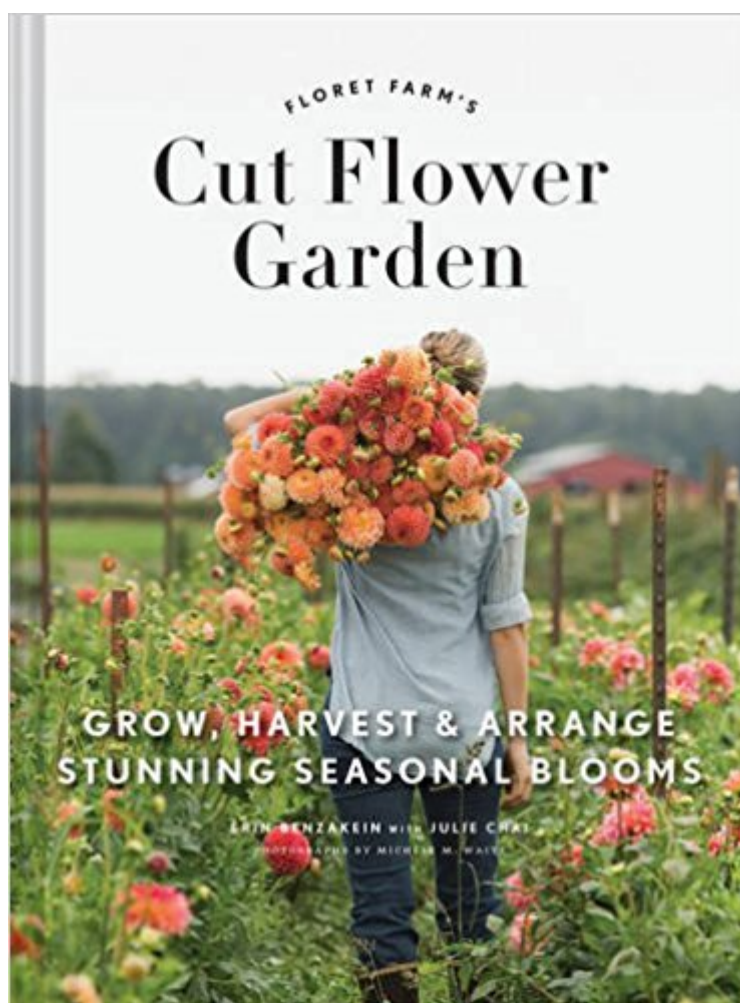


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# Floret Farm's Cut Flower Garden: Grow, Harvest, And Arrange Stunning Seasonal Blooms



## Synopsis

From Erin Benzakein, a leader in the locaflor farm-to-centerpiece movement and owner of internationally renowned Floret Flower Farm, *Cut Flower Garden* is equal parts instruction and inspiration—a book overflowing with lush photography of magnificent flowers and breathtaking arrangements organized by season. This beautiful guide to growing, harvesting, and arranging gorgeous blooms year-round gives readers vital tools to nurture a stunning flower garden and use their blossoms to create showstopping arrangements. With irresistible photos of Erin's flower farm that showcase exquisite blooms, tips for growing in a variety of spaces and climates as well as step-by-step instructions for lavish garlands, airy centerpieces, and romantic floral décor for every season, Floret Farm's *Cut Flower Garden* informs and entices gardeners of all skill levels.

## Book Information

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## Customer Reviews

Unearth your Inspiration Welcome to the stunning world of Floret Farm's *Cut Flower Garden*.

Praise from the Press

Stephen Orr, editor-in-chief, *Better Homes & Gardens*

"I've been an avid fan of Erin's beautiful photos of her flower farm on Instagram for years. Now, seeing her work preserved for posterity in a book is pure magic."

