

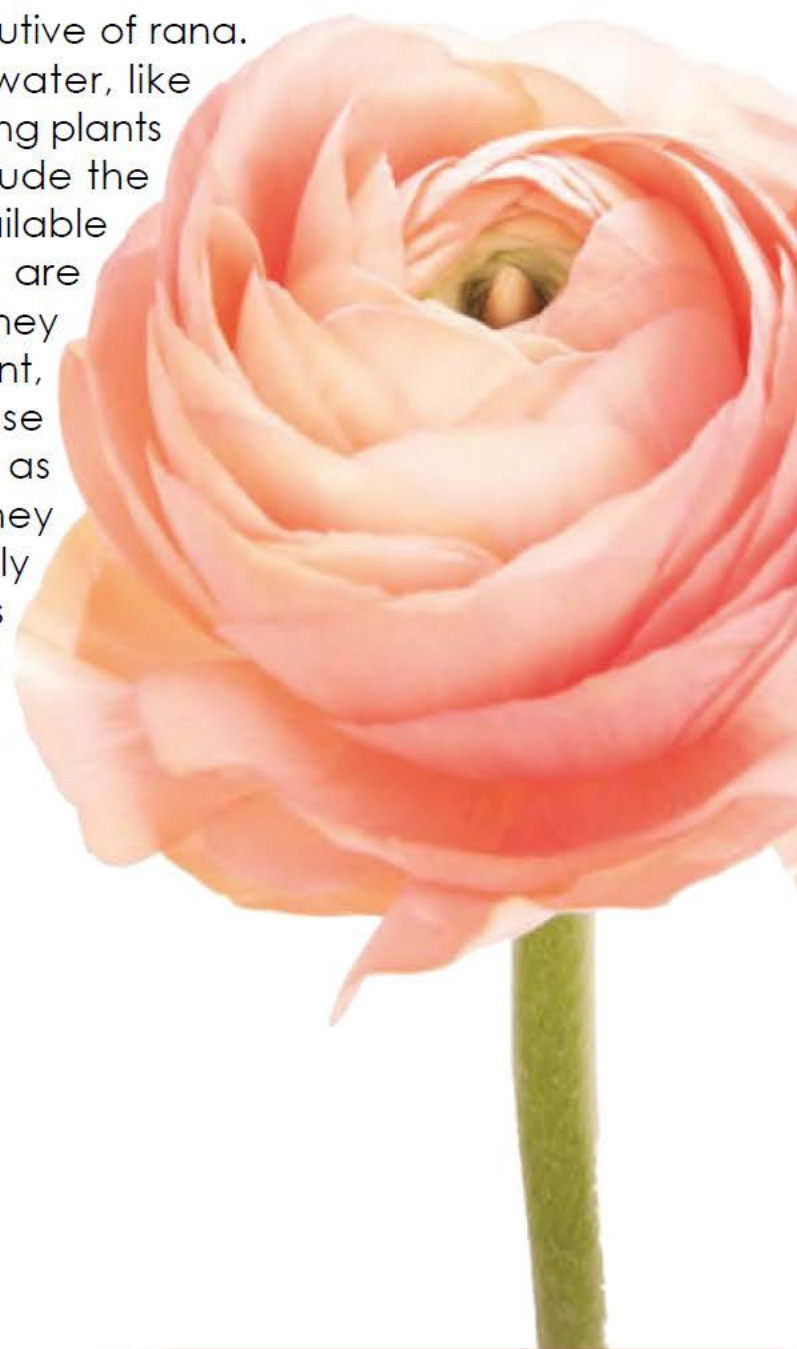
RANUNCULUS: fresh & fun

Care & Handling

The name Ranunculus is Late Latin for "little frog", the diminutive of rana. This probably refers to many species being found near water, like frogs. Ranunculus is a genus of about 500 species of flowering plants in the family Ranunculaceae. Members of the genus include the buttercups, spearworts and water crowfoots. Usually available from September to May, these breathtaking, chic blooms are not only affordable, but may surprise you with how long they last! Receiving Ranunculus as buds, or with a tight cut point, you can expect anywhere from 5-7 days vase life. These multi-layered petals are an absolute feast for the senses as they open. When the delicate, paper thin layers unfurl, they reveal gorgeous tone on tone colors, giving a completely unique look to every bloom. Artfully arranged in clusters as stand-alone arrangements, or in bouquets mixed with other flowers, Ranunculus give a superb look to any design.

Watch your Ranunculus bloom into their full glory by following a few easy steps:

- Avoid getting water on blooms! Ranunculus are prone to botrytis when blooms are over saturated.
- Ranunculus are ethylene sensitive; insist that your supplier treats with an ethylene inhibitor such as EthylBloc™ to protect against exposure. Do not store or display near ripening produce or products that produce ethylene.
- Start with a clean bucket, sanitized with D.C.D.® cleaner.
- Fill buckets with cool water mixed with flower food solution according to manufacturer's recommendation. Do not put flowers directly into metal/galvanized buckets. Use clean, good quality water that has not been treated with a water softener as the salt levels can be damaging to flowers.
- Cut or don't cut stems if using Floralife® Express Technology and be sure to Quick Dip. Re-cut stems approximately 1" using clean, sanitized clippers or knife. Remove any foliage that fall below the solution level.
- Place flowers in prepared container.
- Allow a minimum of 2 hours to hydrate placing buckets in an area with good airflow.



Most common defects:

- Flowers with limp stems and/or petals
- Brown stem tips
- Brown centers
- Yellow leaves / Burned edges on leaves

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To learn more about best practices from the experts in flower care, visit www.floralife.com