

# KY Grown Cut Flower Month

A month long promotion of  
Kentucky-grown cut flowers

## 2025 Marketing Package



# KY Grown Cut Flower Month

## 2025 Marketing Package

Welcome to Kentucky Grown Cut Flower Month! We're excited you are participating.

### What is KY Grown Cut Flower Month?

Each July, we celebrate Kentucky Grown Cut Flower Month to highlight the abundance of locally-grown cut flowers and farmers who grow them. The Kentucky Horticulture Council, UK Center for Crop Diversification, and local UK Cooperative Extension offices work with farmers to support the commercial production of locally-grown cut flowers. Each day in July, KHC features growers on Facebook and Instagram. Throughout the month of July, we would love your help in publicizing the benefits of growing and purchasing locally grown flowers in Kentucky.

### KY Grown Cut Flower Promotion Group

Starting in 2022, the Kentucky Horticulture Council created a Facebook page with resources and promotions specifically for cut flower growers in Kentucky. Through this group, you can connect with other flower farmers, learn about new resources and workshops, and more. Make sure you are part of the KY Grown Cut Flower Promotion Group to follow along with all of the Kentucky Flower Farm promotions this July.

### Add yourself to our KY Grown Cut Flower Geographic Directory!

We have a directory of cut flower farms across the state of Kentucky. Farmers use this map to network with one another, and florists and other customers use this map to find farms near them. Check out the map [here](#). If you would like your cut flower farm to be featured on the interactive map, please email Brett Wolff at [brett.wolff@uky.edu](mailto:brett.wolff@uky.edu). This will also be the contact for any updates to your contact information.

### Check out KY Cut Flower Resource available through the Kentucky Horticulture Council

The Kentucky Horticulture Council has a huge array of free resources available for cut flower growers in Kentucky. Recorded webinar series include information on harvest techniques, integrated pest management, selling to florists, and flower-specific resources, among many other topics! Check out all of the resources [here](#).

### Check out KY Cut Flower Resource available through the Center for Crop Diversification

The UK Center for Crop Diversification has a variety of production and marketing resources available for Kentucky cut flower farmers. Some resources include publications on Field Grown Cut Flowers, Greenhouse-grown Specialty Cut Flowers, Cut Flower Post-Harvest Solution Guide, and many more. See the full list of resources available [here](#).



In this document, you will find links to:

1. **Shareable and Customizable Images for #KYGrownCutFlowerMonth:** Download and use these images in your KY Grown Cut Flower Month posts on social media. You can use the provided Canva templates to customize the graphics with images of your own!
2. **Social Media Post Ideas:** See ideas for images, videos, and captions that you can share on social media to drive interest in Kentucky Grown Cut Flowers.
3. **Social Media Content Calendar Guide:** Use this guide to help you plan out your social media posts for the year. With a vague plan of what you want to do, it is easier to pull your thoughts together for a post during the busy season.
4. **Suggested Posting Schedule with Examples:** Use the Monthly and/or Weekly Content Calendar as an example of what to post during Kentucky Grown Cut Flower Month and beyond!
5. **Sample language for you to include in your farm newsletter:** let your customers know that you are participating in KY Grown Cut Flower Month and how they can celebrate with you.



Happy  
KY Grown  
Cut Flower Month!

Don't forget to #KYGrownCutFlowerMonth so you can raise awareness and so we can find your posts and share them!

# KY Grown Cut Flower Month Social Media Graphics Guide

In this year's KY Grown Cut Flower Month Marketing Package, we have included a collection of social media templates you can use to promote your flower farm. This document shows you a collection of templates and provides examples for copy that you can use with these graphics.

If you would like to customize these templates or add your own logo, we encourage you to do so! Use as few or as many as you would like. Modify the graphics to your own voice and image by following the instructions below.

---

The templates for this year highlight some of the benefits that customers receive when they purchase locally grown flowers. We have included some copy for you to use or edit. You can also use your own, entirely different copy- it is up to you! Feel free to get creative and use a voice that is true to your brand.

