

# *Koehler & Dramm of Missouri*

## *Flower FAQ:*

Fresh cut flowers are just like people, they need food and water in order to survive. They need attention from the time they are harvested, through each stage of distribution right up to and including the time they are in the vase. Without proper treatment flowers are less likely to fully develop, and will have a significant shorter life span once they reach the consumer.

### ***Selecting your Flowers:***

In order for a florist to be able to guarantee a vase life to customers, he/she must make sure that flowers purchased will be able to last the sales period up to the day of sale and through vase life at consumer level.

Check with your supplier as to whether your flowers have been pre-treated. The difference in lasting ability and performance between non pre-treated flowers is substantial.

### ***Hygiene:***

Ensure that all work areas, surfaces and utensils such as knives and scissors are frequently cleaned to prevent the build up of bacteria and disease spread. This should be conducted on a daily basis.

Clean all flower containers, buckets, tools, countertops, coolers and floors with floral cleaner. Its pleasant scent will compliment your flowers; unlike bleach, it does not stain, leave harmful residue or release fumes.

### ***Conditioning Flowers:***

It is important to re-hydrate all dry-pack flowers for a minimum of four hours before placing on sale.

Re-cut stems with a sharp knife approximately 1 inch from the bottom. Do not scrape, bash or hammer the stem as this will cause damage and stimulate bacterial infection. Place flowers in a clean water (properly mixed) hydrating solution, which prevents “bent-neck.”

Then, transfer flowers to a properly mixed processing solution. It hydrates flowers while at the same time nourishing them. This formulation prevents flower starvation without blowing open the bloom. It’s ideal for all display buckets.

Accurate dosing is important. If too much is used, it’s a waste of money. If too little is used, the benefits of the solutions will be significantly reduced.

### ***Flower Storage:***

Ideally keep flowers in cold storage between 34-38 F with humidity set 90-95%. Avoid opening the doors too often causing temperature fluctuations.

Flowers should not be stored with high ethylene producing products such as fruits as this will rapidly reduce the flowers vase life.

All the steps mentioned here will further ensure customer satisfaction. It is proven that a satisfied customer means repeat sales and word of mouth advertising.