FloraLife®

Research Update

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An efficacy study of Floralife® Flower Food Clear 300 (Floralife Crystal Clear®) with locally grown field flowers

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Introduction

The popularity of locally grown field flowers is increasing with seasonal availability from traditional wholesalers, farmers markets, and grocery stores. The objective of these tests was to determine the efficacy of Floralife® Flower Food Clear 300 (Floralife Crystal Clear®) in significantly extending the longevity of field flowers.

Method

Flower Food Clear 300 (Floralife Crystal Clear®) helps improve the longevity of locally grown field flowers (Ageratum, Antirrhinum Mix, Dahlia Mix, Helianthus 'Sunrich Orange', Helianthus 'Bicolor' Helianthus 'Limoncello', Leucanthemum (Oxeye Daisy), Rudbeckia 'Indian Summer', Zinnia Benary's Giant Mix)These techniques include:

1. Flowers from a local farm in Chagrin Falls, OH were harvested and placed into tap water the day of testing
2. All flower stems were recut and placed into either vases of water or Floralife® Flower Food Clear 300 with three replicate vases per treatment
3. The number of stems per each flower type varied in the vases from 3 to 10 stems depending on availability
   – When only 3 stems of a variety were available, the flowers were combined with other varieties to increase vase stem load
4. For Dahlia testing, the Dahlia flowers were treated with Floralife® Finishing Touch Spray in combination with the vase treatment of Floralife® Flower Food Clear 300
5. Longevity in the vase was then evaluated in the flower testing lab at the temperature 70 °F with 12 hours of fluorescent light
6. For Rudbeckia 'Indian Summer', the increase in flower head (inflorescence) diameter was recorded from day 1 to day 7.

Results

Floralife® Flower Food Clear 300 was observed to increase the longevity of the field flowers in the vase compared to water for all field flowers tested, except Rudbeckia 'Indian Summer'. Vase longevity was observed to increase in a range from 1.5 to 8 days depending on flower type. While no significant increase in vase longevity was observed on Rudbeckia, the diameter of the flower heads (inflorescence) increased by an average of 1.2 cm compared to the control in water.

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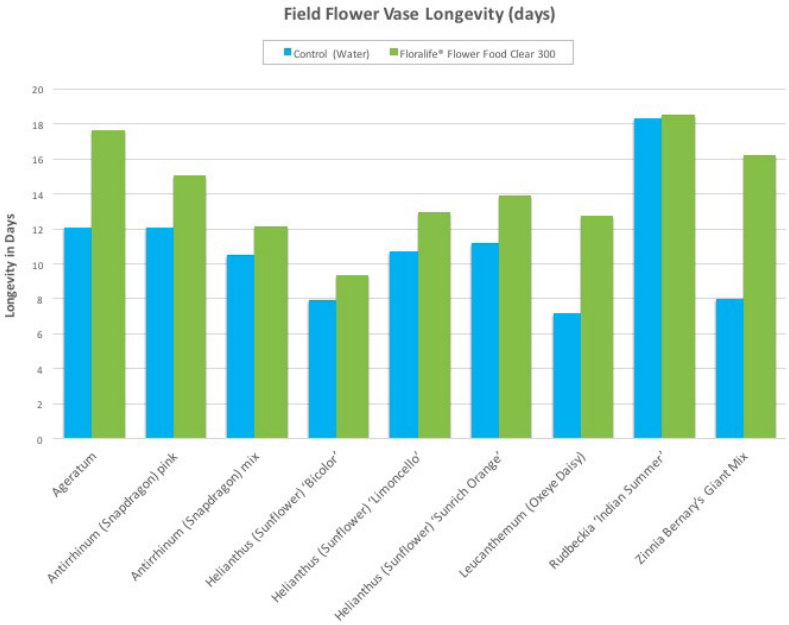
Day 7: Vase solution of Floralife Crystal Clear®

Day 7: Vase solution of Water

Day 7: Vase solution of Floralife Crystal Clear®

Day 7: Vase solution of Water



Conclusion

Floralife® Flower Food Clear 300 (Floralife Crystal Clear®) significantly increased the longevity of locally grown field flowers. Of the flowers that were tested, the greatest benefit was observed on Zinnia, Leucanthemum, and Ageratum. While Floralife® Flower Food Clear 300 provided no improvement in longevity for the Rudbeckia 'Indian Summer', a noticeable increase in flower head (inflorescence) diameter was observed compared to the controls in water.

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