

Chrysanthemum

THE FLORIST'S MOST RELIABLE ASSET!

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With so much financial uncertainty swirling around the economy, managing stock levels of perishable goods like fresh-cut flowers can be a daunting task. There is one flower that is perfect for conditions such as these though, and that's the trusty Chrysanthemum!

Available in a gorgeous array of colors and shapes to suit all moods, Chrysanthemums not only fit the bill aesthetically, but they are also reliably long lived and easy to store.

Dry storage is best for these beauties, so you don't even need to process them on arrival. Simply place them in boxes directly in your coolers until needed.

Stored at the correct temperature, these stunning little workhorses can easily be kept up to two weeks, and still offer plenty of vase life to your customers. But don't be tempted into thinking these hardy flowers can be abused. The key to getting the maximum vase life out of your Chrysanthemums is still to adhere to proper care and handling practices.

Chrysanthemums are available in a multitude of hues from jaunty yellow to soft pastels, and they are also very easy to tint, so you can never go wrong stocking a white variety such as the White Atlantis daisy or Esponja novelty.

So, despite the turbulent times we find ourselves in, rest assured that you can count on Chrysanthemums to carry you through.

Care and Handling Best Practices

Purchasing

- Choose stems with blooms showing full color, and $\frac{3}{4}$ to fully open.
- Look for healthy green foliage, flower buds free of physical damage, and free of diseases (botrytis).

Shipping and Storage

- Shipping and storage temperatures should be at 34 - 38° F (1-3C).
- Dry storage is best, but only if temperatures are maintained between 34 to 38F (1-3C).

Re-hydration at Store Level and Storage

- Store flowers dry at 34 to 38F (1-3C) for as long as possible (until flowers are needed for wet case display at store/wholesale level).
- Start processing with a clean bucket, sanitized with a floral cleaner such as FloraLife® 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 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 Chrysanthemums or any other flowers.

For more information, click here:

<https://floralife.com/flowers/chrysanthemum-spray/>

<https://floralife.com/flowers/chrysanthemum-disbud/>

<https://floralife.com/flower-library-for-retailers/>

<https://floralife.com/article/chrysanthemum-spray-troubleshooting/>

<https://floralife.com/article/chysanthemum-disbud-troubleshooting/>

Vase Care

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

Special Considerations

- Botrytis can develop in blooms. Always maintain the correct temperature and humidity levels during storage.
- Flower shattering due to rough handling.
- Foliage yellowing
- Foliage browning
- Dehydration

