

Sierra Flower Farm

Deciding final product worksheet for year 1, year 2 and year 5

Selling Season

For my flower farm during year 1, I am planning to have product to sell for...

Circle all that applies:

Early Spring	Early Summer	Early Fall	Off Season/Winter
Mid Spring	Mid Summer	Mid Fall	Holiday Season
Late Spring	Late Summer	Late Summer	
All Spring	All Summer	All Fall	

Holidays I am planning to have special offerings for during year 1...

Circle all that applies, fill in additional holidays/events/community events and fill in date/week

Spring Holidays	Date/Week	Summer Holidays	Date/Week	Fall Holidays	Date/Week	Off Season/Winter	Date/Week
Easter		Fourth of July		Halloween		Thanksgiving	
Mother's Day		Back to School		Dia de los Muertos		Hanukkah	
Prom				Canadian Thanksgiving		Christmas	
Graduation						Valentine's Day	

Additional Notes:

For my flower farm during year 2, I want to have product to sell for...

Circle all that applies

Early Spring	Early Summer	Early Fall	Off Season/Winter
Mid Spring	Mid Summer	Mid Fall	Holiday Season
Late Spring	Late Summer	Late Summer	
All Spring	All Summer	All Fall	

Holidays I would like to have special offerings for during year 2...

Circle all that applies, fill in additional holidays/events/community events and fill in date/week

Spring Holidays	Date/Week	Summer Holidays	Date/Week	Fall Holidays	Date/Week	Off Season/Winter	Date/Week
Easter		Fourth of July		Halloween		Thanksgiving	
Mother's Day		Back to School		Dia de los Muertos		Hanukkah	
Prom				Canadian Thanksgiving		Christmas	
Graduation						Valentine's Day	

Additional Notes:

For my flower farm during year 5, I want to have product to sell for...
Circle all that applies

Early Spring	Early Summer	Early Fall	Off Season/Winter
Mid Spring	Mid Summer	Mid Fall	Holiday Season
Late Spring	Late Summer	Late Summer	
All Spring	All Summer	All Fall	

Holidays I would like to have special offerings for during year 5...
Circle all that applies, fill in additional holidays/events/community events and fill in date/week

Spring Holidays	Date/Week	Summer Holidays	Date/Week	Fall Holidays	Date/Week	Off Season/Winter	Date/Week
Easter		Fourth of July		Halloween		Thanksgiving	
Mother's Day		Back to School		Dia de los Muertos		Hanukkah	
Prom				Canadian Thanksgiving		Christmas	
Graduation						Valentine's Day	

Additional Notes:

Target Market

I want my brand/product to say...

I don't want my brand/product to say...

My ideal customer...
(get really specific, hint- you are not your ideal customer!)

What is my existing market?

Where is my ideal customer, where do they like to shop? How do they like to shop?

Additional Notes:

How am I going to communicate (become known) to my ideal customer?
(i.e Instagram, email, networking in local commerce groups, etc.)

- 1.
- 2.
- 3.
- 4.
- 5.

What are my next steps to reach my ideal customer? How am I going to sell to them?
(i.e. create website/commerce, set up social media, contact local market manager, etc)

- 1.
- 2.
- 3.
- 4.
- 5.

Product Offerings

The “what” you want to offer to your ideal customer. Number (or if not present write in) in priority of product offerings to all that applies. 1 being your main product offering, then subsequent “snowball” offerings.

