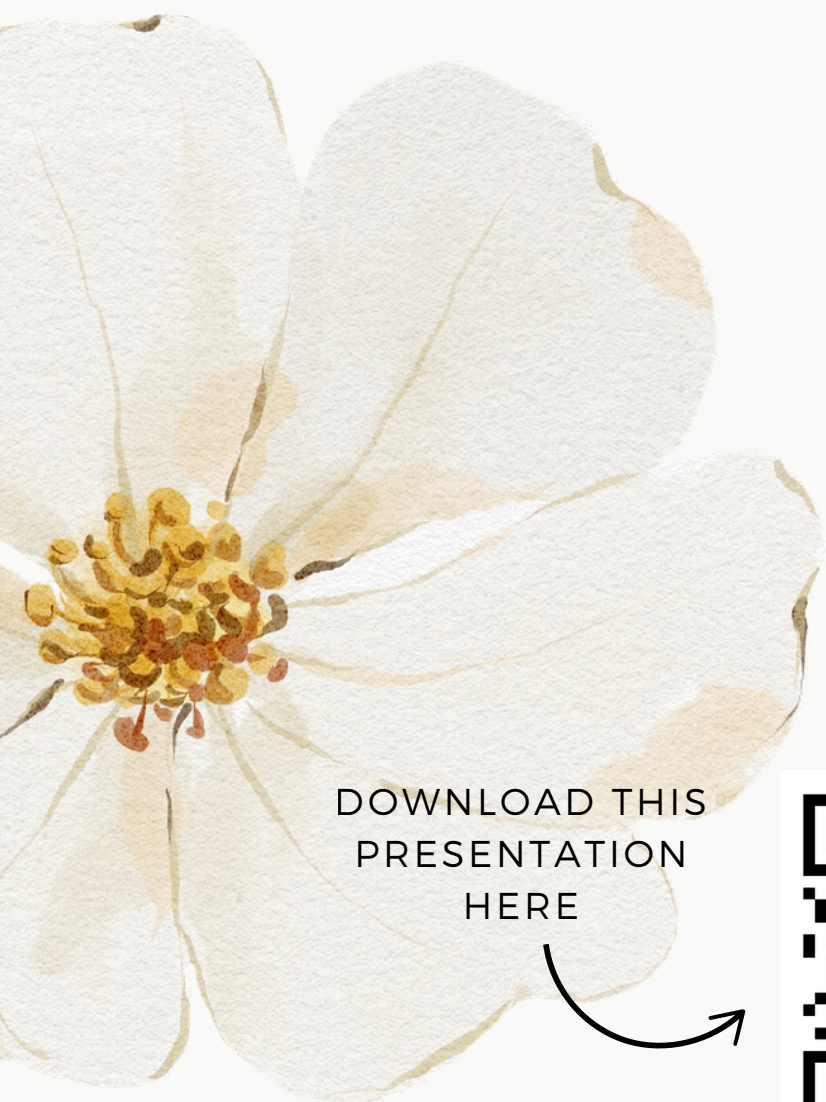




HITTING THE MOTHER'S DAY MARKET

ALEXIS SHEFFIELD &
SAVANNAH COLUMBIA



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Center for Crop
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*Martin-Gatton College of Agriculture,
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SAVANNAH
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AGENDA

