

MAPPING THE CUT FLOWER WORKSHOP EXPERIENCE

Spending in the experience economy is increasing, as consumers are interested in gaining experiences or creating memories, rather than spending their income on tangible items. This research maps the cut flower workshop experience to explore workshops as a value-added revenue stream for farmers to build consumer lifetime value and foster relationships with their consumers.



FUNDING

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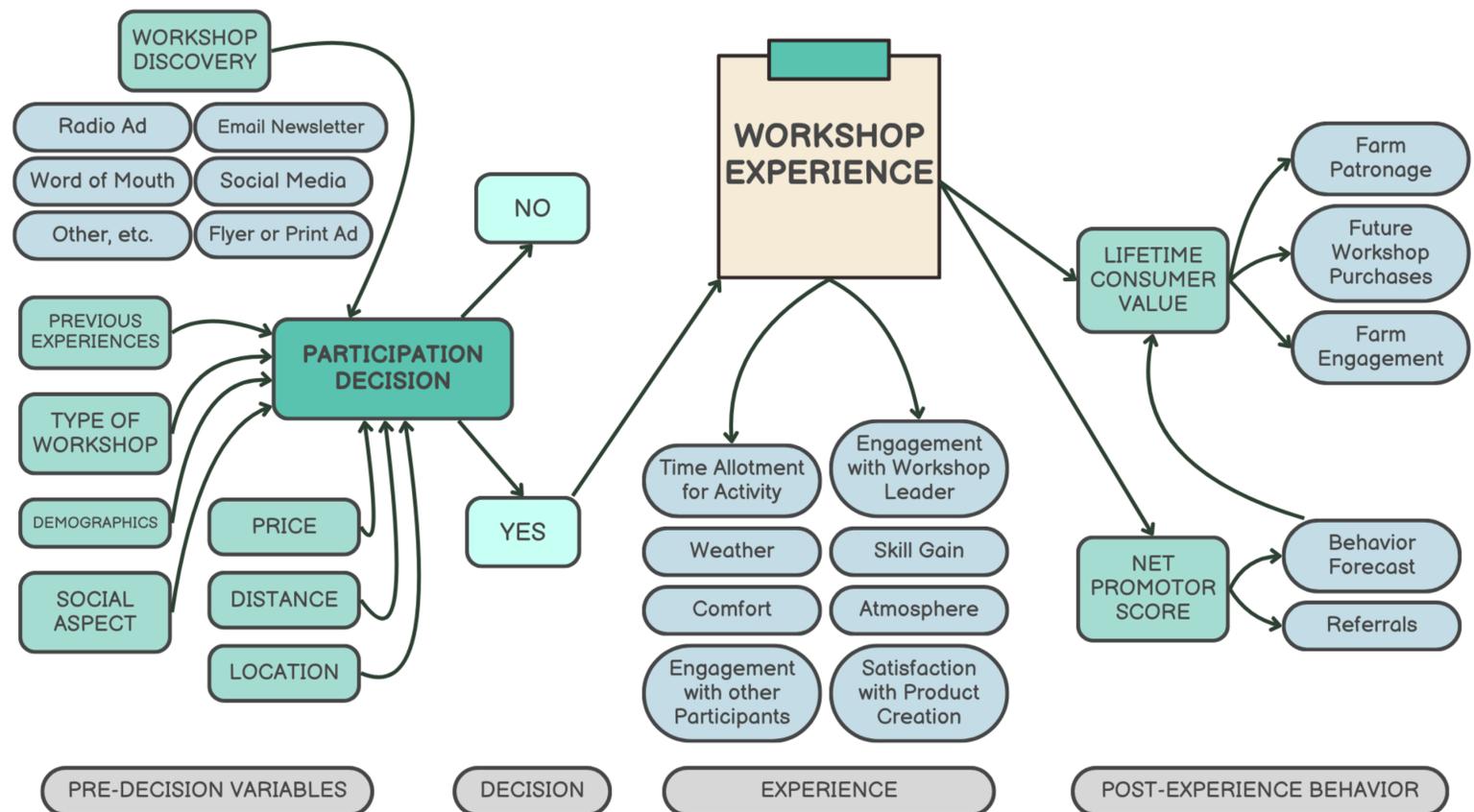
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INTRODUCTION

With a rise in consumer awareness and purchasing of goods in the experience economy, and a lean towards on-farm differentiation and additional revenue streams, many cut flower farmers are interested in hosting experiences as part of their cut flower farms. These “experiences” often come in the form of workshops. This research explores the cut flower workshop experience and key elements farmers should consider.



RESULTS

- The survey respondent demographics are substantially homogeneous in terms of race (**white**) and gender (**female**), with over half falling within the **income bracket of \$100,000 and above**, and are in stark contrast to the state census.
- Farmers should **lean on recommendations** to signal quality and participation in their workshops.
- Farmers should **use other market channels**, such as their farmers' market booth and digital media platforms, to **market their workshop**.
- Creating an **experience that makes participants the star of the show** can lead to higher levels of **workshop experience satisfaction, future purchasing, and word-of-mouth promotion and testimonials**.

OBJECTIVE

This research introduced a Specialty Cut Flower Workshop Experience Map, which explains how potential participants move from first learning about a cut flower workshop to their long-term behaviors as consumers. The quality cues of experience goods that may be important for a consumer's decision-making process were investigated, along with the post-workshop relationship with the farmer.

METHODOLOGY

- A three-part survey was utilized to collect panel data for this research study.
- It was facilitated in person & online.
- Data was collected at nine cut flower workshops in Kentucky & two workshops in North Carolina with the assistance of eight cut flower growers.
- Opened: August 2024.
- Closed: February 2025.

CONCLUSION

These findings help to provide marketing support for cut flower farmers. Through workshops, farmers are participating in the sale of both tangible items and experiences, while building and fostering consumer value and retention. A workshop can likely be the farm's first interaction with a consumer. This should give the farmer even more reason to provide a positive experience, as a consumer's lifetime value journey may begin here.

RELATED LITERATURE

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