

Daisy: Care Tips for the Florist

1. Unpack daisies as soon as possible when they arrive in your shop and loosen the bunches to allow some air circulation.

2. Cut off about 1 or 2 inches from the bottom of the stems and remove any foliage that will be submerged in water. This is particularly important for marguerites because foliage left under water tends to rot, produce ethylene gas and shorten the vase life of the flowers.

3. Put the flowers into buckets of water as soon as possible. Daisies are all heavy drinkers, especially marguerites, which will die very quickly if left out of water. This is why marguerites make rather poor corsages or hand-carried bouquets unless put in a water-foam base. If you must use daisies in corsages, consider substituting daisy pompons instead. They look like daisies but have the lasting qualities of chrysanthemums.

4. Condition the flowers by placing them in warm preservative solution (100° to 110°F) and high relative humidity for several hours. To condition gerberas, submerge the flowers in water all the way up to their heads. To do this, lay chicken wire across a bucket, fill the bucket with water and insert the gerberas. This will prevent them from bending. However, even with this treatment, gerberas should not be used long-

stemmed in arrangements because water will not rise all the way to the flower heads. If you must use them long-stemmed, insert a wire to hold them erect — and expect them to last only 24 hours.

5. If you must store daisies in your shop, be sure to check the supply of preservative every day and replenish it as needed in order to prolong the vase life of the flowers.

6. Shasta, killian and majestic daisies should also be treated in deep water before being used in arrangements. Great care should be taken in handling these flowers because their heavy heads and hollow stems make them prone to damage. If you do receive some flowers with broken heads, they can be salvaged if the flower has not yet wilted. Simply "splint" the stem with wire. Flowers treated in this way should last as long as unbroken ones.

7. Because marguerites drink so much water, they are excellent candidates for dyeing. Similarly shasta, killian and majestic daisies take dye well. Gerberas, however, are not good with dyes, because the flow of water through their stems is not as great as it is with other daisies. Fortunately, the range of available colors is so great with this daisy that dyes are usually unnecessary.

What to Tell Your Customers

1. Keep daisies relatively cool, away from drafts, hot air or direct sun which will cause the flowers to lose water rapidly and wilt prematurely.

2. Use a preservative solution provided by your florist, whether your daisies were bought loose or in an arrangement.

3. If your daisies were bought in an arrangement, check the level of preservative solution when you re-

ceive them and replenish it every day, as needed.

4. If your daisies were purchased loose, cut off about 1 or 2 inches from the bottom of the stems, remove the foliage which will be under water, and put the flowers in a solution of preservative and water. The water level should be checked daily, and the solution should be replenished as needed.—C.J.S.

Flowers&



New Ownership For FCN

According to a joint announcement recently by Mr. Arthur O. Stone, FCN Chairman of the Board, and Mr. Stewart A. Resnick, President and owner of Teleflora, Inc., the Florists Clearing Network (FCN) has been purchased by Resnick, effective immediately.

The principal officers of FCN, Stone and FCN President Edward T. Thall, will continue to run and operate the FCN network from its current headquarters in Ft. Lauderdale, Florida.

According to Stone and Resnick, this move represents what some believe to be the best ever in FCN history. The smaller, exclusive FCN service will continue to enjoy the unique benefits of an exclusive operation while benefiting from the financial stability of a larger firm.

FCN, now in its fifth year of operation, has more than 850 members throughout the United States. Its members retain an exclusivity of territory, determined by population. Both Stone and Resnick stressed that this basic concept of the FCN network will continue and no major changes are planned.

NYSFI Flowers Up National Meeting

When the 2500 members of the National Association of County Agricultural Agents met at Cornell University from August 16-20, 1981, the corsages, centerpieces, podium pieces and room arrangements that they viewed were made with flowers secured with a donation from the New York State Flower Industries. Wherever possible, flowers were purchased from NYSFI members. We are pleased to assist the NACAA in this way.

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