

The Flower Farmer's Year

How to grow cut flowers for pleasure and profit

Georgie Newbery

Keynote

A stunning book from a leading artisan cut-flower farmer and florist, this book combines breath-taking images with the story of how Georgie Newbery started a business from her own doorstep. Filled with practical information for anyone wanting to grow cut flowers for their own homes or to sell and make a profit, this book is a must-have.

Description

The Flower Farmer's Year is a unique and entertaining look at how to plant, maintain and keep evolving a productive cut-flower garden. Whether you want to devote a corner of your garden to a stand of sweet peas and some cosmos, take up flower production for gate sales, or make a livelihood from cut flowers, Georgie Newbery will take you through everything from planning your garden to budgeting and marketing.

With plenty of stories about Georgie's successes and the mistakes she's made along the way, *The Flower Farmer's Year* is not only a highly informative manual, it is also an entertaining read. With its wonderful photographs and quirky illustrations, it's a book to dream over - before enabling you to make those dreams a reality.

Audience

This book is aimed at anyone with an interest in growing cut flowers or floristry or who want to know more about artisan flower growing. It appeals to people growing for their own pleasure as well as people interested in turning their garden into a profitable business. It is ideal for readers who like:

- *The Cut Flower Patch*, Curley
- *The Cutting Garden*, Raven
- *Gardening for Profit*, Collins

Key Selling Points

- Foreword by gardening journalist James Alexander-Sinclair
- Full of detailed how-to information on growing cut flowers, suited to both amateur and professional growers
- Is a beautiful book filled with stunning images and illustrations.
- Covers growing your own wedding flowers and creating Christmas decorations.

Sales and Marketing Highlights

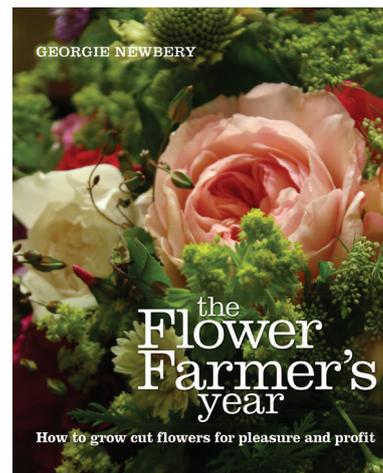
- Author has an active presence at events, including Chelsea Fringe and at horticultural societies around the country.
- Author is very active in the press, with several features scheduled throughout 2014.
- Author has a popular blog and over 6,500 followers on Twitter.

Contents

- How to lay out a cut-flower patch
- What flowers to grow
- Hedgerow Christmas
- Cutting and conditioning cut flowers from the garden
- Starting a cut flower business, including: where to sell, marketing and social media

The Author:

Georgie Newbery is an artisan flower farmer and florist, supplying cut flowers direct to customers from her smallholding in Somerset. Georgie set up and runs her own business and is a leading authority on growing cut flowers. She also runs courses on growing and arranging cut flowers, and on marketing via social media for fellow growers.



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