



KENTUCKY
GROWN CUT
FLOWER MONTH

MARKETING PACKAGE



KENTUCKY GROWN CUT FLOWER MONTH 2026 MARKETING PACKAGE

When is Kentucky Grown Cut Flower Month?

July 2026

What is Kentucky Grown Cut Flower Month?

Each July, we celebrate Kentucky Grown Cut Flower Month to highlight the abundance of locally-grown cut flowers & the farmers who grow them. Throughout the month of July, we would love your help in publicizing the benefits of growing and purchasing locally grown flowers in Kentucky.

Why do we celebrate in July?

We celebrate Kentucky Grown Cut Flower Month in July because it's the peak production and sales season for locally grown flowers in Kentucky – when farms are bursting with blooms, markets are full, and consumer demand is highest.

How can you celebrate with us?

This guide features social media graphics + captions for you to share throughout the month. We hope you celebrate with us!

Funding Attribute

The creation (design + printing) of this marketing package was funded by the Kentucky Ag Development Board.



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Download and use these images in your Kentucky Grown Cut Flower Month posts on social media. You can use the provided Canva templates to customize the graphics with images of your own!

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Let your customers know that you are participating in Kentucky Grown Cut Flower Month and how they can celebrate with you.

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Scan to download
this package!



SHAREABLE & CUSTOMIZABLE IMAGES FOR #KYGROWNCUTFLOWERMONTH

In this year's Kentucky Grown Cut Flower Month Marketing Package, we have included a collection of social media templates you can use to promote your flower farm. This package features a collection of templates and provides examples for captions 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 captions for you to use or edit. You can also use your own, entirely different caption – 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

BUY KENTUCKY CUT FLOWERS
SUPPORT KENTUCKY FARMERS

Scan to download
the templates!



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

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



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

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



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

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



connect to nature with
kentucky grown flowers

The seasonality of local flowers cultivates a connection between consumers and the natural world, encouraging a deeper appreciation for the rhythms of the seasons.



support your local economy with
kentucky grown flowers

Consumers often prioritize supporting local flower farms and businesses, contributing to their community's economic growth.

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

**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**



support you local farmer with
kentucky grown flowers

Purchasing local flowers:

- supports your local flower farmer's livelihood
- keeps revenue in the community
- encourages sustainable farming practices
- contributes to a beneficial environment for pollinators (& you!)
- provides a feel-good endorphin from purchasing a product locally

CUSTOMIZE YOUR IMAGE

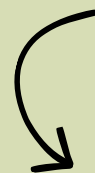
1. If you are accessing this package digitally, click [here](#) for templates that can be used on Facebook, Instagram, or in your email newsletters. If not, scan the QR code below!
2. Select the template you would like to use.
3. Upload the photo you would like to use to Canva. Once it is uploaded, simply 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 and a navy motif.

Choose whichever goes better with your image, or edit the colors altogether!

Scan to download the templates!



SOCIAL MEDIA POST IDEAS

These Social Media Post Ideas are 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 + 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.



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.



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.



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.



SAMPLE LANGUAGE FOR YOUR FARM NEWSLETTER

Maintaining a farm newsletter is not easy, but it is worth it. You get to speak directly to your customers, ensuring they actually see/hear your messaging 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 seeing something before someone decides 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.