Attributes we highlight in this year's templates:

- Supporting local pollinators through cut flowers
  - Reducing “flower miles” by purchasing local
  - Showcasing the unique varieties that customers have access to by buying local
- 

## Facebook or Instagram Post



While we celebrate local flowers every day, this month we are working with flower farmers across the state to showcase the beauty & benefits of buying locally grown, Kentucky flowers. Follow along this week as we show you why Kentucky blooms are the best.

**#KYGrownCutFlowerMonth**

---



## Facebook or Instagram Post



**By buying local flowers, you are directly supporting pollinators in Kentucky. Flower farms provide an extended and diverse source of nectar for our bees and butterflies. Want to join the movement and support local pollinators? Find us at the farmers market this weekend! #KYGrownCutFlowerMonth**

## Facebook or Instagram Post



**Why fit in, when you were born to stand out? Local flower farms offer a huge diversity of flowers, both in varieties and colors. Mix up your typical flower arrangement by including some diverse, locally grown blooms. #KYGrownCutFlowerMonth**

## Facebook or Instagram Post



A significant portion of flowers sold in the U.S. are imported from other countries, often traveling thousands of miles to get to you. By supporting local flower farms, you are reducing the environmental impact that it takes for your flowers to get to your vase.  
**#KYGrownCutFlowerMonth**

---

## Facebook or Instagram Post



When your flowers are grown down the street, they take a lot less time to get to you. This means that they will stay fresher for longer, giving you more time to enjoy the beauty of your locally grown blooms.  
**#KYGrownCutFlowerMonth**



## Facebook or Instagram Post



**We, as humans, love to feel connected.  
Find me at the farmers market this  
weekend for an exchange of joy!  
#KYGrownCutFlowerMonth**

---

## Facebook or Instagram Post



**By prioritizing supporting local flower  
farms and businesses, you are keeping  
dollars in your local economy,  
supporting your community's  
economic growth.  
#KYGrownCutFlowerMonth**

## Facebook or Instagram Post



**Local flowers cultivate a connection between you and the natural world. Enjoy the rhythms of the seasons with locally grown blooms!**  
**#KYGrownCutFlowerMonth**

## Facebook or Instagram Post



**By supporting local flower farms, you are providing so many benefits to yourself, your local farmers, and your local community. These are just a few!**  
**#KYGrownCutFlowerMonth**



## Customize your images

1. Click [here](#) for templates that can be used on Facebook, Instagram, or in your email newsletters.
2. Select the template you would like to use.
3. Upload the photo you would like to use to Canva. Once it is uploaded, simply drag the photo you would like to put on the background over the template, and it will drop on top of the existing photo.
4. Double click to re-adjust the image position or size.
5. You can adjust the size, move the text boxes, delete the text boxes, or edit the graphic as you would like.
6. Add your own logo to the image if you want!



Each template has an example with a pink motif and a navy one. Choose whichever goes better with your image, or edit the colors altogether!

# KY Grown Cut Flower Month Social Media Idea Packet

This Cut Flower Grower Social Media Idea Packet is meant to help cut flower growers promote their operations with new social media posts during July as we celebrate Kentucky Grown Cut Flower Month. These prompts can be used throughout the year, not just in July, as a way to keep farm social media active & customer engagement high. You can adapt the challenge and prompts to best fit you & your farm. Get creative!

We suggest spacing posts throughout the week (two posts a week, for example) to keep followers engaged without oversaturating your profile, but you should feel free to change prompts & post when you think it is best. We also included some bonus prompts to use throughout the year to help boost social media interactions.

---

## Your Story

Share your farm's story with your followers. Tell them why you got into growing cut flowers & why you love it! Share your inspirations & your hopes for your operation's future. Include pictures of you, your family, or employees having fun on the farm.



## Deserving Flower Giveaway Call for Nominations

Ask followers to nominate someone who deserves a free flower arrangement or bouquet. They should tag the person they nominate & describe why.

Be sure to choose a category or theme you want nominations for. Options include favorite teacher, favorite local business or restaurant, most deserving parent or partner, & "Farm to School Hero". The options are endless!

This challenge is a good one to repeat throughout the year for different occasions & frequent promotion. This challenge gets customers engaged in your social media page AND brings new viewers to the page.





## Deserving Flower Giveaway Winner Photo

Post a picture of the winner with the flowers you delivered. Share their nomination story & tag them. Tag whoever nominated them as well.



