

Direct-to-Consumer and Intermediated Pricing Survey for Kentucky Cut Flower Growers: RESULTS

Introduction

This summer, the UK Center for Crop Diversification surveyed Kentucky cut flower growers to gain insight into the pricing of 10 selected Kentucky-grown cut flowers across direct-to-consumer and intermediated market channels.

Ideally, this information will support Kentucky's cut flower growers in pricing their products for direct-to-consumer and intermediated markets, support an efficient and responsive cut flower marketplace for insurance by collecting price data that has historically been difficult to collect, and guide future investments in cut flower-related initiatives.

This research survey is part of a larger Risk Management Education Project titled "Real Problems in Risk Management for Specialty Crops and Cut Flowers," funded through the Southern Extension Risk Management Association.

Here are the results!

The data presented in this price report reflects the survey responses submitted by the survey participants from July 23 through August 31, 2026. Out of the 68 total responses collected, 34 of the responses were usable and complete.

The following graphical elements are presented in this price report.

- Table 1: Average Price per Stem for Direct-to-Consumer Market Channels
- Table 2: Average Price per Stem for Intermediated Market Channels
- Stacked Bar Chart: Percentage of 2025 Sales in Direct-to-Consumer & Intermediated Market Channels
- Stacked Bar Chart: Growth Experienced Over the Last Three Years
- Pie Chart 1: Number of Years Selling Any Farm Products (food, value-added products, etc.) Through Any Commercial Market Channel
- Pie Chart 2: Number of Years Growing Cut Flowers for Commercial Sale Through Any Market Channel

Table 1: Average Price per Stem for Direct-to-Consumer Market Channels

	Farmers Market \$/stem	On-farm Stand \$/stem	CSA / Subscription \$/stem
Lisianthus	\$2.58	\$3.50	\$3.25
Sunflower (single-stem)	\$2.08	\$1.86	\$1.82
Celosia (plume or comb)	\$1.26	\$1.39	\$1.23
Marigold	\$1.24	\$1.34	\$1.26
Zinnia	\$1.21	\$1.29	\$1.26
Cosmo	\$1.08	\$1.15	\$1.22
Ranunculus (non-butterfly)	\$2.32	\$3.00	\$3.00
Peony	\$3.87	\$4.50	\$4.40
Snapdragon	\$1.50	\$1.72	\$1.79
Dahlia (Pom Pom)	\$2.50	\$2.00	\$1.83
Dahlia (Ball)	\$3.00	\$2.88	\$2.60
Dahlia (Decorative)	\$3.07	\$3.00	\$2.88
Dahlia (Dinnerplate)	\$4.35	\$3.50	\$3.81

Notes:

- This data is self-reported by our survey respondents for 2026 sales only.

Table 2: Average Price per Stem for Intermediated Market Channels

	Direct to Florist \$/stem	Direct to KFM \$/stem	Direct to SOKY \$/stem	Direct to Grocery \$/stem
Lisianthus	\$2.06	\$2.30	\$2.38	\$2.00
Sunflower (single-stem)	\$1.84	\$1.58	\$1.75	\$1.50
Celosia (plume or comb)	\$1.04	\$1.23	\$1.21	\$1.00
Marigold	\$1.29	\$1.40	\$1.15	\$1.00
Zinnia	\$1.11	\$1.35	\$1.20	\$1.00
Cosmo	\$1.24	\$1.23	\$1.24	\$1.00
Ranunculus (non-butterfly)	\$1.88	\$2.50	\$2.17	\$2.00
Peony	\$3.75	\$3.58	\$3.25	\$3.00
Snapdragon	\$1.35	\$1.50	\$1.25	\$1.50
Dahlia (Pom Pom)	\$2.19	\$1.63	\$1.75	\$1.50
Dahlia (Ball)	\$2.63	\$2.33	\$2.83	\$2.00
Dahlia (Decorative)	\$2.67	\$3.38	\$3.25	N/A
Dahlia (Dinnerplate)	\$4.38	\$4.00	\$3.75	N/A

