

Cupid's checklist: Top quality Valentine's

Delivering a true "WOW" experience on Valentine's Day doesn't happen by luck. It takes hard work, right timing, and extra care to keep flowers at their best during the busiest floral holiday of the year.

Because demand skyrockets, Valentine's stems are often handled differently than those you receive the rest of the year. Growers and shippers begin moving products earlier, and quality suppliers rely on proper postharvest treatments and strict cold-chain management to protect freshness.

Since these flowers may have been stored a bit longer, following a few key Do's and Don'ts around temperature control as well as care and handling will help you maintain top quality and help you deliver an unforgettable customer experience.

THE DOS

- Clean & disinfect EVERYTHING before the rush—cooler walls, floors, & doors! Tools & tables daily, buckets after every use.
- Sweep cooler floors throughout the day to remove leaves, petals, & stems that may carry disease spores.
- Inspect & process flowers ASAP. Hydrate & feed measuring flower food carefully. Remove sleeves as needed, & place in a temp-controlled cooler with good airflow.
- Check cooler temps daily, for most cut flowers, 34–38F (1–3C) & relative humidity of 75–85%.
- Send every customer home with a flower food sachet. Cut or no-cut, FloraLife® Express packets guarantee customers will benefit & so will you!

THE DONT'S

- Do not leave flowers outside the cooler unless you want them to open faster.
- Do not cut flowers underwater.
- Do not leave stems out of flower food solution once cut.
- Do not overstuff buckets. Avoid physical damage and allow breathing room.
- Do not store or display flowers near fruits and vegetables.
- Do not display flowers in direct sunlight, extreme heat, or drafts.
- Don't assume, assign responsibility to guarantee tasks are completed!

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