



# Field & Garden Podcast

#130: Local Color Flowers -  
What they buy each month



## A Design Studio's Year Month-by-Month Ellen Frost of Local Color Flowers

### January

- Recoup from holidays
- Vacation
- Team covers daily deliveries, retail sales
- Buying: poppies, branch & stick season (woodies), fancy tulips, anemones, snaps, stock.

### February

- Valentine's Day
- Weddings
- Team covers daily deliveries, retail sales
- Buying: ranunculus start late, paperwhites, orchids, freesia, gerberas, calla lilies, poppies, branch & stick season (woodies), fancy tulips, anemones, snaps, stock.

### March

- Big wedding season
- Design classes
- Team covers daily deliveries, retail sales
- Buying: butterfly ranunculus, sweet peas, paperwhites, orchids, freesia, gerberas, calla lilies, poppies, branch & stick season (woodies), fancy tulips, anemones, snaps, stock, field flowers start.

### April

- Peak wedding season
- Design classes
- Corp & school events
- Mid-week special events
- Buying: peonies, field daffodils, butterfly ranunculus, sweet peas, freesia, gerberas, calla lilies, poppies, lots of branches: spirea, snaps, stock, field flowers starting.

### May

- Mother's Day
- Weddings
- Corp & school events
- Design classes
- Buying: field coming in strong, high peony season, snaps, lots of Cool Flowers, Solomon's seal, colors moving from pink/blush/whites to blues & grey.

### June

- Weddings
- Less classes
- Tricky month
- Buying: field coming in strong, sunflowers, larkspur season. roses, peony season ending, snaps, Cool Flowers, foliage's coming in strong.

### July

- Less weddings
- Fewer classes

- Buying: dahlias starting, zinnias, lisianthus, scented geranium, field coming in strong, sunflowers. roses, foliage's.

#### August

- Weddings restarting
- Buying: hydrangeas, amaranth, celosia cockscomb & plumes, snaps, dahlias, zinnias, lisianthus, scented geranium, field coming in strong, sunflowers. roses, foliage's.

#### September

- Weddings
- Events
- Classes restart
- Buying: marigolds, hibiscus, woodies: smokebush, ninebark, hydrangeas, amaranth, celosia cockscomb & plumes, snaps, dahlias, zinnias, lisianthus, scented geranium, field coming in strong, sunflowers, foliage's.

#### October

- Weddings
- Wreath classes
- Crazy busy
- Dried work starts
- Buying: frost coming, salvias, heirloom mums, marigolds, hibiscus, woodies: smokebush, ninebark, hydrangeas, amaranth, celosia cockscomb & plumes, snaps, dahlias, zinnias, lisianthus, sunflowers, Foliages.

#### November

- High wedding season
- Thanksgiving
- Black Friday to Christmas: red & green,
- Lots classes: fresh wreaths
- Buying: indoor growers, eucalyptus, heirloom mums, foliage's, cabbage, kales, sticks & branches.

#### December

- Weddings
- Winter wreath classes
- Buying: indoor growers, anemones, tulips, cut poinsettias, evergreens, eucalyptus, heirloom mums, cabbage, kales, sticks & branches.

**Learn more about Ellen's course: [Growing Your Business with Local Flower Sourcing](#)  
Connect with Ellen on Instagram or on [Local Color Flowers](#)**