Statistics

Production

Marketing

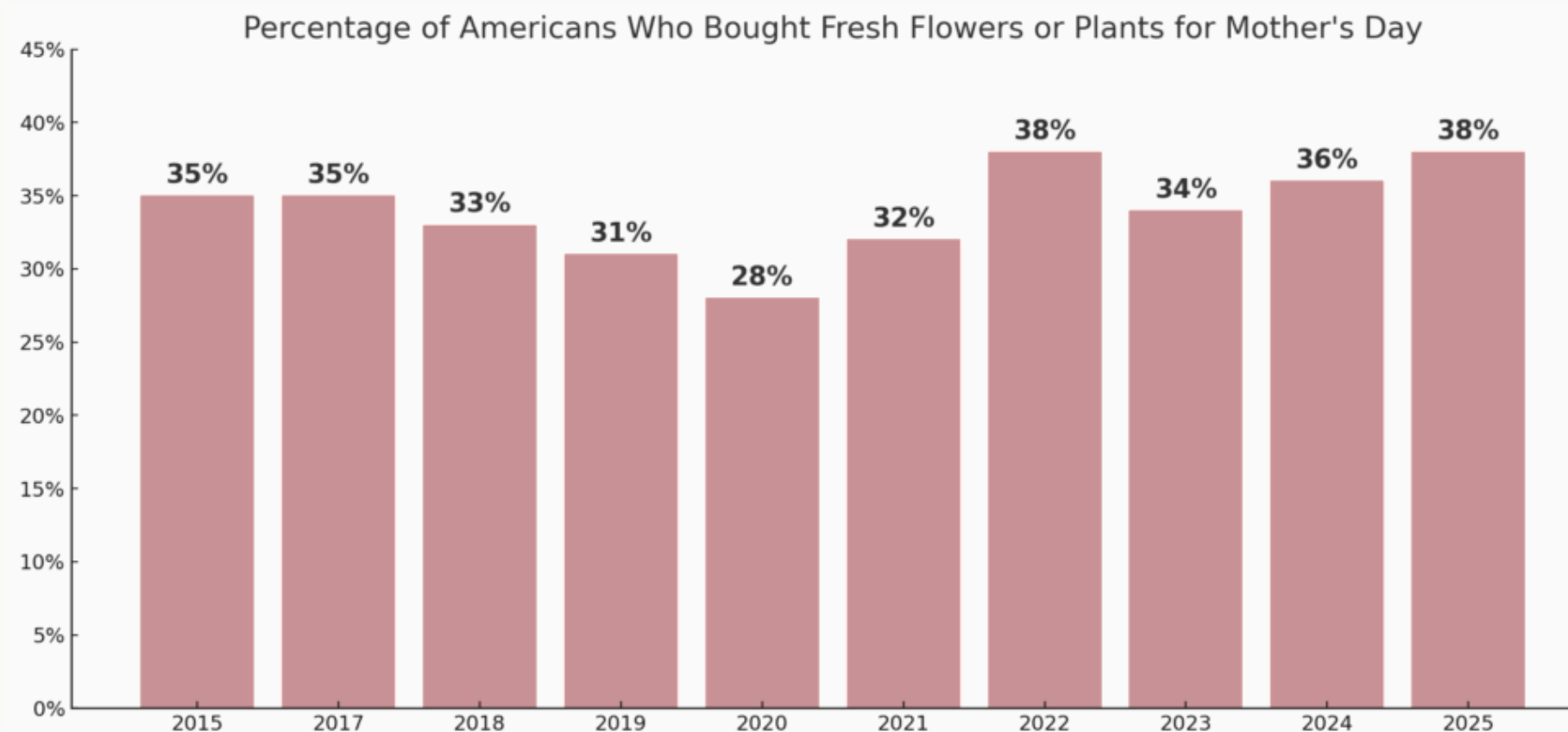
Experiential

Challenge



2025 MDAY STATS

- 38% of Americans bought flowers or plants for mom.
- 23% of buyers using their local florist, up from 19% in 2024 and 15% in 2022.
- The average purchase was \$71
- Finances (46%) and convenience (38%) are the top factors shaping future purchases.



Ipsos poll conducted May 14-15, 2025
SAF did not commission a survey in 2016



PRODUCTION

Not an exhaustive list but something to get you started.

SPECIES



TIMING





FALL PLANTING

Advantages

- Longer bloom time
- Higher quality stems
- Get into market earlier

Disadvantages

- Maintenance
- Higher risk of loss
- No “off season”

SPRING PLANTING

Advantages

- Premium first cuts later in the season
- Less risk of cold or animal damage
- Less maintenance

Disadvantages

- Beds need to be prepped in fall.
- Stems are often shorter
- Smaller bloom window
- Planting into cold soil