#	Year 1	#	Year 2	#	Year 5
	<u>Market Bouquets Direct to Consumer</u> (Farmer’s Market, Pop-up, Farm Stand, etc. not pre-sells)		<u>Market Bouquets Direct to Consumer</u> (Farmer’s Market, Pop-up, Farm Stand, etc. not pre-sells)		<u>Market Bouquets Direct to Consumer</u> (Farmer’s Market, Pop-up, Farm Stand, etc. not pre-sells)
	<u>Pre-sold Direct to Consumer</u> (Bouquet Subscriptions, CSA, Memberships with mixed bouquets/arrangements, etc)		<u>Pre-sold Direct to Consumer</u> (Bouquet Subscriptions, CSA, Memberships with mixed bouquets/arrangements, etc)		<u>Pre-sold Direct to Consumer</u> (Bouquet Subscriptions, CSA, Memberships with mixed bouquets/arrangements, etc)
	<u>Event Florals Direct to Consumer</u> (Floral designs, bulk buckets, etc.)		<u>Event Florals Direct to Consumer</u> (Floral designs, bulk buckets, etc.)		<u>Event Florals Direct to Consumer</u> (Floral designs, bulk buckets, etc.)
	<u>Market Bouquets Wholesale</u> (Grocery store, other small shops, etc.)		<u>Market Bouquets Wholesale</u> (Grocery store, other small shops, etc.)		<u>Market Bouquets Wholesale</u> (Grocery store, other small shops, etc.)
	<u>Straight Bunches Wholesale</u> (Wholesaler, Florists, etc.)		<u>Straight Bunches Wholesale</u> (Wholesaler, Florists, etc.)		<u>Straight Bunches Wholesale</u> (Wholesaler, Florists, etc.)
	<u>Event Floral Bunches Wholesale</u> (Wholesaler, Event Florists, etc.)		<u>Event Floral Bunches Wholesale</u> (Wholesaler, Event Florists, etc.)		<u>Event Floral Bunches Wholesale</u> (Wholesaler, Event Florists, etc.)

Notes:

Other/Misc. Product Ideas:

Example Snapshot of varieties to grow for final product

During spring, until our season kicks up our main product changes starting with our subscription members as the main product flowing into event florals as our wedding season begins. This exercise is just a quick brainstorm to give you an idea of what crops you want to include in your crop plan and crops that you may want to plant for the future.

SPRING Year 1
Product Offering: Event florals, Bouquet Subscription

Component	Early Spring	Mid Spring	Late Spring
Focal	Tulips, Anemone	Tulip, Ranunculus, Anemone	Ranunculus, Anemone, Peonies
Disk		Queen Anne's Lace	Orlaya
Spike	Flowering branches	Stock	Snapdragon
Air	Saponaria	Nigella	Scabiosa
Filler Flower	Bachelor button	Bupleurum	Feverfew
Foliage	Curly willow branches	Seeded Cress	Dusty Miller
Novelty	Narcissi	Sweet Peas	Sweet Peas
Color Palette	Open	Open	Peachy, white, blush; Violet, blues, white
Main Product	Bouquet Subscription	Bouquet Subscription	Wedding wk 22
Snowball Products	Wholesale Florists	Wk 18 Mothers' day Pop-up Wholesale Florists	Bouquet Subscription

Snapshot of varieties to grow for final product

SPRING

Component	Early Spring	Mid Spring	Late Spring	Misc.
Focal				
Disk				
Spike				
Air				
Filler				
Foliage				
Novelty				
Color Palette				
Main Product				
Snowball Product				

Snapshot of varieties to grow for final product

SUMMER

Component	Early Spring	Mid Spring	Late Spring	Misc.
Focal				
Disk				
Spike				
Air				
Filler				
Foliage				
Novelty				
Color Palette				
Main Product				
Snowball Product				

Snapshot of varieties to grow for final product

FALL

Component	Early Spring	Mid Spring	Late Spring	Misc.
Focal				
Disk				
Spike				
Air				
Filler				
Foliage				
Novelty				
Color Palette				
Main Product				
Snowball Product				

Snapshot of varieties to grow for final product

OFF SEASON/WINTER

Component	Early Spring	Mid Spring	Late Spring	Misc.
Focal				
Disk				
Spike				
Air				
Filler				
Foliage				
Novelty				
Color Palette				
Main Product				
Snowball Product				