

ST PATRICK'S DAY

An Explosion of Green!

By Emma Bradford, FloraLife UK

The color green has been associated with St Patrick's Day since the 17th century, but why? Well, apart from the obvious associations with Ireland, also known as the Emerald Isle, and its flag, green is the color of shamrocks and spring, when St Patrick's Day occurs.

Have you ever been pinched on St Patrick's Day for not wearing green? Well this tradition is an entirely American invention. St Patrick's Day revelers believed that wearing green made you invisible to leprechauns (little fairy creatures who like to pinch anyone they see), and pinching non-green wearers served as a reminder of what could happen to them should they encounter a leprechaun.

Keeping with the green theme, in the horticultural world, green stems and leaves can be found in abundance. However, green flowers are a bit more exclusive. There are stunning green flower varieties available. Not only are they perfect for making a statement on St Patrick's Day, but they also pair up brilliantly with white blooms of all sorts to make a clean, fresh and dramatic bouquet anytime of the year.

To learn more about care and handling from the flower care experts visit us at www.floralife.com



Examples of Green Flower Varieties

Roses : Lemonade, Jade, Wimbledon, and Green Tea
Chrysanthemums: Dark Green Anastasia Spider, Bombellini Disbud, Lime Green Zembla Disbud, Green Disbud Button
Carnations: Voragin
Dianthus: Green Tricks
Hydrangea: Mini Green
Other green flowers: Bells of Ireland

Care and Handling Tips from Farm to Vase

Hydration After Harvest

- Remove any leaves that are below the hydration solution.
- Start processing with a clean bucket, sanitized with a floral cleaner such as FloraLife® D.C.D.® Cleaner.
- Cut stems about 1 - 2 inches before placing in a hydration solution such as FloraLife® HydraFlor® 100.
- Hydrate in chilled solution in the flower cooler (34 - 38° F).
- Limit the time between harvest and placing in the cooler to less than one hour.

Shipping

- Shipping temperatures should be 34 - 38° F.
- Some flowers are sensitive to ethylene, leading to undesirable characteristics if left untreated. Treating with an ethylene action inhibitor such as EthylBloc™ Sachets and/or Truck Kits can ensure better performance and longer shelf life.

Re-hydration at Store Level and Storage

- Start processing with a clean bucket, sanitized with D.C.D.® cleaner.
- If received dry packed, conditioning of stem ends is recommended to prevent blockage and promote uptake. Cut approximately 1" or more off stems. Use clean, sanitized clippers or knife, and treat with FloraLife® Quick Dip.
- Place flowers in a holding treatment such as FloraLife® Express 200. Do not put flowers directly in metal/galvanized buckets. Use clean, high quality water that has not been treated with a water softener as the salt levels can be damaging to flowers.
- Store in a cooler at 34 - 38° F with a relative humidity of 75-85%
- Allow minimum 2 hours to hydrate placing buckets in an area with good airflow.
- Always remember FIFO (first in/first out) when rotating flowers.

Vase care

- Remove any leaves that might be below the vase solution.
- Cut approximately 1" or more off stems. Use clean, sanitized clippers or knife. If received dry, treat with FloraLife® Quick Dip.
- Immediately place flowers in vase solutions containing FloraLife® Crystal Clear 300 or FloraLife® Express 300.

Customer Care

You've done everything right, now it's up to your customer to take these flowers home and make them last. Buying flowers can be intimidating to some. As the flower expert, offer lots of advice on the steps to follow at home. Educate your customers or the recipients of your flowers on how to care for the flowers. Caution them about placing flowers in direct sunlight, drafty places, or near heating and cooling vents. Remind them to change the flower-food solution every 3 days. And provide flower food packets like FloraLife® Express with every purchase and delivery – enough to enable consumers to change the solution throughout the life of the arrangement or bouquet. This is your best insurance policy to guarantee that the freshness will continue.