FALL PLANTING

Ranunculus

- Require some type of season extension
 - ideally a plastic structure
- Corms must be ordered around March/April
- Plant October - December
- Bloom March - May
 - Depends on spring temps, shut down in soil temps over 65°F
 - Can miss the Mday window
- High value, long lasting, expensive to grow, well received by the right customer



FALL PLANTING

Snapdragons

- Require some type of season extension
 - can survive under frost fabric
- Easy to grow from seed
- Plant late Sept - Oct
- Bloom time very dependent on group number (1, 2, 3) and season extension.
 - Group 1 & 2 for cooler/low light periods
- A great crop for wholesale to florists. Great for bouquets.
 - Florists: Madame Butterfly, Chantilly



FALL PLANTING

Anemone

- Require some type of season extension
 - ideally a plastic structure but tolerate more cold than ranunculus
- Corms must be ordered around March/April
- Plant October - December
- Bloom March - May
 - Depends on spring temps, shut down in soil temps over 65°F
- High value, expensive to grow, well received by the right customer



FALL PLANTING

Bells of Ireland

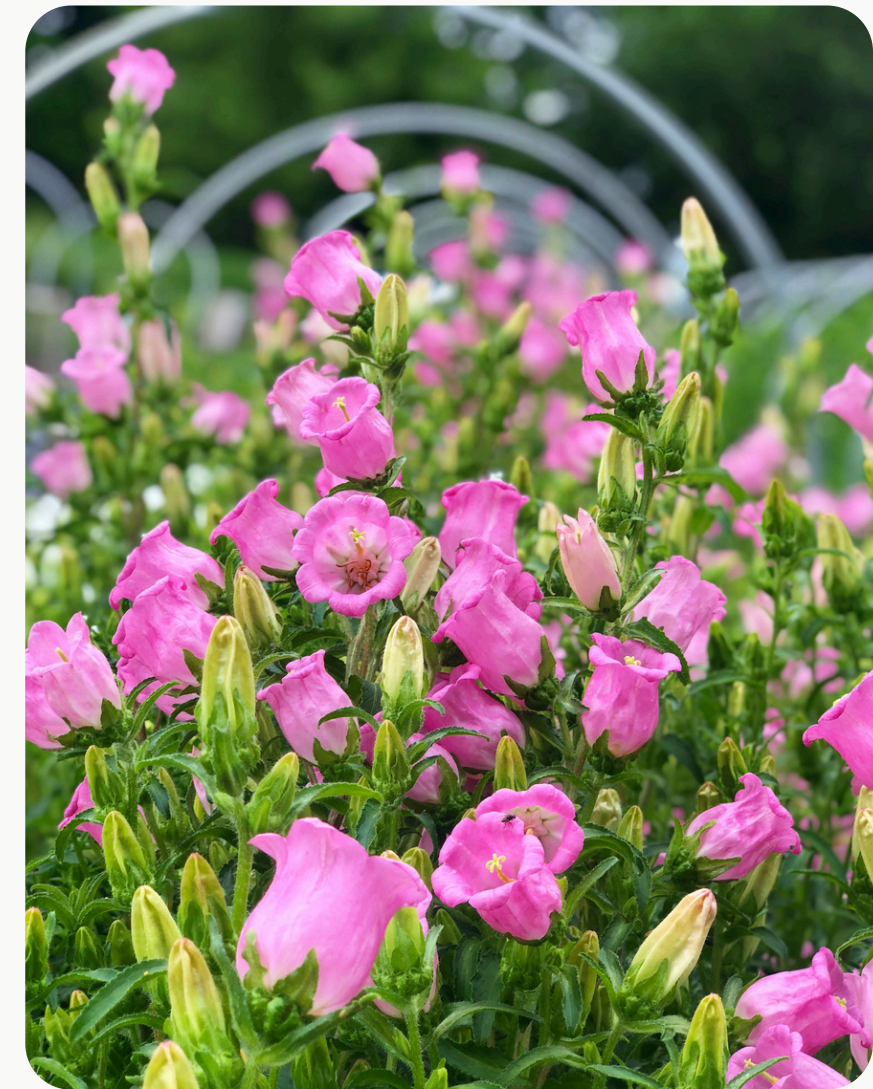
- Require some type of season extension
 - ideally a plastic structure
- Order plugs
- Plant late Sept - Oct
- Bloom May
 - Long harvest window
- Great “greenery” for early season
- Can have some disease issues: Leaf spot, rust