## Farmers Market Tag

Post a picture of your booth or table at the Farmers Market(s) you sell at so that customers can know where to find you. Don't forget to tag the market's social media. Consider tagging some of your favorite fellow vendors as well.

## Underrated Flower

Post about the most underrated flower you grow or a flower you think more people should know about. Share your pictures and some uses for your fave. Consider making a bouquet or arrangement using this flower as an example of how to use it. You can even take your example with you to the farmers market and use it as a giveaway.



## Dried Flower Process & Photos

Show your followers the flowers & foliage you grow that dry well & keep their color. Dried flowers & greenery are very much in right now & it's a great way to get some money out of flowers that you can't sell fresh. This can be leftovers or slightly damaged flowers that will still be beautiful once dried. Consider posting a video or some pictures about how you dry the flowers & how you use the flowers once they are dried.

## Grower & Employee Spotlight

Let your followers know who grows the beautiful flowers they have been seeing on your social media all month. Share each employee's favorite flower or task on the farm & why they enjoy it.

This post is more focused on the employees or growers than the farm story. Help customers put names with the faces they see at the farmers market. This is also a great way to promote your flowers by showcasing specific flowers or sharing stories about those flowers.



## Farmers Market Tag

Post a picture of your booth or table at the Farmers Market(s) you sell at so that customers can know where to find you. Don't forget to tag the market's social media. Consider tagging some of your favorite fellow vendors as well.

## Random Acts of Flowers

Make bouquets or bundles & surprise random people with the gift of flowers! Surprise people in businesses, at the park, at sporting events, banks, nursing homes, etc. Make sure your branding is all over the bundles.

This can include stickers, business cards, & stickers that give details about your farm, social media handles, phone number, etc. You can use leftover or slightly damaged flowers to throw together these simple handheld bouquets or bundles.





# Social Media Content Calendar Guide





# Introduction

---



The term “content calendar” might sound scary or outside the realm of possibility for your farm business’s marketing strategy. A content calendar is simply a way to organize your weekly and monthly posts so that marketing your business on social media will be easier and more streamlined. By organizing your content, you will be sure to answer your customers’ questions, represent your business accurately, and sell more products.

This guide will help you start or refine your content calendar so that you can create a more effective social media sales strategy.

## Table of Contents

Quick Tips on What & When to Post  
Strategy for Content Calendar Creation  
Monthly Calendar Template + Examples  
Weekly Schedule Template + Examples  
Ideas for Posts  
Content Calendar Tips

## Some tips from the Appalachian Sustainable Agriculture Project (ASAP)

### What should I post?

Remember that your social media presence exists in the same place as your customers' friends and family. Your content is competing for attention with baby pictures, breaking news, and travel stories — if you spend all your time advertising your products and services, your customers will tune you out or stop following your page.

To that end, many social media professionals recommend the **80-20 rule**: roughly 80% of your content should entertain or educate your customers, while only 20% or so should directly market your business. Applied to a farm, that 80% could include recipes for seasonal produce, attractive pictures of your fields and livestock, short “day in the life” stories or images, announcements of local food events, videos discussing your farming process, and planting advice for home gardeners. The 20% of marketing content could include your presence at local farmers markets, CSA share availability, new partnerships with restaurants or groceries, and farm tour or event announcements

### When should I post?

More important than the timing of your posts is consistency. Your followers should learn to expect something new from your page regularly. That schedule could be several times per day on Twitter, once a day on Facebook, or once per week on Pinterest, but it should stay as constant as possible. This approach makes your business look more professional and shows new followers that they can expect regular activity from you.

The actual timing of posts depends on your audience. As a general rule, the best times to post social content are roughly **12 and 3 pm** — during lunchtime and the afternoon slump, when people are likely to be checking their computers and smartphones. However, your audience may be most involved with social media at different times. On Facebook, check the Posts tab of your page's Insights to see a graph of when your fans are online, then plan to post for those peak hours.

Social media tools are available to schedule your posts in advance, making it more convenient to deliver content at the right time. Facebook's “Publishing Tools” offers a “Scheduled Posts” tab that allows you to create posts weeks or months in advance of publication.