Notes:

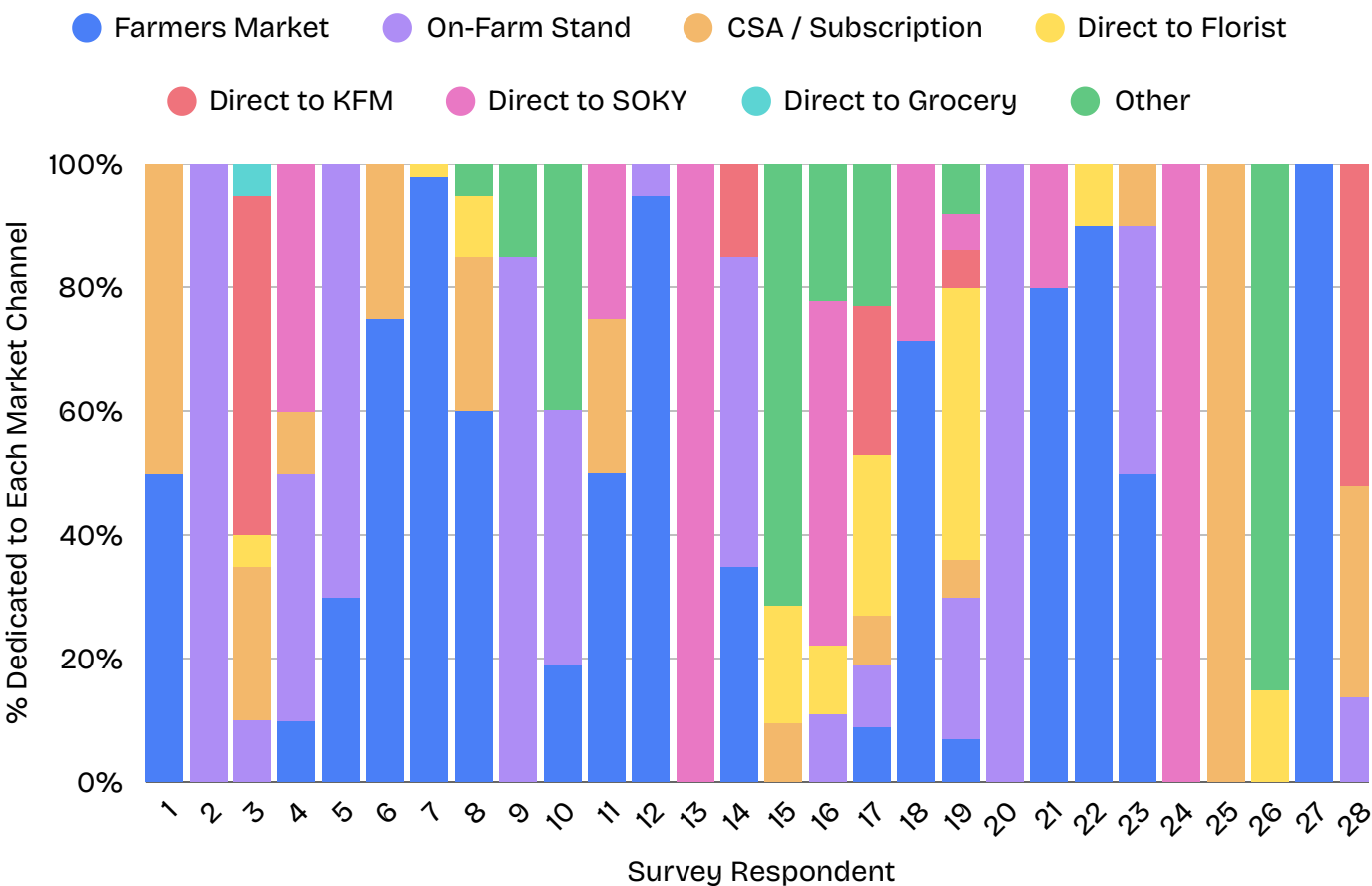
- This data is self-reported by our survey respondents for 2026 sales only.