FALL PLANTING

Campanula

- Require some type of season extension
 - ideally a plastic structure
- Can be grown from seed
- Plant late Sept - October
- Bloom May
 - Daylight dependent (12hr signal bloom)
 - Can blow out fast in warm temps
- Great wholesale or for bouquets
- Can have some disease issues: root rots
 - Sclerotinia blight



FALL PLANTING

Bupleurum

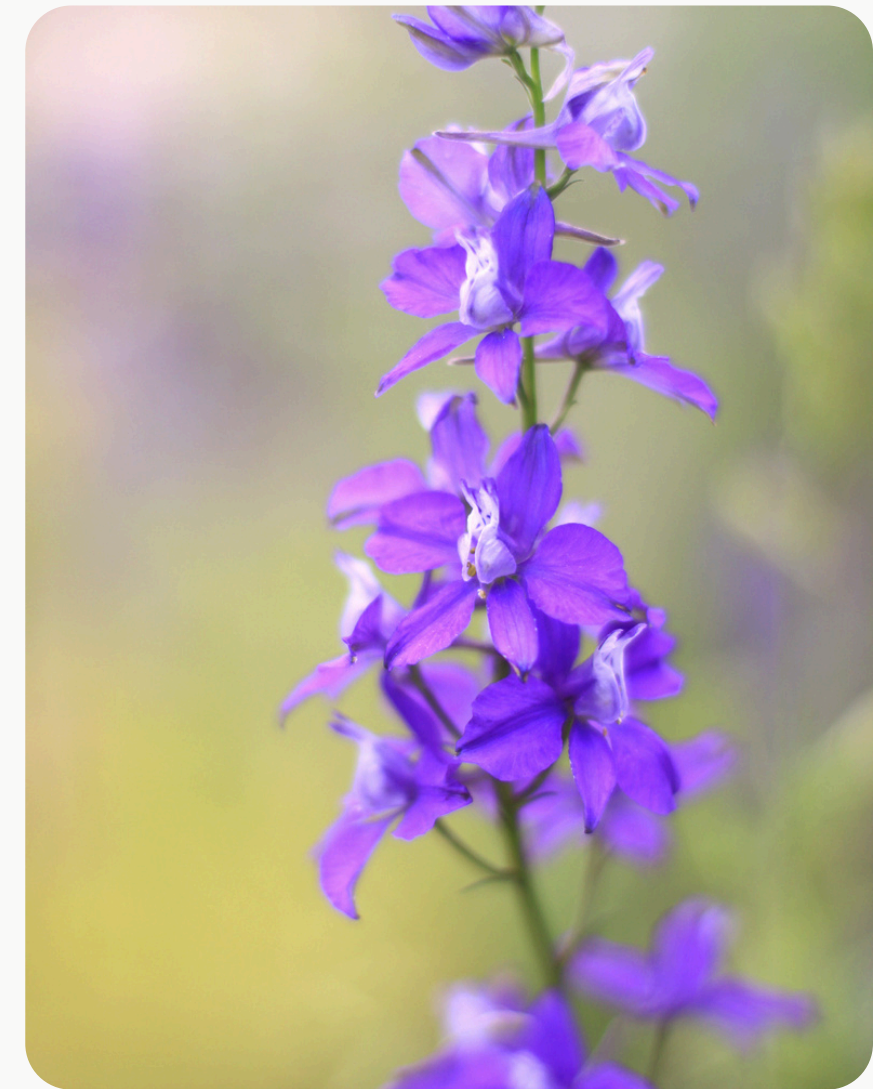
- Require some type of season extension
 - Fabric or plastic
- Order plugs or direct sow
- Plant late October - November
- Bloom April - June
 - Different season extension can spread out season
- Great wholesale or for bouquets
- Can be a nuisance if allowed to go to seed



