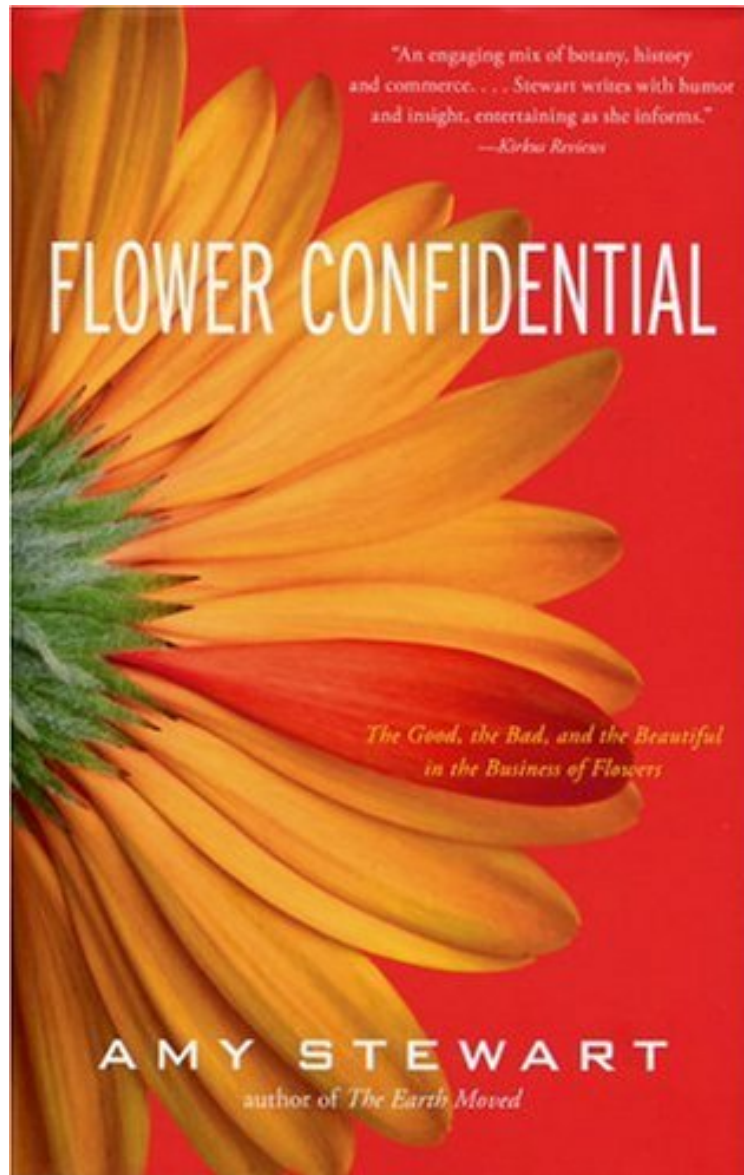


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Flower Confidential: The Good, the Bad, and the Beautiful in the Business of Flowers

Amy Stewart

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Amy Stewart : Flower Confidential: The Good, the Bad, and the Beautiful in the Business of Flowers before purchasing it in order to gage whether or not it would be worth my time, and all praised Flower Confidential: The Good, the Bad, and the Beautiful in the Business of Flowers:

2 of 2 people found the following review helpful. Great read- for PLS 06 at UCDBY Colton KuI bought this book for

Prof. Lieth's course at UC Davis. (PLS 06) The book was actually pretty interesting, coming from a chemistry major who dislikes most biology subjects. There are chapters which frame the overall flower selling market, and other chapters which go into depth about a single flower species (such as lilies) and overall the book makes you feel like a flower expert by the end. I enjoyed Amy Stewart's journalism style writing; it really seemed like she traveled all over the world in order to get some good juicy stories about flower businesses. If you are looking for advice on PLS 06, you can really pass the class without ever opening the book if you are a good test taker. I wouldn't advise doing this, because without this book you really won't learn much besides Prof. Lieth's lectures. I'd recommend going ahead of the class schedule for reading chapters and just knock out this whole book in a few sittings. Amy Stewart has good flow and it never really felt like she dragged on. It's nice that Prof. Lieth chose this book as opposed to a textbook, because it reads like a story.

