

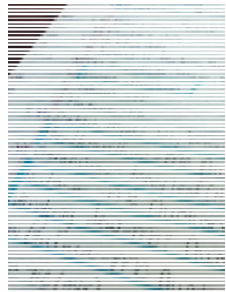
# Bedding Plant Production

---

## Bedding Plants

---

- Flats
- Potted Annuals
- Perennials
- Hanging Baskets
- Patio plants/containers
- Herbs
- Vegetable starts



### Calendar

---

- Order plugs in October for EOD's
- Prepare the greenhouse for production
- January plugs start to come in-plant with a projected sale date of the first of April
- Retail dates are April to Fathers Day



### Ordering

---

- EOD dates are September to November
  - 10% savings
  - Pre-payment discount- 3% savings
  - Early payment- 2%
- Direct ordering
- Auction
- Brokers
  - McHutchison

## Fall Greenhouse Prep

---

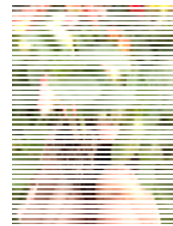
- Check all brackets and tighten
- Replace or repair plastic
- Clean all weeds from greenhouse
- Bleach bench tops
- Spread Preen
- Take inventory of plastics



## Start of Spring

---

- Plug deliveries
- Early seeding
- Lawn and Garden Show





## Plugs

- Annuals- Jolly Farmer, Raker, Natural Beauty
- Liners- Jolly Farmer, North Carolina Farms, Grimes, Auction, McHutchison- (Milstadt, Mast Young, Floral Plant, Natural Beauty)
- Foliage- Jolly Farmer, North Carolina Farms, Auction, McHutchison- (Milstadt, Mast Young, Floral Plant, Natural Beauty)
- Vegetables- Jolly Farmer, Raker, Natural Beauty
- Perennials- Jolly Farmer, McHutchison

## Annual Plugs

### 3 Shipments-

- Early- Cold tolerant bloomers- Veg. (Jan. 15<sup>th</sup>?)
- Mid- Bulk of spring plants- plant during spring break March 15<sup>th</sup>?
- Late- Heat lovers (Last week in March)



## Bedding Plant Breakdown-current

- Annual Plugs – 27,700
  - 550 1204's
  - 150 1801's
- 4" Annual Liners- 6,700
  - Geraniums - 2,200
- Hanging Baskets- 500
- Patio Pots - 350/400
- Perennials - 400
- Vegetable Plugs-
  - 300 C&H Retail
  - 300 C&H to plant
  - 6,000 Custom

## Breakdown of Annual Plugs-current

- 500 1204 trays
  - Impatiens- 100 1204 trays
  - Marigolds- 68 1204 trays
  - Begonias- 32 1204 trays
  - Other- gazania, snapdragons, pansy, violas, dianthus, alyssum, celosia, splash, protulaca, salvia, gomphrena, ageratun, vinca - 300
- 150 1801 trays
  - Wave Petunias- 100 1801 trays
  - Other- Zinnia's, Vinca, Gypsophillia, etc. 50 1804 trays



## Bedding Plant Breakdown- wholesale only(1995-2005)

- 6000 1204 trays
  - Cycle both large houses 3 times
- 350 22" Moss Baskets
- 1400 Hanging Baskets

*Two large wholesale customers 90% of my business*

## Liner Plugs

2-3 Shipments

- Basket Liners- Plant first of Feb.
- Geraniums- Plant Presidents Day
- Liners(4" pots)- Plant between Presidents Day to March first



## Foliage Liners

2-3 Shipments

- Basket Liners- Plant first of Feb.
- Larger pot sizes- Plant March first to spring break( quart ferns, gal. elephant ears)
- Liners(4" pots)- Plant between Presidents Day to March first



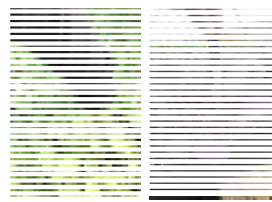
## Vegetable plugs and seeds

1-2 Shipments

- Early Tomatoes for bucket production
- Early Tomatoes & veg. for Lawn and Garden Show
- Late Veg.- Seed veg. for April sales-
  - Lettuce
  - Tomatoes
  - Corn
  - Beans
  - peppers



## Custom- Vegetables



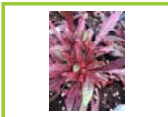
- Customers:
- Market growers
  - Farm stores

## Perennials

1 shipment

Early Feb.- hold in cold house until planting

- Start in cold house
- Mid April- move to perennial house/ outside



## Custom Annuals

## Growing on

Media: Metro Mix 830

Fertilizer: Peters 20:20:20, Chelated Iron

Temperature:

- Heated house- 65 degrees Farenhiet
- Cool house- no heat, frost blankets

Water: 6 hours at peak of season

Chemicals: as needed

Biologicals: Ladybugs

Supply Source: BWI



## Retail vs. Wholesale

### RETAIL

- Larger profit margin
- Variety
- Flexibility in pricing- sales
- Hours
- Time to help customers

### WHOLESALE

- Flexible hours
- Time to deliver
- Rigid pricing
- Narrower variety
- Large orders vs. one 4pk

## Retail Outlets

- Satellite greenhouse
- Farmers Market



New!



Questions



Thank You