FALL PLANTING

Larkspur

- Very hardy but does best with some protection
 - Fabric or plastic
- Order plugs or direct sow
- Plant late October - November
- Bloom April - June
- Great wholesale or for bouquets
- Not to be confused with delphinium



OTHER MOTHER'S DAY BLOOMERS



PERENNIALS

- Peonies
- Ninebark
- Baptisia
- Amsonia
- Phlox
- Fennel
- Apple Mint

DIRECT SEEDED

- Agrostemma
- Orlaya
- Nigella
- Bupleurum
- Bachelor's Buttons
 - Centaurea
- Forget-me-nots
- Ammi/Dara
- Saponaria

Usually direct seed end of September into Mid-October depending on your zone. These benefit from frost fabric and periodical winter weeding.

BULBS

- Narcissus
 - Can be dry stored
- Tulips
 - Can be dry stored or timed
- Lilies
 - Can be timed
- Allium
 - Check species



SPRING PLANTING

- Ranunculus
 - January - March
 - later plantings can be with less season extension
- Anemone
 - January - March
 - later plantings can be with less season extension
- Snapdragons
 - Pay attention to group (2-3)
- Most direct seeders can be done again in March for some succession



DO NOT SPRING PLANT

- Larkspur
- Campanula
 - debatable?

OTHER SPECIES

- Poppies
- Delphinium
- Stock
- Foxglove
- Sweet Peas



MARKETING





MAIN MARKET CHANNELS

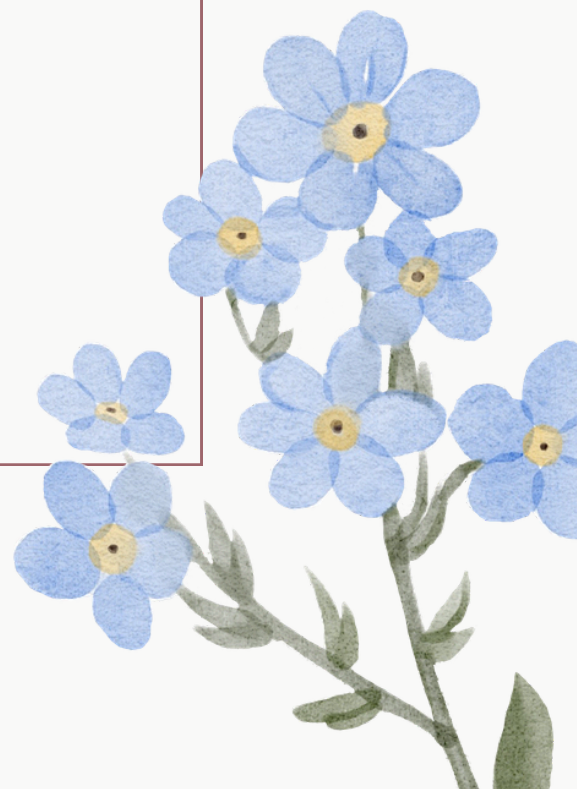
Direct to Consumer

- Farmers Markets
- Website orders
- Farmstand
- Community Supported Agriculture (CSA)

Wholesale

- Direct to Florists
- To the wholesaler

Experiential Options

- Workshops
 - You Pick
- 



DIRECT TO CONSUMER

- Start marketing at least **4-6 weeks before**
 - Advertising channels:
 - **Social media** (consider ads!)
 - **Email** (at 4 weeks out, 2 weeks out, + the Friday before)
 - Sprinkle in with other regular programming
 - **Advertise often:** a person needs to see something 7-8 times before taking action
- 

A watercolor illustration of a flower with light orange and yellow petals and a dark brown center, located in the top-left corner of the slide.

DIRECT TO CONSUMER

Social media content ideas:

- **Plant the idea** of giving mom a bouquet for Mother's Day. Use phrases like "Mother's Day bouquet season is almost here" to **hook customers**
 - Give them a **sneak peek** of colors and varieties
 - Share **why flowers matter** to you
 - Show **behind-the-scenes, reuse photos**
 - We are **selling our brand/story** (as usual) – just tailored to a holiday
- 
- A watercolor illustration of a flower with light yellow and orange petals and a dark brown center, located in the bottom-right corner of the slide.



