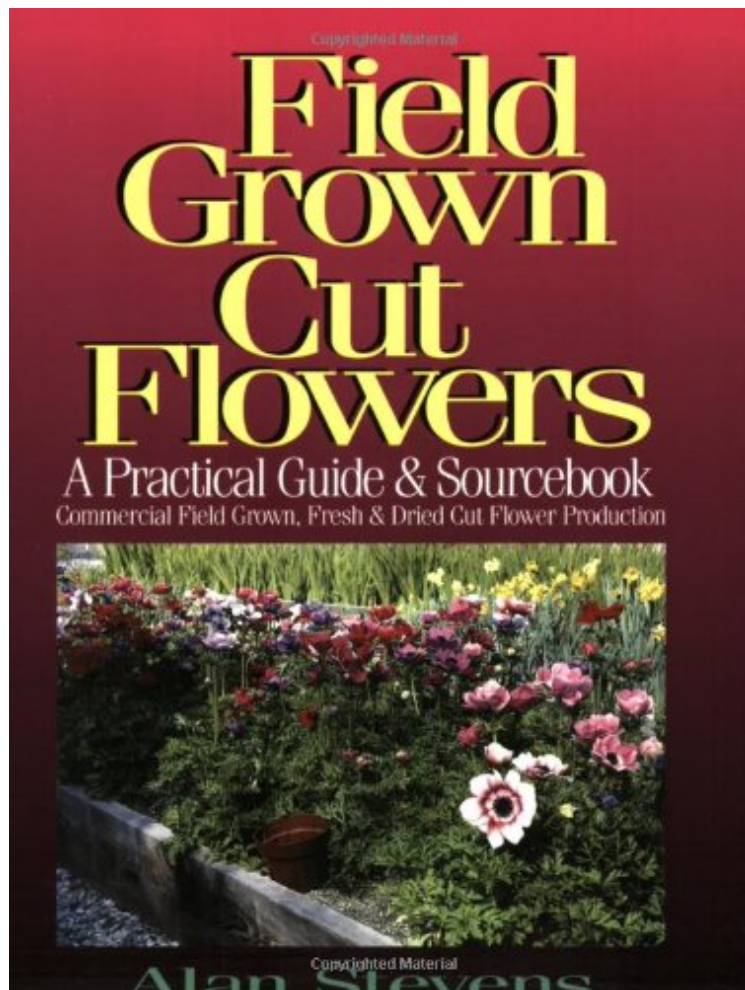


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## Field Grown Cut Flowers: A Practical Guide and Sourcebook : Commercial Field Grown Fresh and Dried Cut Flower Production

*Alan B. Stevens*

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helpful. Very useful book! By K. Howard This is a great resource for anyone interested in cut flower farming. It goes more into the business management aspect that you don't find in a lot of cut flower books. It's an easy reading book that is full of valuable information!

**FIELD GROWN CUT FLOWERS: A Practical Guide Sourcebook** by Alan Stevens, Ph.D., is a collaboration between the author, a 26 year veteran of commercial and academic floriculture, and John S. Hurd, a Wisconsin farmer who began growing flowers experimentally in 1990 when the Wisconsin Department of Agriculture started investigating commercial floriculture as a crop option for the state's family farms. **FIELD GROWN CUT FLOWERS** provides a wealth of down-to-earth advice on planting, cultivating, and harvesting flower crops. There is detailed coverage on the post-harvest handling of fresh-cut flowers and on drying methods for a variety of everlastings, also a practical discussion of business and marketing options for flower growers, including farmer's markets and pick-you-own operations and mail order. The practical information and hands-on focus derived from the real-world experiences of a successful flower grower make this book a real resource for anyone interested in the art and science of flower production.

From Booklist This guide to growing and selling fresh-cut and dried flowers is aimed at would-be, beginning, and experienced farmers. The book offers detailed information on marketing (to a flower wholesaler, retail florist, or directly to the public at a farmers' market or roadside stand); choosing a site; planting (what, when, and how); care (watering, fertilization, and weed, insect, and disease control); and harvesting, storing, and preserving the flowers. An appendix provides basic information on a cross-section of potential crops. A second appendix contains 51 lists of organizations, associations, reference books, magazines and newsletters, suppliers, equipment, and Web sites. George Cohen "...you will no doubt save time and money by heeding the lessons in this book." -- Hortideas, March 1997 "A real resource for anyone interested in the art and science of flower production." -- Wisconsin State Farmer, March/April 1997 "I would give Dr. Stevens an A+, five stars - a job well done!" -- The Cut Flower Quarterly, 1997 This book talks about how to produce and market field grown and cut flowers and also how to work smarter. -- Midwest Book About the Author Alan Stevens is often described as a businessman who happens to work for a university. His twenty-six years of commercial experience from wholesale production to retail floristry provide a real life perspective to his research and teaching activities. After receiving his Ph.D. from Texas AM University in 1990, Dr. Stevens accepted a position with Kansas State University as the extension specialist for commercial floriculture and ornamental horticulture. He has written several award-winning cooperative extension publications on specialty cut flower production and is currently conducting research into glycerin preserving and color processing decorative plant materials.