Stacked Bar Chart: Percentage of 2025 Sales in Direct-to-Consumer & Intermediated Market Channels

Survey respondents have mixed market channels. Over 75% of respondents to this question are participating in at least one direct-to-consumer market channel. Roughly 60% of respondents to this question are participating in at least one intermediated market channel. Most survey respondents are participating in both direct-to-consumer and intermediated market sales channels. Only one survey respondent responded as participating in only intermediated market sales.

“Other” responses included: Event florals (prom, weddings, showers, special events, etc.), U-pick and on-farm events, flower bars, bulk bucket sales, workshops and related sales, online pre-orders, and sales at non-floral retail stores.

Q: Please indicate the percentage (%) of your 2025 sales (Jan 2025-Dec 2025) that you sold to each of the market channel types below
N=28



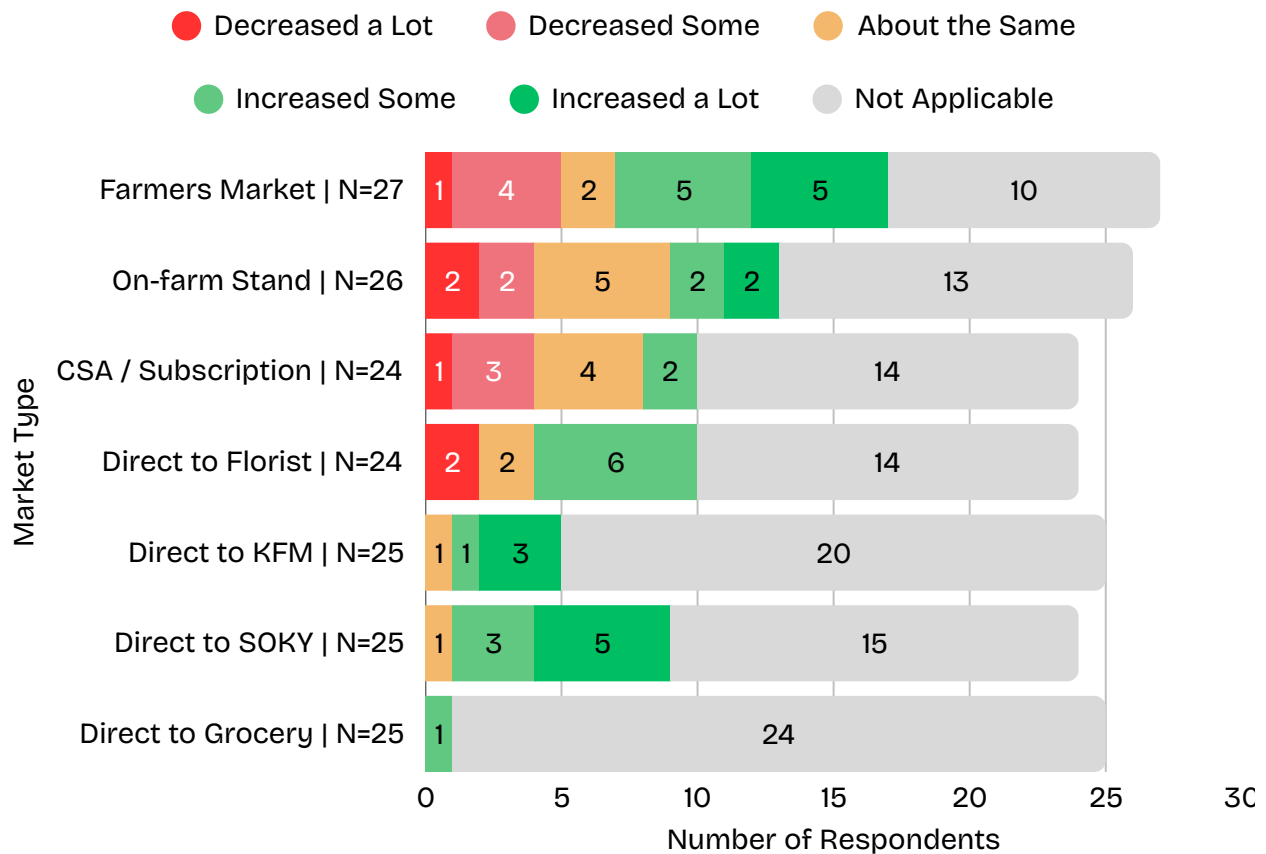
Stacked Bar Chart: Growth Experienced Over the Last Three Years