*See the full publication [here](#)*

# *Strategy for* Creating Your Content Calendar

1.

Audit your recent posts. What performed well with your audience? Look at likes, comments, shares, and views. **Note types of posts (video, story, grid) & types of content (storytelling, sales, features) that did well.**

---

2.

Look ahead at your schedule. Where will you be selling? What events are coming up? **Note each of these on your monthly calendar.**

---

3.

On your monthly calendar, **note the days you want to post.** Posting a few days before an event, for example, will help build anticipation for the event and will let your customers know where you will be ahead of time. Posting a story on the day of the event is always a good idea.

---

4.

In your weekly calendar, **write what you want to post about,** brainstorm a caption, and write what a photo or graphic might be for that post. Also note what kind of post (story, grid, video).

---

5.

**Source content.** This means either taking photos or going back through your photos and saving them to use again. If you are going to use a graphic, source a graphic.

---

6.

**Schedule content.** Use Meta Business Suite to schedule your content ahead of time, using your weekly and monthly calendars as a reference.



It's important to get your content and information in front of potential and existing consumers regularly. This **Monthly Content Calendar** can help you plan your social media posts from a month's eye-view. Feel free to use this as a guide and customize it to your needs!

## MONTHLY CONTENT CALENDAR

EXAMPLE: JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 Post: Come see us at the FM this weekend!	5 Stories: harvesting for FM	6	7 Farmers Market
8	9 Storytelling: 10 pictures of things growing right now	10	11 Post: Some products we will have available this weekend at FM	12 Post: Pre-order now for the FM!	13 Stories: harvesting for FM	14 Farmers Market
15	16	17	18 Post: Come see us at the FM this weekend!	19	20	21 Farmers Market
22	23	24 Storytelling: How am I feeling right now?	25 Post about being out of town- won't be at the FM this weekend	26	27 Out of town	28 Out of town
29	30					

Download an editable version [here](#)!

### Monthly tips:

- List out important dates (workshops, pop-ups, farmers markets), then schedule your posts backwards from there. (e.g., always post 2 days before the farmers market to let your customers know you will be there and some of the products you may have)
- Make sure you have different types of content (e.g., educational, promotional, entertaining)- planning out a month's worth of content can help you ensure this.

Once you have a rough sketch of what your month looks like, you can break it down week-by-week and get into more detail with what kind of content you would like to share and when.

It's important to get your content and information in front of potential and existing customers regularly. This Weekly Content Calendar can help you plan your social media posts on a weekly basis. Feel free to use this as a guide and customize it to your needs!

# WEEKLY CONTENT CALENDAR

EXAMPLE: CUT FLOWER FARM WITH U-PICK & WORKSHOPS

Type of Post

Image, Graphic, Carousel, Reel

Content Type

Entertain, Educate, Ecommerce

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Highlight special events, upcoming workshops, or what you are up to this week!	Share yesterday's post to stories	Weekly Highlight: <ul style="list-style-type: none"> <li>Seasonal flower type highlight</li> <li>Employee highlight</li> </ul>	Educational Graphic: <ul style="list-style-type: none"> <li>Vase longevity of local flowers</li> <li>Care tips</li> <li>Environmental or social impacts of purchasing locally</li> </ul>	Where will your customers be able to find you? Give them a heads up on Saturday market times & locations!	Reel of farmers market booth, what's available at the farm stand, or where consumers can purchase flowers from you.	Sundays are perfect for recapping the week (on-farm events, what's happening on the farm, etc.)
Image or Reel		Image or Reel	Graphic	Image(s)	Reel for Story	Image or Reel
<p><b>Caption:</b></p> <p>Need some fresh local flowers in your life? Find us here this week. *INSERT DETAILS*</p> <p>OR</p> <p>We are prepping for *INSERT EVENT*, we hope to see you there. Tickets are available in the link in my bio!</p>	<p><b>Caption:</b></p>	<p><b>Caption:</b></p> <ul style="list-style-type: none"> <li>Our favorite flowers this week are the Icelandic poppies. Look how gorgeousssss!</li> <li>We love to show off our hard working team! This week we are highlighting *INSERT EMPLOYEE &amp; fun facts about them*</li> </ul>	<p><b>Caption:</b></p> <p>Use this day to mention care tips or educational content. Based your captions off the type of content you are posting.</p>	<p><b>Caption:</b></p> <p>Are you looking for locally grown flowers this weekend? Find us at the *INSERT MARKET* from *INSERT MARKET HOURS*</p> <p>This week's flower menu includes:</p> <ul style="list-style-type: none"> <li>Ranunculus</li> <li>Icelandic poppies</li> <li>Tulips</li> </ul>	<p><b>Caption:</b></p> <ul style="list-style-type: none"> <li>The farm stand is fully-stocked! Come by *INSERT LOCATION* &amp; pick up some for yourself today!</li> <li>Find us at the *INSERT MARKET* from *INSERT MARKET HOURS* today!</li> </ul>	<p><b>Caption:</b></p> <p>We loved seeing everyone at the market today! If you missed us, we will be at the *INSERT MARKET* all season long (or highlight a Sunday market location, if applicable)!</p>
Ecommerce		Education	Education	Ecommerce	Ecommerce	Entertain

