

Syllabus

Flower Farming School Online: *The Basics, Annual Crops, Marketing, and More!*

Course Classes:

Welcome

- Welcome video & important email details
- Handouts: Syllabus, Binder Cover, I'm Going to Flower Farming School social media image

Class # 1 Starting and Sustaining a Business

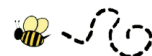
- Handouts: Books I Find Useful, Business Schedule, Brain Dump, Daily Log Sheet Instructions, Daily Log Sheet, Taking Stock
- Session 1 Clearing Time to Start and Run a Business
- Session 2 The Business
- Session 3 Money Matters
- Session 4 Getting Legal and Professional
- Session 5 Taking Stock of Your Resources
- Session 6 Getting Organized
- Session 7 Life Balance
- Session 8 Business Stumpers
- Q&A Sessions: 2018, 2019, 2020
- Bonus-Trainings: When to Hire

Class # 2 Building and Managing the Working Garden

- Session 1 Working Garden Design
- Session 2 Soil Building and Management
- Session 3 Making Beds
- Session 4 Flower Farming Tools
- Session 5 Cover Cropping
- Session 6 Weed and Pest Concerns
- Q&A Sessions: 2018, 2019, 2020
- Bonus-Trainings: Weed Control, No-Till Beds, No-Till Planting, Why to Use Support Netting

Class # 3 Selling What you Grow

- Handouts: Florist List, Florist Invoice 1, Florist Invoice 2, Sleeved Bunch List
- Session 1 Potential Customers
- Session 2 Deep Dive on Specific Customer Types
- Session 3 Customer Service
- Session 4 Marketing
- Session 5 Making Bouquets
- Q&A Sessions: 2018, 2019, 2020
- Image Gallery for Student Use
- Bonus-Trainings: **NEW 2021:** Preparing buckets for bouquet making, Selling, Missing Markets, Market Displays, Making a Spring Bouquet, Social Media System, Selling in a Contactless World, Why Build an Email list? Google Docs for Gathering Orders



Class # 4 What to Grow

- Handouts: Tender and Hardy Annual List, All Planting Schedule, Tender Annual Transplant Planting Schedule, Hardy Annual Transplant Schedule, Hardy Annual Direct Seeded Schedule
- Session 1 Growing Seasonally Outdoors
- Session 2 Producing Consistently
- Session 3 Warm-Season Annuals
- Session 4 Cool-Season Annuals
- Session 5 The Supportive Landscape
- Session 6 My Top 20
- Session 7 Other Crops
- Q&A Sessions: 2018, 2019, 2020
- Bonus-Trainings: Grow List, Peony Tip, Tuberose Digging Tip

Class # 5 Starting Seeds

- Session 1 Do I Start Seeds or Purchase Plants?
- Session 2 How to Start and Grow Transplants Indoors
- Session 3 How to Plant Seeds in the Garden
- Session 4 Rules of Commercial Seed Starting
- Session 5 Making a Germination Chamber
- Session 6 The Seed Starting Calendar
- Q&A Sessions: 2018, 2019, 2020
- Bonus-Trainings: Seed Starting, Pinching Annuals, Cool Flower pinching in fall & winter, Ammi majus Germination Tip, Sprouting Stage Tip, Watering Tips, Pinching Lisianthus, Thinning Bells & Giant Poppies in very early spring, Spring Walk of Cool Flowers, Direct Seeded Cool Flowers

Class #6 Harvesting and Conditioning Cut Flowers

- Session 1 The Commercial Harvesters Toolbox
- Session 2 Harvesting Practices
- Session 3 Conditioning Steps and Products
- Session 4 Where to Make the Cut
- Q&A Sessions: 2018, 2019, 2020
- Bonus-Trainings: Harvesting Callas, Harvesting Lisianthus, Harvesting Celosia Plumes and Cockscomb, Harvesting Hairy Balls, Harvesting Zinnias, Stage to Harvest Lime Light Millet, Cool Flowers and Sunflowers Harvesting

Wrap-up Video: Lisa on Quality of Life, Burnout, and the Long Haul