DIRECT TO CONSUMER

- Give people **multiple price points**, and make them **easy to understand**.

Example:

- **Classic Mother's Day Bouquet**
 - **Deluxe Mother's Day Bouquet**
 - **Premium + Vase**
 - What's the ideal price you'd like to charge, now make an item one level up in addition.
- 

A watercolor illustration of a flower with five petals in shades of orange and yellow, with a dark brown center, located in the top-left corner.

DIRECT TO CONSUMER

Consider **taking pre-orders** for on-farm or farmers market pick-up = **people will purchase ahead of time**

- **Clearly state:** Pickup dates, times, and locations. Delivery areas and fees, if applicable
- **Use urgency language:** “Limited quantities! Once we sell out, we sell out.”

Promote **grab-and-go bouquets**, if available

- **Post reminders** the week of Mother’s Day: “Still need something for Mom?” or “Fresh bouquets available today!”
- 
- A watercolor illustration of a flower with five petals in shades of yellow and orange, with a dark brown center, located in the bottom-right corner.

WHOLESALE: TO FLORISTS

- Need to have **production dialed in**. These are not your DTC customers!
- Florists need **2-3 months of lead time** on what will be available
- **YOU MUST DELIVER ON YOUR PROMISE**
 - Don't ruin a relationship by not being dependable
- Think pink

COMMUNITY SUPPORTED AG

- A direct-to-consumer channel with a bit more **commitment**
- Emphasize **ongoing appreciation**, not just a single delivery
- Market CSA alongside other buying options on socials
- Use Mother's Day as a way to sell your special or regular CSA subscriptions
 - Can start the week of or the week after Mday
- Subscriptions improve cash flow = **don't underprice** them

COMMUNITY SUPPORTED AG

- **No more than TWO** CSA subscription options
- Cap the slots based on your **realistic production**
- **The buyer may not be the recipient:**
 - Send a **digital gift certificate + welcome email**
 - **Clearly state:** Pickup dates, times, and locations.
Delivery areas and fees, if applicable
 - **Include farm-branding items** (think: care cards) to promote retention
 - Offer **renewal incentives** before the subscription ends

EXPERIENTIAL OPTIONS



WORKSHOPS

- Offer **workshop tickets** as a gift option
 - Must have workshop dates/info available
- Utilize the **Consumer Lifetime Value** approach
 - The total value a customer brings to your farm over time, not just today's purchase



YOU-PICK

- Offer **You Pick tickets** as a gift option
 - Must have information about You-Pick available = no confusion for the customer
- Market it as something they can do with the whole family
- Can invite other vendors to participate
 - coffe cart, food trucks, etc.



WHAT HAPPENS AFTER?

After Mother's Day:

- **Thank** customers publicly
 - **Share** a sold-out post
 - **Repost** customer testimonials and tagged photos
 - **Add** online pre-orders + CSA customers **to your email list** for future holidays, subscription windows, and to continue selling your farm's story
- 

CHALLENGE

Set a lofty goal for MDay Sales

- what is your average price for an item?
- how many items then do you need to make and sell?

Example:

- Goal \$5k Mother's Day sales (not including CSA)
 - Offering \$50 and \$75 bouquet options
 - Need to make 100 \$50 bouquets OR 67 \$75 bouquets OR somewhere in between

With those product numbers in mind

- Do you have/need staff help to harvest, design, wrap?
- Will you have enough product? Estimate a \$50 bouquet stem count and multiply out.



OTHER THOUGHTS

- *Flowers don't just bloom on Mother's Day. Do you have an outlet for blooms before and after?*
 - *Maybe MDay is the start of your season.*
- *Are your price points accessible for your current clientele?*
- *Limit your product options.*
 - *Can help drive sales, makes your life easier.*



RESOURCES



- Cool Flowers
 - Lisa Mason Ziegler
 - Specialty Cut Flowers
 - Allan Armitage
 - Johnnys - Growers Library
 - Farmer Bailey - grower sheets
 - Follow local growers, look back at their Mday offerings to see what they had available
 - Many others!
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- 



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