Survey respondents to this question reported growth (increased some + increased a lot) in both direct-to-consumer and intermediated market channels. The greatest growth was observed in farmers markets sales.

Respondents could choose "Not Applicable" if they didn't have an opinion or if a market channel doesn't apply to them.

Q: Please indicate the growth you have experienced over the last three years in each of the following direct-to-consumer and intermediated market channels

N=27



Pie Chart 1: Number of Years Selling Any Farm Products (food, value-added products, etc.) Through Any Commercial Market Channel

Roughly 76% of survey respondents (that responded to this question) have 10 years or less of experience farming and selling farm products. The other quarter of survey respondents (that responded to this question) are split evenly between 11 to 15 and 16+ years of experience farming and selling farm products.

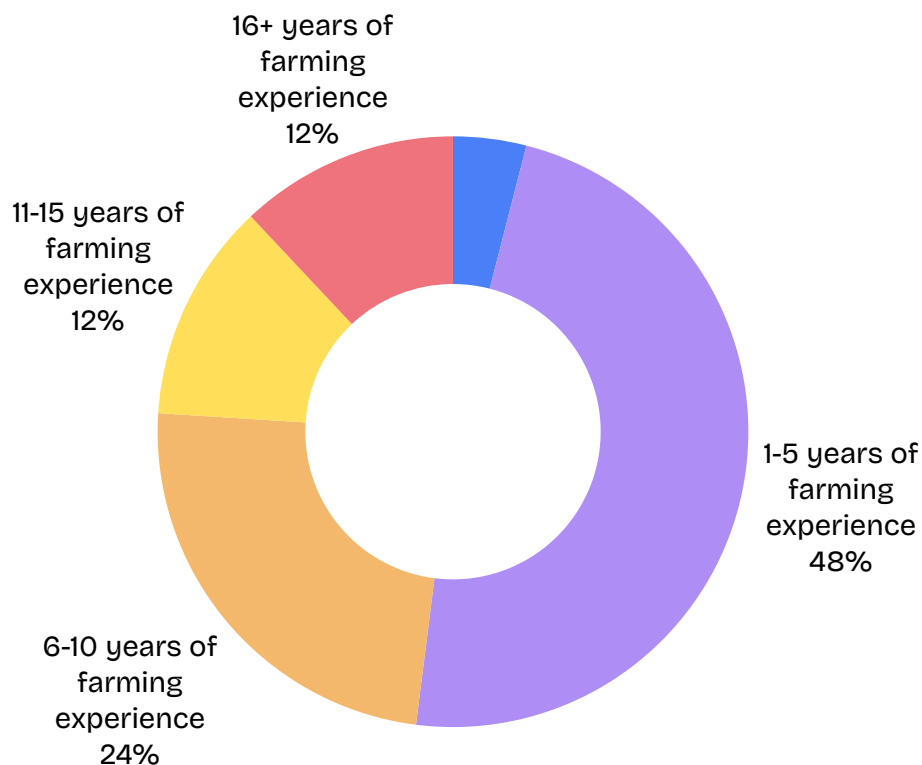
Q: Please select the number of years you have sold any farm products (food, value-added products, etc.) through any commercial market channel