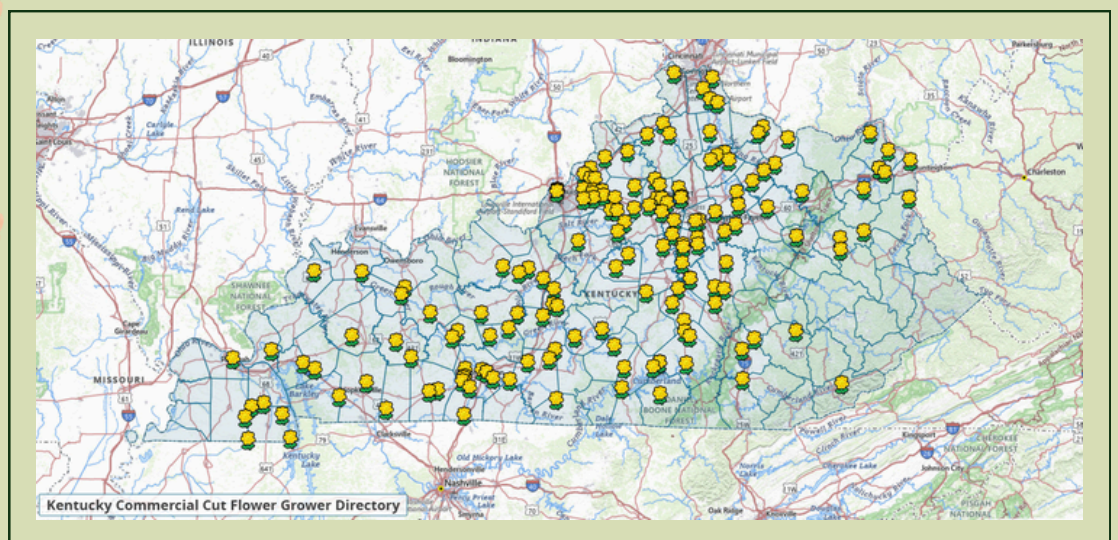
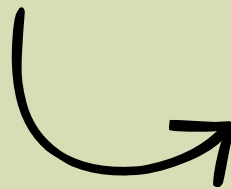
We grow local flowers for as long as possible throughout the year- not only to get you the flowers you want, but to support our local pollinators! By growing a diverse selection of flowers, we are providing bees and butterflies with extended and varied nectar sources.

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.

ARE YOU ON THE MAP?

The Center for Crop Diversification hosts a **Kentucky Commercial Cut Flower Grower Directory**. This interactive and mobile-friendly map shows the locations and details of commercial cut flower growers across the Commonwealth of Kentucky.

Use this [link](#), or scan the QR code, to add yourself!



CUT FLOWER RESOURCES AVAILABLE ONLINE

Crop Profiles

- Cut Flower Production in Tennessee (CCD-CPA-CP-3)
- CCD Field-grown Cut Flowers (CCD-CP-70)
- CCD Greenhouse-grown Specialty Cut Flowers (CCD-CP-58)
- CCD Woody Cuts (CCD-CP-76)

Production

- Rotating Cut Flowers Within a Tomato High Tunnel Production System Fact Sheet (CCD-FS-23)
- Setting Up an On-Site Cut Flower Demonstration (CCD-TA-05)
- CoolBots for Cut Flower Production River Bend Farms (video)
- Soil Blocking for Transplants (video)
- + much, much more!

Harvests & Post-Harvest

- Cut Flower Post-Harvest Solution Guide (CCD-FS-21)
- Harvest Techniques with Bellaire Blooms (video)
- Drying Cut Flowers to Extend Your Season with Krynn Knepfel (video)

Budgets & Marketing

- Snapdragon Cut Flower Field Production (budget)
- Snapdragon Cut Flower High Tunnel Production (budget)
- Cut Flowers for Community Supported Agriculture Production
- Economic Evaluation of Rotating High Tunnel Tomatoes with Fresh-cut Flowers
- + much, much more!

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](https://www.kyhortcouncil.org) and the [Center for Crop Diversification](https://www.ccdcenter.org) websites.

KENTUCKY HORTICULTURE COUNCIL

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CENTER FOR CROP DIVERSIFICATION

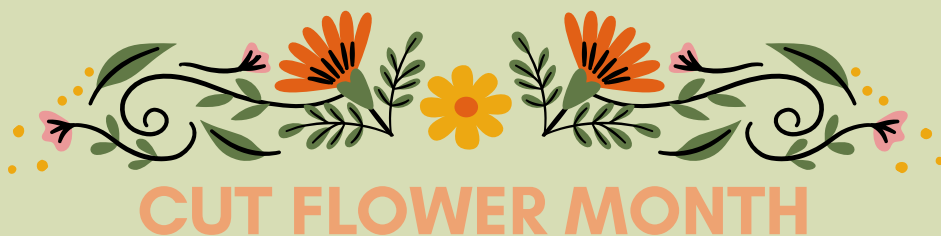
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HAPPY KENTUCKY GROWN



CUT FLOWER MONTH

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