

Simple & Delightful Flower
Arrangements to Sell or
Offer as a DIY Workshop

Farm Marketing Workshop 3 Dried Flower Arrangements



Jennifer Duensing

Illinois Country Harvest

Heritage Farm & Gardens



Establishing a Brand
Marketable Products
Marketable Avenues

Establishing a Brand & Path

Marketing direction

- ◇ Determine Goals
 - ◇ Personal
 - ◇ Teacher
 - ◇ Maker
 - ◇ Provider
 - ◇ For Market
 - ◇ In Person, Online, Local, Shipping
- ◇ Determine Achievability
- ◇ Determine Market Audience

- ◇ Logo
- ◇ Branding
- ◇ Packaging
- ◇ Displays



Promotion

- ◇ Website
 - ◇ Email List
 - ◇ Blog
 - ◇ Newsletter
 - ◇ Compatibility with social media



SUBSCRIBE

Sign up with your email address to receive news and updates.

Email Address

SIGN UP

Our Flowers

FRESH FLOWERS

DRIED FLOWERS

U-PICK EVENTS

◇ Social Media

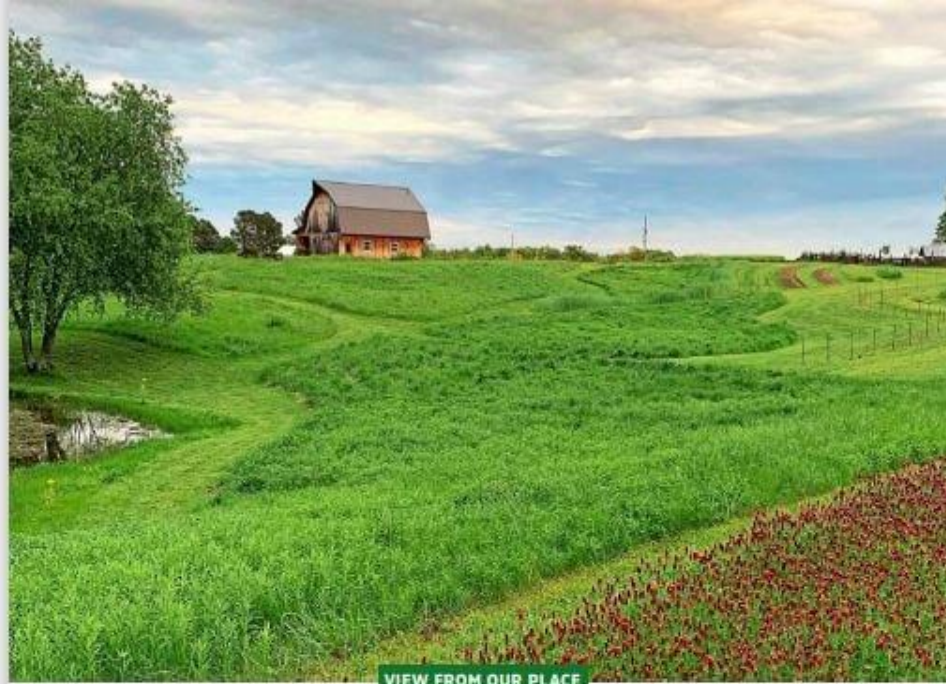
◇ Emails



◆ Promotional and Educational Articles

◆ Newspapers

◆ Magazines



VIEW FROM OUR PLACE

We feel fortunate to have our own little piece of heaven and do everything we can to take good care of it.



Clockwise from the top: the cabin and general store; visitors who come to pick flowers can make their own bouquets; Jennifer shows two of the farm's heritage pigs a little love.