Download an editable version [here!](#)

## Weekly tips:

- Transfer important dates from your monthly calendar into your week-by-week calendar and use this as a starting point. Then, fill in content around that.
- Think about your goals- what are you trying to do? (e.g., gain more followers, get people to sign up for a workshop, convince people to come to the farmers market to buy from you). One you know your goals, you can think backwards about how to get there through your social media marketing.

# A really long list of content ideas to refer to when you are stuck!

Throwback picture of you/the farm/business  
Employee highlight  
Behind the scenes of a task  
Customer testimonial  
Photos from past events  
Product highlight  
Day in the life/morning routine  
User-generated content (repost)  
Share your “why”  
Interview a customer  
This or that? Show 2 products  
Storage/freshness tips  
Recipes  
Growing tips  
Glow-up (of crop, farm, you)  
Instagram vs. reality (good pic, bad pic)  
Bloopers  
Your favorite tasks on the farm  
Thank your customers  
Farm Hacks- how to do things better  
Farm sounds ASMR  
Farm tour  
How you make a product  
Washing produce  
Educational posts  
Time-lapse video of planting or harvesting  
Upcoming events  
Post about another local business you like  
Something your customers never see  
Host a contest  
Introduce and reintroduce yourself  
Introduce and reintroduce where you sell  
Your pets/farm animals  
Ask your followers to tag a friend  
Photos from farmers market  
CSA share photo

A funny “farm fail”  
How am I feeling today?  
One thing you like about farming  
Several photos of different things,  
but all the same color  
Before & After (sowing, harvest, etc.)  
Feature places where your products are sold  
Have farmer friends? feature them!  
Arrange your products in an interesting way  
Talk about your soil  
Do a poll/ ask a question  
Live video of whatever you are doing  
Share customer content  
Share a post about the town you are in  
5 tasks you have this week  
Get Ready With Me  
Holiday/festive posts  
Sunrise/Sunset  
Frequently Asked Questions  
Environmental practices  
What do you do outside of work?

*Social media is a marathon, not a sprint: its benefits accumulate over time as you build a base of followers for your business. Therefore, you should plan for the long term using a social media calendar. By keeping tabs on what and when you plan to post, you'll ensure the right balance of promotional and informational content. You'll also ensure you have room in your schedule to promote crucial events such as new product launches or market openings. (ASAP)*



## 5 things to keep in mind when creating your content calendars:

1.

Only use good-quality photos. No blurry photos, no stock images. Clean the lens of your phone before you take any photos-every time!

---

2.

Include a Call to Action in 3 posts a week. This is something you are asking/telling your customer to do. Examples: Come see us this weekend! Head to the website to purchase. Pre-order now. Stop by our farmstand.

---

3.

Break down your posts into ‘content themes’ or ‘content buckets’ and distribute the content among those. Examples: Educational, Fun, Product, Farm Life, Events. Choose 3-5 content buckets and stick to those.

---

4.

Highlight any unique aspects of your farm. What are your farming practices? What kinds of things do you grow? Showcase the production process and what it means to be a farmer. Don’t overlook the little things.

