

## TIPS FOR KEEPING FLOWERS FRESH

Creating beautiful, elegant flower arrangements is only one part of a florist's job. A florist also needs to know how to take care of their flowers from bud to bloom until they are ready to be delivered to the customer. Keep reading for four tips for keeping flowers fresh until delivery.

### 1. Let Them Be Vampires

Imagine you're the owner of a flower shop. You'll want to keep a few blooms on display to delight customers when they enter your shop. However, it's important for most of your flowers to stay buds until you're ready to sell them. That way, when customers receive the flowers, they'll get to enjoy the life of each bloom as long as possible. Exposure to light is what causes flowers to mature and open, so you should keep your flowers in the dark until it's time to sell. It doesn't have to be as dark as a vampire's coffin, but definitely keep them out of direct sunlight.

### 2. Keep 'em Fed

Flowers are living things, so they need to eat! Empty a packet of flower food in their water to provide the proper nutrients. If you don't have any, you can add sugar instead. However, sugar also feeds microbes that can make the water slimy and cloudy. That won't appeal to customers! To prevent this buildup, add something acidic to the water, such as apple cider vinegar. You could even try a splash of citrus soda like Sprite to add both sugar and acid at the same time.

### 3. Package Them Properly

Imagine you're preparing for your first round of deliveries. If you simply toss your flowers in your delivery truck, they probably won't look fresh and fancy when customers receive them. The solution? Use a container, such as a bucket or crate. (Just make sure any container you use is super clean to prevent the water from getting dirty.)

If you're using buckets, choose an appropriate size for the stems you want to transport. They should be tall enough to provide sufficient support without being so tall as to crush the blooms. For transporting flower arrangements, large boxes or crates work best. Place the arrangement in the box and add packing material as needed to ensure the vase is snug and won't tip over.

### 4. Keep 'em Cool

Heat is a sworn enemy of cut flowers—if they get too warm, they age and wilt quickly. If you're a florist looking to keep your flowers perfectly crisp and vibrant until delivery, your best bet is to transport them in a refrigerated delivery truck to maintain a constant cool temperature.

*Adapted from Perkins, R. (2019, November 7). How to keep flowers fresh until delivery: 4 tips for florists. Delivery Concepts. <https://deliveryconcepts.com/how-to-keep-flowers-fresh-until-delivery-4-tips-for-florists/>*