History and Heritage

Preserving the past for the future is a priority at our Illinois farm. **BY JENNIFER DUENSING** Prairie du Rocher, Illinois

We lovingly call our farm Illinois Country Harvest because it lies in the heart of Illinois Country, an area atop the massive limestone bluffs near the mighty Mississippi River. Rich with history because of its fertile soil, it was settled by the French over 300 years ago with the construction of Fort de Chartres. My great-grandfather worked this land until my parents bought

farm, collecting wildflowers from the fields, playing in the creeks and spending countless hours sitting beneath the giant oak trees, staring into the endless skies. I dreamed about living and working there. Five years ago, I purchased our 12 acres from my grandma. Shortly after that, I left my career as an electrician to become the full-time caretaker of our land. My husband, Jason, and I are the fourth generation to operate this diverse farm, where we raise



At Illinois Country Harvest, flowers grow along the paths crisscrossing

vegetables using all-natural and sustainable practices. Jason works full-time off the farm and devotes much of his free time to the many chores at hand. We feel fortunate to have our own little piece of heaven and do everything we can to take good care of it—not only for us to enjoy, but also for future generations, including our son, Graden. Each season of the year has its own appeal. Spring is filled with budding new growth as we scurry to seed, grow and plant. Summer is vigorous with growth and the enjoyment of harvesting our bounty, while fall is abuzz with preparing to put the gardens to rest. As we move into winter, we focus our attention on artisan

Everything we do, build, grow and raise is planned thoughtfully and carefully to serve many purposes and to be as naturally sustainable as possible. And, we try to keep the aesthetics of the farm to look as if it has been here for many years. Jason and I take great pride in creating habitats for wildlife, working with the contours and natural elements of our land, and growing plants that are native or have a past presence in this part of southwestern Illinois. Our grain, flower and livestock are Certified Naturally Grown, a designation from a private nonprofit that requires a full commitment to organic practices. It's something we take great pride in and hold close to our hearts.

and we enjoy every inch of it. A walk down our winding path through the farm takes you first past a prairie rehab, seeded and planted with grasses and flowers. The tall grasses sway in the breeze as the birds bustle about, collecting seeds and eating insects. The opposite side of the path will be home to our future chicken yard. I cannot wait to be awakened by the crow of a rooster and to fill my apron with fresh eggs. As you continue down the path, the slope of the land brings you to a natural wetland area topped with rows of elderberry, black raspberry and Aronia berry plants, sprinkled with flowers and herbs native to this area. These rows are planted across the slopes of the gentle

BY YOUNG PHOTOGRAPHY

Marketable Products for Dried Flowers

- ◇ Home Décor
- ◇ Pressed
- ◇ Bath & Body
- ◇ Potpourri
- ◇ Edible/Medicinal
- ◇ Flower Art
- ◇ Displays
- ◇ Historical reproductions
- ◇ Jewelry
- ◇ Weddings



Arrangements

Wreaths





Pinterest



Pinterest



Pinterest

Flower Art



Loose Bunches



Pinterest



Pinterest



Pinterest

Pressed Flowers



Bath & Body



Pinterest



Pinterest



Pinterest

Potpourri



Pinterest



Pinterest



Pinterest

Edible



Herbal/Medicinal



Photo Sessions



Pinterest



Pinterest



Pinterest



Pinterest

Weddings/Events

Botanical Sculptures





Pinterest



Pinterest



Pinterest

Historical



Pinterest



Pinterest



Pinterest

Jewelry



Pinterest



Pinterest



Holiday

Marketable Avenues

- ◇ Wholesale
- ◇ Direct to customer
 - ◇ Farmers Markets
 - ◇ Vendor Booth
 - ◇ Online Sales
 - ◇ Flower Carts
 - ◇ Gift Shops
 - ◇ Grocery Stores
- ◇ Workshops
 - ◇ How to grow , dry, process
 - ◇ Wreaths
 - ◇ Product DIY

Wholesale

- To other farmer florist
- To florist
- To hobbyist
- To home décor stores
- To large wholesalers



Farmers Market



Permanent & Event Vendor Booths



Pinterest



Pinterest



Pinterest

Pop up Shops

Online Sales

Tips: Repetitive items



Full Dried Flower
Wreath Pick up

\$65.00



Fall/Thanksgiving
Everlasting Dried Flower
Harvest Bouquets

from \$18.00



Flower Carts





Featured Artist in Shops



On Farm Gift Shop



Grocery Stores

Workshops

Process

- Growing
- Harvest
- Drying/Pressing
- Post Harvest

Product

- Wreaths
- Arrangements
- Ornaments

Value Added Products

- Edible/Medicinal
- Jewelry
- Pressed Art

Inspirers

Charles Little
and Co

Full Belly Farm
The Wreath Room

Sunny Meadow
Flower Farm