

Stock: An Aromatic Treat for the Senses

In a cut flower world that breeds for visual appeal and longevity over floral aroma, the plucky little Stock flower is a sweetly-scented exception. Stocks have single or double flowers with a 1-inch diameter and a pleasing clove-like scent. It is available year-round.

Native to the Mediterranean region, Matthiola is actually part of the same mustard family that includes turnips and broccoli. It crossed the pond to the New World at some point, taking root in Virginia. There, it grows wild, hence the common name Virginia Stock.

Stock flower comes in a rainbow of colors, though most often seen in pink, purple, lavender, yellow and white blooms. If you're looking for height in your arrangements, the Stock flower's lovely vertical spikes deliver.

Stock flower is a burst of sunshine that, paired with its intoxicating scent, is sure to bring a smile to floral fans everywhere. No wonder it's a symbol of happiness, peace, and contentment!

And to keep those good vibes flowing long after purchase, FLORALIFE® presents some handy Stock flower care and handling tips for wholesalers, retailers and flower enthusiasts.



Stock Flower Care and Handling Tips:

PROCESSING

- Start with a bucket, cleaned and 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.
- Remove foliage below solution level.
- Cut or don't cut stems if using Floralife® Express Technology and be sure to use Floralife® Quick Dip. If not, then re-cut stems approximately 1" using clean, sanitized clippers or knife.
- Place flowers in prepared container.
- Allow a minimum of 2 hours to hydrate, placing buckets in an area with good airflow. 2 - 4 hours if flowers are limp or soft.
- Always remember FIFO when rotating Stock or any other flowers.

STORAGE

- Place Stock in a 34 - 38° F cooler with 80 - 90% humidity.

DESIGN TIPS

The romantic beauty of this flower brings texture to garden designs, and its sweet, spicy fragrance is an added attraction heightened by the aroma therapy fad. The clove-like scent is a strong selling point with consumers. Suited to both vase and foam, stock adds mass and texture to designs at a relatively inexpensive price. Stock isn't just for traditional, romantic arrangements either. It has plenty of applicability to other settings. Stock is ideal for the trend toward single variety bouquets; several stems of stock in a vase will make a singular color statement to complement a home. Excellent for spring themes such as Easter, Secretary's Week and Mother's Day.

Common Defects

- Fungus
- Dehydration
- Yellowing foliage
- Abscission (flower fall)
- Translucent flowers and petals



Stock Flower Care and Handling Tips:

SPECIAL CARE

This flower must have air around it; if Stock is massed too tightly, individual florets will deteriorate. It is susceptible to mildew and tends to foul the water rapidly, which can impede water uptake. Change the water solution frequently. Stock is very sensitive to ethylene and is a thirsty flower. Check solution levels daily.

PURCHASING

- Make sure to check that your supplier has treated the product with an ethylene action inhibitor, such as Ethylbloc™.
- Avoid stems with leaf yellowing.
- Choose stems with at least six open florets.

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