---

5.

All content is worth trying! If something doesn't perform well, you don’t have to put out that kind of content again. However, you do not know what will and what won’t perform well until you put it out into the world. Don’t assume your customers like the same things you do.

---

*Want weekly marketing tips for farms? Sign up for this [marketing newsletter](#) from our friends at Taste the Local Difference*

## Do you have a farm newsletter?

We know a lot of you do, because we subscribe to them! Maintaining a farm newsletter is not an easy task, but it is worth it. You get to speak directly to your customers, ensuring they actually see what you are trying to say instead of relying on the social media algorithm to put the post in front of them.

Use this language (or adapt it as you'd like) to let your customers know that July is #KYGrownCutFlowerMonth and that you are participating and celebrating! Let them know that they can celebrate right alongside you by purchasing from you this month.

The best part? You can repurpose any of the social media posts and language for your email newsletter as well. It doesn't hurt to try to reach your customer at multiple points. In fact, it often takes 5+ times of reaching someone before they decide to make a purchase.

---

Did you know that July is Kentucky Grown Cut Flower Month?

What is that, exactly?

It's a reason to celebrate the amazing benefits and beauty that local flowers bring to the state of Kentucky. We are a lucky place to have a thriving local flower industry that is growing by the day. Local flowers boost the economy by keeping local dollars local, support our pollinators by offering them a wide variety of nectar sources, and help connect us all to the seasons by showing us what grows, when.

You can celebrate #KYGrownCutFlowerMonth by supporting your local flower farmer this month!

Here's how you can do that:

- Sign up for this workshop
- Find us at the farmers market
- Purchase some swag!

---

July is Kentucky Grown Cut Flower Month, and we are celebrating by showcasing the incredible benefits that local flowers bring to our state.

We grow local flowers for as long as possible throughout the year- not only to get you the flowers you want, but to support our local pollinators! By growing a diverse selection of flowers, we are providing bees and butterflies with extended and varied nectar sources.

Not only that- having flowers around literally makes you feel good! (Trust us, it's science.) You'll feel good because you're doing good, but also because your life just got a whole lot more beautiful.

We hope you found our Kentucky Grown Cut Flower Month Marketing Package helpful. We're excited to share this with you. Please be sure to check out the cut flower resources on the Kentucky Horticulture Council and the Center for Crop Diversification websites.

**Check out KY Cut Flower Resource available through the Kentucky Horticulture Council**

The Kentucky Horticulture Council has a huge array of free resources available for cut flower growers in Kentucky. Recorded webinar series includes information on harvest techniques, integrated pest management, selling to florists, and flower-specific resources, among many other topics! Check out all of the resources [here](#). For further KHC assistance, please contact:

**Dakota Moore**  
[dakota@kyhortcouncil.org](mailto:dakota@kyhortcouncil.org)



**Bethany Cox**  
[bethany@kyhortcouncil.org](mailto:bethany@kyhortcouncil.org)

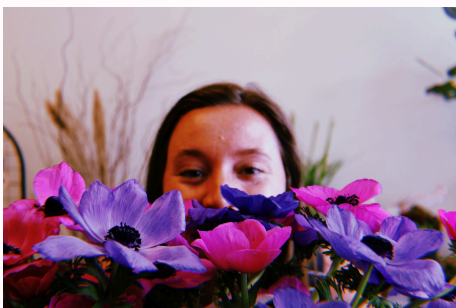


**Check out KY Cut Flower Resource available through the Center for Crop Diversification**

The UK Center for Crop Diversification has a variety of production and marketing resources available for Kentucky cut flower farmers. Some resources include publications on [Field Grown Cut Flowers](#), [Greenhouse-grown Specialty Cut Flowers](#), [Cut Flower Post-Harvest Solution Guide](#), and many more. See the full list of resources available [here](#).

Feel free to contact us with marketing questions! We work one-on-one with farmers to build their marketing plans, diversify their market channels, and more. No job is too small. We'd love to connect!

**Savannah Columbia**  
[savannah.columbia@uky.edu](mailto:savannah.columbia@uky.edu)



**Emily Spencer**  
[EmilySpencer@uky.edu](mailto:EmilySpencer@uky.edu)

