

STABY

My wife and I slowly turned away from the flower stand and left . . . No bouquet (not even a flower). . . No sale for the seller. . . A very unhappy pair of consumers, and . . . Our hostess went without her flowers. Fortunately, most hostesses in America don't expect flowers from their visitors . . . Thank goodness! They might find a lot of disappointment.

The above two parallel experiences are not isolated. I have experienced each at least three times, always in the same way. Here are the comparisons.

STREET FLOWER STANDS

Holland

Attractive and eye-catching
Lots of flowers around stand
Flowers in bouquet units
All units plainly priced
A great variety of flowers
Excellent fresh flower quality
Several customers around to buy
Prices generally \$2-\$3 for 10 stems
or one four-inch pot
Enthusiastic sales people
Prices drop for late day clearance
Stands open daily or weekly
. . . . etc., etc., . . .

San Diego

Dumpy, unclean, and hard to find
A few sloppy buckets of flowers
Most flowers not sorted
One sign--(overpriced roses)
Three or four kinds
Lousy quality - some wilted
Seldomly more than one person
Prices generally \$4-\$7 for 12 stems
or . . . No pots
Dah . . . I'm waiting for a buyer.
Prices too high all day
Open sporadically. . . periodically?
. . . . etc., etc., . . .

Who in the U.S. wants to buy flowers, anyway? If retailers of all types (florists, supermarkets, or street stands) continue to offer a narrow variety of stale flowers at high prices at odd times . . . who cares?

Did you read what Dr. Joe Howland went through recently to get six good flower arrangements (from 15 florists he telephoned) for a demonstration at the SAT meeting in Miami? Maybe someone doesn't like us, Joe??!

* Red Flowers and White Flowers

Did you know that actual temperature measurements of carnation flowers in bright sun showed that the red ones can get as much as 20⁰F hotter than the white ones? It is no wonder that dark-colored flowers are often the first to show petal burning and discoloration. Maybe a little summer shade on red flowers would help?

According to our current in-progress carnation vasselife experiment, summer carnations and other flowers need all the postharvest help that we can give. Normal vasselife (plain water) of summer carnations is about six days from harvest. An overnight treatment with STS (silver thiosulfate) increases vasselife to 11 days. If the consumer uses a 2% preservative solution, the satisfaction is 16 days.

If you still don't have information on treating carnations after harvest, call my office (714) 565-3983 and ask for Postharvest Handling of Carnations, #CP-349.

Sincerely,

Seward T. Besemer
Seward T. Besemer
Farm Advisor



STB/dlh

Besemer 82

BESEMER '82