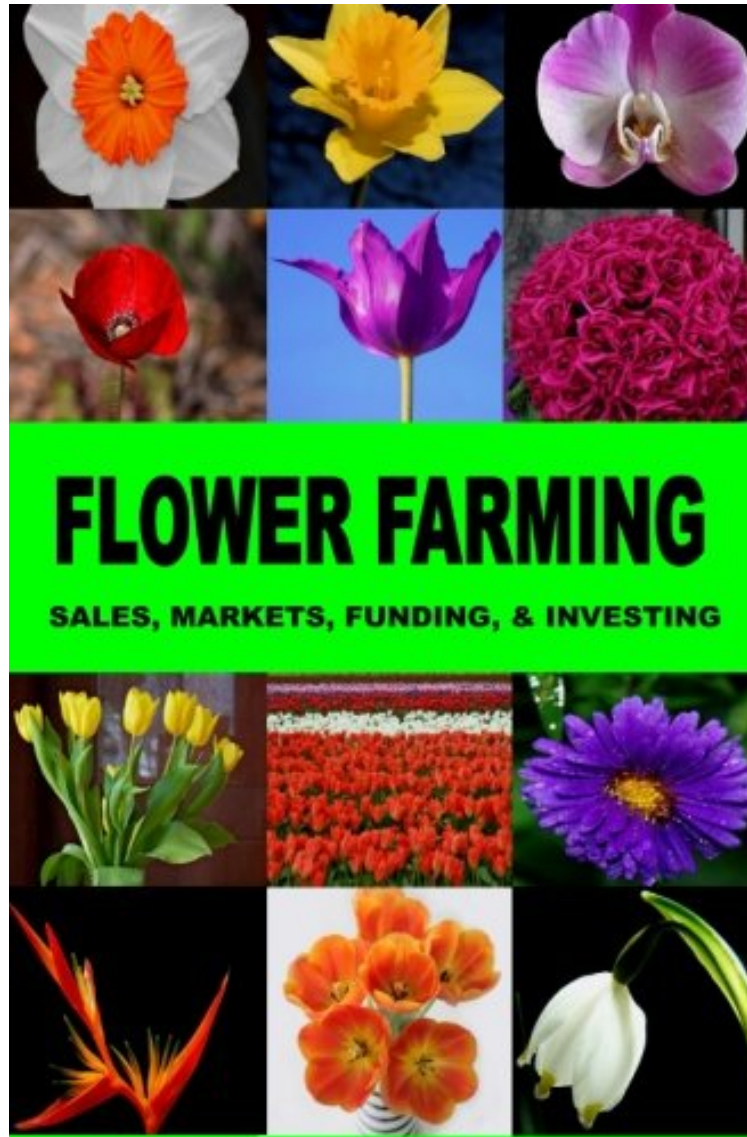


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Flower Farming: Sales, Markets, Funding, And Investing

Francis Okumu

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Francis Okumu : Flower Farming: Sales, Markets, Funding, And Investing before purchasing it in order to gage whether or not it would be worth my time, and all praised Flower Farming: Sales, Markets, Funding, And Investing:

0 of 0 people found the following review helpful. Not HelpfulBy JLThis is a magazine article disguised as a book. No topic was discussed in depth enough to be useful. Wish I hadn't wasted my money.3 of 3 people found the following review helpful. More for motivation than for detailBy Denniger BoltonI almost didnt get this book because of a negative review, but since Im starting up a small scale flower growing business, one that I operated on a large scale in

the past, I felt I needed a refresher course to see if maybe I was forgetting something. Even though the book was short and not what you would call comprehensive, I did learn some things about the flower growing business that I may have known at one time and possibly forgotten. Such as, always cut your flowers in the early morning or late evening, put them in clean warm water, there are natural homemade flower preservatives and to create a blog or website on my flowers, just to name a few of the tips I learned. This is not the twenty dollar manual that covers everything you need to know about growing and selling flowers, but it is a start. I particularly liked the 3 questions the author asked of the ten flower grower/vendors. That was enlightening.

If you are looking for a supplementary book on Flower farming, this is the one! This material is ideal for new flower farmers, small-scale flower farmers, or those who long to start flower farming for profitable gains. It is not only an entertaining read, but equally an informative book. It will effectively help you understand what you are getting into, and how best you can profitably remain in it. Learn everything you need to know about: The top-selling flower colors, Some of the best-selling flower varieties, What you need to succeed in flower farming, Where to raise funds for your farm, The buying behavior of those who buy flowers, Simple tactics for extending longevity of fresh cut flowers, Proven strategies for marketing and selling flowers, 21 online places where you can sell flowers, How best you can invest proceeds from your farm, and much more Do not follow the path of the many people who have failed to succeed in flower farming because of their inability to exercise the invaluable flower farming aspects covered herein. This material has been written in a simple, yet profound way to arm you with the most precious flower farming information which will walk you towards a rewarding undertaking.