \$125

Make check payable to the University of Wisconsin



Clip and return to: CALS Conference Services, 640 Babcock Drive, Madison, WI 53706