N=25

● Less than 1 year of farming experience ● 1-5 years of farming experience

● 6-10 years of farming experience ● 11-15 years of farming experience

● 16+ years of farming experience



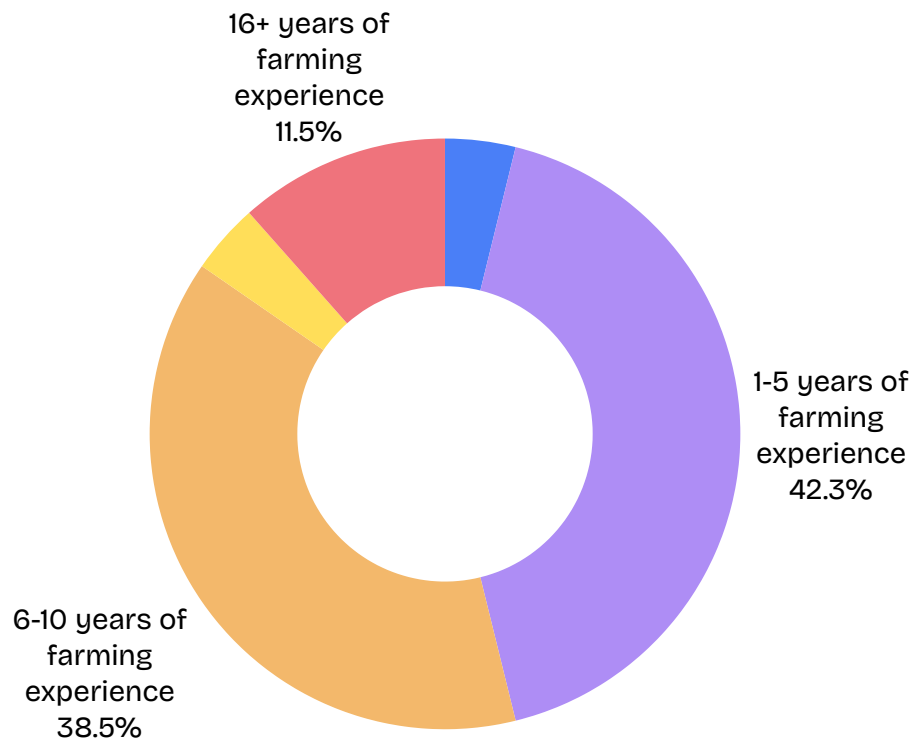
Pie Chart 2: Number of Years Growing Cut Flowers for Commercial Sale Through Any Market Channel

Roughly 85% of survey respondents (that responded to this question) have 10 years or less of experience farming and growing cut flowers for commercial sale. The other 15% of survey respondents (that responded to this question) are split between 11 to 15 (3%) and 16+ (12%) years of experience farming and growing cut flowers for commercial sale.

Q: Please select the number of years you have grown cut flowers for commercial sale through any market channel

N=26

- Less than 1 year of farming experience
- 1-5 years of farming experience
- 6-10 years of farming experience
- 11-15 years of farming experience
- 16+ years of farming experience



Thank you for reading!

We are excited about the results from the first iteration of our survey. We will continue collecting cut flower pricing data throughout the duration of this project. You can check out our other price reporting tools here: [Regional Farmers Market & Produce Auction Price Data](#).

This research survey is part of a larger Risk Management Education Project titled “Real Problems in Risk Management for Specialty Crops and Cut Flowers,” funded through the Southern Extension Risk Management Association.

Project Team:

Alexis Sheffield | alexis.sheffield@uky.edu

Brett Wolff | brett.wolff@uky.edu

Savannah L. Columbia | savannah.columbia@uky.edu

Dr. Tim Woods | tim.woods@uky.edu

Please contact Savannah with questions or comments related to this price report.

More About the UK-CCD

The University of Kentucky Center for Crop Diversification (CCD) helps farmers and businesses to plan, grow, and market better. We create and curate up-to-date, relevant, and accessible publications, price reports, videos, and in-person training opportunities. Check out our links:

- [Website](#)
- [Facebook](#)
- [Instagram](#)
- [Monthly Newsletter](#)