Melissa Ozawa, garden and features editor, *Martha Stewart Living* "One of the leading voices in the farmer-florist movement, Erin is a tireless advocate for locally-grown flowers. Here she has put together an indispensable four-season growing guide that will inspire you to sow your own

cutting garden—whether you plant one row or hundreds. Grace Bonney, founder of DesignSponge\* and author of *In the Company of Women*—Among a sea of new florists and floral books, *Floret Flowers* stands out. Erin Benzakein's integrity, openness and passion for flowers is unmistakable. In her debut book she not only introduces us to the basics of growing our own flowers, she shares her deep love and understanding of gardening in a way that will leave even the most doubtful grower feeling inspired to get their hands in the dirt.

**Meet the Author** Erin Benzakein is the founder of Floret Flower Farm and is known for her lush, vibrant, romantic floral designs. She pushes the limits of what can be used in bouquets, which led to her winning the Martha Stewart American Made award for Floral and Event Design. Also a winner of the Better Homes and Gardens blogger award, Erin trials an enormous selection of unique varieties each season on her small-scale, high-intensity farm, and her work has been featured in numerous books, websites, and magazines including Martha Stewart Living, Sunset, Victoria, Country Living, Organic Life and more. She farms, designs, and lives in Mount Vernon, Washington, with her husband and two children.

"I've been an avid fan of Erin's beautiful photos of her flower farm on Instagram for years. Now, seeing her work preserved for posterity in a book is pure magic." - Stephen Orr, editor in chief, *Better Homes and Gardens*

"One of the leading voices in the farmer-florist movement, Erin is a tireless advocate for locally-grown flowers. Here she has put together an indispensable four-season growing guide that will inspire you to sow your own cutting garden—whether you plant one row or hundreds." - Melissa Ozawa, garden and features editor, *Martha Stewart Living*

"I met Erin Benzakein more than ten years ago when she was a young mom growing sweet peas and dreaming of making her living from flowers. With passion, focus and seemingly limitless endurance, Erin has achieved her dream. And now she's sharing that dream with the world - everyone from fellow flower enthusiasts to emerging farmer-florists to veteran designers yearning for a new, seasonal and sustainable model of floristry. The essentials are all here in the pages of *Floret Farm's Cut Flower Garden*, and like everything Erin does, it is both lovely and practical. This is a comprehensive, must-have companion as you pursue your own authentic life in flowers." --Debra Prinzing, author and founder of *slowflowers.com*

"Among a sea of new florists and floral books, *Floret Flowers* stands out. Erin Benzakein's integrity, openness and passion for flowers is unmistakable. In her debut book she not only introduces us to the basics of growing our own flowers, she shares her deep love and understanding of gardening in a way that will leave even the most doubtful grower feeling inspired to

get their hands in the dirt." --Grace Bonney, founder of Design Sponge and author of *In the Company of Women* "Erin Benzakein is my flower hero and her book is my new flower bible. Not only is she the undisputed heart and soul of the farmer-florist movement, her arrangements are some of the most exquisite I've ever seen. Her first book is deliciously gorgeous and incredibly comprehensive- combining practical advice alongside a huge overdose of seasonal inspiration. Her secrets for extending the vase life of each variety are mind bendingly useful for me and will be referenced time and time again. My copy will be soil covered and weather beaten before long and cherished all the more for it." --Amy Merrick, *Amy Merrick Flowers & Styling* "Do you love flowers? You're about to love them even more. Erin Benzakein's gorgeous new book, *Floret Farm's Cut Flower Garden*, is equal parts inspiration and education. The photos will send you straight to the garden, eager to dig in and get growing. And Erin's clear, concise advice will help you do it well. She has succeeded in conveying the utter joy of growing flowers." --Lynn Byczynski, author of *The Flower Farmer* "The creation of this beautiful book is testament to Erin Benzakein's commitment to and passion for the local flower movement. The layout is simultaneously appealing and practical; Floret's signature lush photographs beautifully illustrate all stages of cut flower production and design through the seasons. Inspirational and accessible, this is a volume that should grace every flower farmer's bookshelf." --Judy Laushman, Executive Director, Association of Specialty Cut Flower Growers, Inc. "I've known of Erin's work with cut flowers for a while now. In the market farming circle, she's often referred to as the authority on the matter. After reading her new book (which is awesome!!), I now understand why she's so often praised. Filled with clear growing techniques, detailed harvesting instructions and other tips of the trade, this book is a true gift to anyone wanting to generate good income from the craft of flower farming on a small-scale. There is a great deal of interest in local, seasonal flowers and this book will help support and energize the movement even more. --Jean-Martin Fortier, author of *The Market*

