Florida Small Farms and Alternative Enterprises Conference

Horticulture

11:00-12:30  Drip Irrigation Design and Nutrient Uptake
2:00-3:00    Low Cost Production Solutions
4:30-5:30    Cut Flower/Foliage Production
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For more information on Small Farms, visit our website at: http://smallfarms.ifas.ufl.edu or contact your local County Extension Agent.

For inquiries about this topic, please contact: Danielle Treadwell, Educational Program Chair. Phone: (352)-273-4775 E-mail: ddtreadw@ufl.edu

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EST 2012

FORAGE

Healthy Food, Land and Community
FORAGEFARM.ORG

Anna Prizzia, Co-Founder – anna@foragefarm.org
Who Are We?

Forage’s mission is to be a center for educating and inspiring people to value healthy food, land, and community and to create a place where people can transform their environment and themselves by exploring the natural world and engaging in the meaningful work of farming and food systems.

We host a number of programs and community outreach initiatives including a seed library, gardeners network, farm-to-restaurant network, and workshops...

So, A flower and herb farm???

- Niche not filled – market
- Diversification potential
- Extension of education and mission
- Lower Maintenance?
2 Women, 6 Months and Infinite Support
The “Back of the Envelope”
The Key to Building our Farm

- Partnerships, Partnerships, Partnerships
- Start Small, Dream Big
- A LOT of hard work
- Did I Say Partnerships?
Our Current System

What We Grow

• Cut Flowers
  • Summer: Zinnia, Sunflower, Celosia, Ageratum, Coreposis, Verbena, Basil
  • Spring: Delphinium, Snap Dragons, Larkspur, Dill, Cosmos
• Perennials
• Herbs
  • Thyme, Oregano, Majoram, Basil, Dill, Parsley, Garlic Chives, Lemon Balm, Mint...

Who Are Our Customers

• Events – Weddings, Funerals, Graduations, Retirements
• Restaurants, Caterers
• Inns/B&B’s
• Salons
• Small CSA
The Infrastructure

- Irrigation – multi-zone system, drip irrigation
- Fencing – think shower curtain
- Cooler – UK white paper and a coolbot
- People, People, People
The Production Techniques

• IPM – it really works!
• Mulching/ Soil Amendments... looking for local
• Learning on the Job – Varieties, Seasonality, Vase-life, etc...
Work On Purpose

• Youth Education – Field Trips, camps, 4-H, individual families, college internships
• Community Education – Buy Local, Farm-to-Restaurant, Gardening and Food Workshops, Garden Network, Seed Library
• Entrepreneurship – Goal to develop program for H.S. students engaging in internship program and entrepreneurship training
The Keys To Building a Brand

- Logo vs. Brand
- Consistency
- Integration

Healthy Food, Land and Community

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Using Available Tools
A Not-So-Secret Weapon - Communication

- Tell your story
- Develop tools
- Ask the questions, listen to feedback, say thanks!