



flower care & handling

There are many factors that can influence the success and profitability of a florist shop. Among the most critical of these is the care and handling of flowers.

To provide you with thorough, dependable advice for getting the most out of your flowers, we turned to Chrysal, our preferred flower food product supplier. Chrysal sells not only high-quality products, but also the most comprehensive guide to premium flower care we've encountered. Below, we summarize the three most important topics that Chrysal addresses in its book, *The Answers*, regarding the care and handling of flowers:

1. Hygiene
2. Flower Storage
3. Care and Conditioning of Cut Flowers

Hygiene

- **Clean all work areas, storage containers, and vases frequently** to prevent the spread of disease. Flowers can be easily damaged by contamination.
- **Remove any dead plant material** from your work and storage areas, as they can emit ethylene gas and cause Botrytis infection.

Flower Storage

- **Store flowers in a cooler at the proper temperature setting**— between 36-38° Fahrenheit with a relative humidity of 80-90%.
- **Try to limit opening the door to your cooler.** This causes temperature variations, which lead to condensation on flower packaging and increase the risk of spreading Botrytis Disease.
- **Avoid storing flowers near ethylene-producing products**, such as fruit and tomatoes. Ethylene gas will rapidly age your flowers.
- **Store cold-sensitive flowers in warmer temperatures**, between 53-59° Fahrenheit. Examples of cold-sensitive flowers are Orchideae, Euphorbia, and Anthurium.
- **Clean and disinfect the walls and floors of your cooler frequently.** It's important to remove dead plant material that may harbor Botrytis or emit ethylene gas.

Care and Conditioning of Cut Flowers

- **Allow flowers that were delivered dry to hydrate in a cool spot for several hours.** Let them absorb a solution of water and flower food product before placing them in your display area.
- **Follow the dosing instructions on all Chrysal products.** Proper ratios are critical to achieve optimum results.
- **Prepare the stems before placing in water.** Using a sharp knife, trim off a portion of the stem's bottom, and remove the leaves that would end up below the water line.

Care and Conditioning of Cut Flowers (cont'd)

- **Take great care not to scuff or pinch flower stems.** Damaged stem tissue significantly reduces flower performance by inhibiting water absorption. Scissors are never recommended for cutting flowers.
- **Do not unnecessarily remove thorns.** Areas where thorns are removed become wounds, and may introduce disease.
- **Always use fresh, cold tap water for storing flowers.** Avoid mixing old vase water with fresh vase water.

You can learn more about flower care, conditioning and handling by obtaining your own copy of *The Answers*, Chrysal's comprehensive guide to premium flower care. You may view the book online or purchase it from us. It may prove to be the most important tool in your workroom.