Erin Benzakein is a florist-farmer and founder of Floret Flower Farm. She lives, farms, and writes from her home in Washington's scenic Skagit Valley. Julie Chai writes, edits, and hosts videos primarily on gardening topics. She lives and gardens in Los Altos, California. Michèle M. Waite is a photographer based in Bellingham, Washington.

What I enjoy is that this book is so based in the real flower garden world with beautiful pictures, very well written information and endearing stories. As a text it is very useful and grounded in good growing information-as a flower guide it is inspiring. I can't say enough about the quality, wealth of

information and encouragement the book holds for beginning flower growers and well experienced flower farmers.

I received my book a day before the official release, and have spent the last day soaking it in. It is a beautiful book. Gorgeous photos and easy to understand instructions. Congratulations Erin!

This was an impulse buy after stumbling across Florets Instagram. After receiving in the mail today, i couldn't be more delighted that I purchased! Gorgeous photography, and pages and pages and pages of helpful hints and instructions for how to start your own cutting garden. Absolutely beautiful book- would buy it again in a heartbeat!

Lovely book. I'm a novice gardener looking for inspiration and this book has so many pictures that just make you wish you had a larger garden. It was a bit more geared towards flower farms, but can be applied to every other home gardener who has some space to work with. I'm excited to try some of her tricks on my Zinnias and Cosmos. I messed up on some of her go-to flowers (my fault, not the books), but looking forward to next year for a do-over on Sweet Peas and Larkspur. Definitely a great inspiration.

I'm taking a star off because of the shipping from . I had been anxiously awaiting the pre-order of this brand new book from Floret Farms. I was VERY disappointed that two of the bottom corners of my book were damaged in shipping. Now for the book... the cover is just beautiful with "Cut Flower Garden" set into the book for a fun texture. All the photos were beautiful--- glossy pages would have really made this book AMAZING-- but I understand regular paper pages probably made this book MUCH more affordable for us buyers as it is a very THICK book. This book covers so much! A lot of the info can be found on the blog, but it's so much nicer to just be able to thumb through to the right spot in a book---though not all the information on the website is there or as extensively there--- at least on some flowers. I wish they would include information on zones for flowers (instead of general--- "in places where winter is very cold" etc..), but that's how the info is presented on the blog too. Anyways! I'm a tough critic in general & a researcher... more info could have been there sure but at 307 pages this is already a wonderful, extensive & textbook like resource! Amazing buy.

This book really is full of valuable information, whether you are a home gardener or considering a flower business. I love that it is arranged by season. And, the tips she provides on growing each

flower type would takes years to learn on your own by trial and error. Her arrangements are stunning, and the instructions provided on how to create them are simple to follow. I really enjoyed reading this book and will use it as a reference for years to come!

This book is a must for any flower enthusiast. It's a comprehensive guide to producing gorgeous blooms for both home gardeners, as well as flower farmers. If that's not enough, just paging through these wonderful photographs, is truly inspiring.

I was looking to extend my knowledge of floral arrangement. This book is perfect for me. I live on a farm, plant my own flowers and enjoy sharing this with others. She gave me some excellent ideas for now and later. I am not crazy over books that include pictures of the author. These pics generally show her doing something, but I still prefer not so much of that. Other than that I've gotten my money's worth out of this book in the past month!

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