0 of 0 people found the following review helpful. Every flower has a story
By J. Rodina
This is a fascinating book! I've never been an avid consumer of cut flowers, but I do enjoy plants and gardening. I heard an interview with the author on NPR a few years ago, was mesmerized, and this book has been on my to-read list ever since. It was worth the wait! I can honestly say that I will never look at a cut flower, a pre-packaged bouquet, and especially a rose, in the same way again. The story of the propagation, the selling and marketing is riveting. I knew large greenhouses existed, but the exact science, the exact control to produce the most perfect flowers available is something I was ignorant of. I also assumed that the flowers I buy in the grocery store were flowers as nature created them, not scientifically created perfections-upon-nature. It's truly astonishing the time, energy, and money that is funneled into what are simply flowers, but actually quite an economic powerhouse. While it may be easy to condemn these greenhouse freaks of nature, the author shows us they are just as beautiful, stunning, fragile, and glorious as the wildflowers in the field. I learned a lot from this book, but even more, I gained an immense appreciation of the flower industry and the travels and travails of every single cut flower stem that will enter into my life. Highly recommended.

1 of 1 people found the following review helpful. Spellbinding...A must read for flower lovers.
By C. Lowery
I purchased the Kindle edition of Flower Confidential after seeing Amy Stewart featured on the PBS special "The Botany of Desire". Fascinated by her insights on the tulip trade on the 17th century, I found her book and have had a very difficult time putting it down! It is truly a terrific read. I find Ms. Stewart's writing style very smooth and even paced. Granted, like many of the reviewers here, I have spent time in the industry (in my case as a designer for several years), so I may have been predispositioned to enjoy this book; but I know that even "laypeople" will come away with new found knowledge and an appreciation for this often overlooked industry. Definately worth a try!

Award-winning author Amy Stewart takes readers on an around-the-world, behind-the-scenes look at the flower industry and how it has sought for better or worse to achieve perfection. She tracks down the hybridizers, geneticists, farmers, and florists working to invent, manufacture, and sell flowers that are bigger, brighter, and sturdier than anything nature can provide. There's a scientist intent on developing the first genetically modified blue rose; an eccentric horticultural legend who created the most popular lily; a breeder of gerberas of every color imaginable; and an Ecuadorean farmer growing exquisite roses, the floral equivalent of a Tiffany diamond. And, at every turn she discovers the startling intersection of nature and technology, of sentiment and commerce.

From Publishers Weekly
Stewart, an avid gardener and winner of the 2005 California Horticultural Society's Writer's Award for her book *The Earth Moved: On the Remarkable Achievements of Earthworms*, now tackles the global flower industry. Her investigations take her from an eccentric lily breeder to an Australian business with the alchemical mission of creating a blue rose. She visits a romantically anachronistic violet grower, the largest remaining California grower of cut flowers and a Dutch breeder employing high-tech methods to develop flowers in equatorial countries where wages are low. Stewart follows a rose from the remote Ecuadoran greenhouse where it's grown to the American retailer where it's finally sold, and visits a huge, stock exchange-like Dutch flower auction. These present-day adventures are interspersed with fascinating histories of the various aspects of flower culture, propagation and commerce. Stewart's floral romanticism she admits early on that she's "always had a generalized, smutty sort of lust for flowers" survives the potentially disillusioning revelations of the flower biz, though her passion only falters a few times, as when she witnesses roses being dipped in fungicide in preparation for export. By the end, this book is as lush as the flowers it describes. (Feb.) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From Bookmarks Magazine
Amy Stewart's previous books, the award-winning *The Earth Moved: On the Remarkable Achievements of Earthworms* and *From the Ground Up: The Story of a First Garden* (see below), testify to the author's fascination with dirtying her hands. The well-researched and exuberantly written *Flower Confidential* reveals her passion and her eye for the interesting statistic (Americans buy some 10 million cut flowers a day). Stewart does an admirable job of making sense of a complicated business, even if a lack of illustrations might be limiting. Nevertheless (and above all), the book adeptly celebrates the incomparable beauty embodied in Stewart's subject and "may compel us to return to something purer, more local" (Washington Post). Copyright 2004 Phillips Nelson Media, Inc.

From Booklist
Along with the making of sausage and politics, flowers can now be added to the list of commodities

that it's best to look upon from afar. Who knew floriculture--the big business behind those little blossoms--could be sabotaged by internecine skirmishes, sullied by sexual harassment, and contaminated by industrial pollution? Yet there's good news, too: organic growers as concerned with the welfare of their workers as they are with the health of the environment, and innovative local entrepreneurs providing creative alternatives to impersonal toll-free ordering hotlines. From the Netherlands to Ecuador, Stewart traveled the world, tracking the scent of the hottest stories in a \$40 billion per year international industry. What does it take to bring those three-for-\$10 bouquets to Wal-Mart? Why don't roses smell like roses anymore? And if a blue rose can be produced, would anyone buy it? As candid as she is circumspect, Stewart combines a romantic's idealism with a journalist's objectivity in this tantalizing expose. Carol Haggas
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