

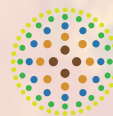
What Cut Flower Is That?

The essential care and handling guide
for cut flower professionals

Delwyn Thomas Bettina Gollnow



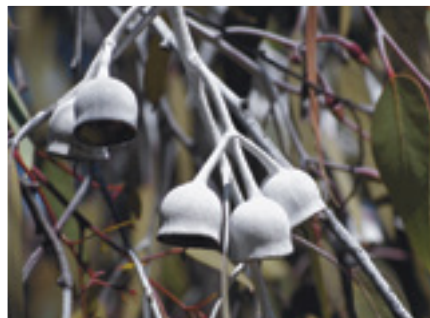
Australian Government
Rural Industries Research and
Development Corporation



RURAL INDUSTRIES
Research & Development Corporation

What Cut Flower Is That?

The essential care and handling guide for cut flower professionals



Del Thomas and Bettina Gollnow both have a lifetime's experience in floristry, floriculture and horticulture. This book distils their encyclopaedic knowledge of cut flower and foliage products grown both in Australia and overseas. In nearly 200 pages it details everything the successful florist needs to know about sourcing, buying, storing, preparing and selling 116 flower products and 30 foliage products. Each full-page entry gives the common names, botanical names, availability, vase life, stem length, typical bunch size, colour range, buying tips, care and handling, which floral preservatives to use, ethylene sensitivity, storage temperature, design uses in floristry and special advice. Each product is illustrated with a beautiful colour photograph to aid recognition.

Special advice is given on caring for orchids and tropical species, and colour tabs on the page margins highlight Australian, South African, tropical and orchid species.

Two sections list the colour range and seasonal availability of all these products and many more, allowing the details to be read at a glance.

Written with the considerable support of the Rural Industries Research and Development Corporation, industry funding and the invaluable assistance of many industry experts, *What Cut Flower Is*



TRAININGRESOURCE

What Cut Flower is That? The essential care and handling guide for cut flower professionals, a general reference resource supporting the SFL10 Floristry Training Package, has been granted industry recognition through the Right Way Program.



That? brings together all of this information and advice—some of it never before published—for the first time. Fully indexed, this book is an essential resource for all florists, floristry students and anyone with a passion for cut flowers.