

# Charlie's Floral

CARE GUIDELINES

**CHARLIE'S  
PRODUCE**

CULTIVATING FRESH



# Cut Rose Care Guidelines

*Hydrating dry-packed cut roses is crucial to ensuring their freshness and longevity for retail sale. Here are care instructions to help maintain the quality of the roses:*

**Prepare a Clean Workspace:**

- Start with a clean and sanitized work area, including buckets, cutting tools, and any surfaces the roses will come into contact with.

**Rehydration Bucket:**

- Fill a clean bucket with lukewarm water. The water should be at a temperature of around 100°F (37.8°C) to encourage water absorption.

**Use Chrysal Floral Preservative:**

- Add a commercial floral preservative to the water according to the product's instructions. Floral preservatives contain nutrients and antibacterial agents that help extend the life of the roses.

**Remove Foliage:**

- Remove any foliage that will be submerged in water to prevent bacterial growth. Keep only the leaves that will be above the water line.

**Cut Stems at an Angle:**

- Using sharp, clean pruning shears, trim about 1 to 2 inches (2.5 to 5 cm) off the bottom of each rose stem at a 45-degree angle. This helps create a fresh surface for water absorption.

**Dip Stems in Water:**

- Immediately after cutting, place the rose stems into prepared buckets with water and floral preservative. This prevents air from entering the stem, allowing for better water uptake.

**Allow Sufficient Hydration Time:**

- Let the roses hydrate in the water for at least 2-3 hours, or preferably overnight. This allows the flowers to absorb an ample amount of water, promoting their freshness.

**Change Water Regularly:**

- Change the water in the bucket every 24 hours to prevent the buildup of bacteria. Recut the stems each time you change the water to maintain a fresh cut surface.

**Store in a Cool Location:**

- Keep the hydrated roses in a cool location away from direct sunlight, drafts, and heat sources. This helps slow down the aging process.

**Inspect for Quality:**

- Before arranging or selling the roses, inspect each stem for signs of damage, wilting, or disease. Remove any compromised petals to maintain the overall quality of the bouquet.

**Keep Hydrated Roses Away from Ethylene Sources:**

- Ethylene is a gas produced by certain fruits and vegetables that can accelerate the aging of flowers. Store cut roses away from ethylene-producing items like bananas, apples, and tomatoes.

*By following these care instructions, you can ensure that the hydrating process is effective, and your dry-packed cut roses remain fresh and vibrant for your retail customers.*

# Cut Flower Care Guidelines

## **Upon Receiving:**

- Thoroughly inspect each floral product upon arrival for any noticeable damage or quality issues. Report any problems immediately to your sales representative.

## **Clean and Sanitize:**

- Daily cleaning and sanitization of all work areas, tools, work surfaces, and buckets are essential to prevent bacterial issues, which can compromise the quality of fresh cut flowers.

## **Hydration Tips:**

- Proper hydration is crucial, especially for dry-pack flowers. Upon unpacking, cut one to two inches off the bottom of each stem at an angle to encourage faster hydration.
- Remove any foliage below the water/solution level to prevent decay, making the solution cloudy.
- For wet-pack bouquets, provide a fresh cut upon arrival, place them in clean buckets with fresh water, and fluff the bouquets to prepare for display.

## **Nourishment:**

- Use Chrysal flower-food solutions to nourish and feed cut flowers for longer-lasting beauty. Proper distribution is crucial—avoid too much or too little for optimal results.
- Mix Chrysal solutions following the instructions on the pack regarding water volume.
- Allow flowers at least 4 hours to drink before selling or using them in designs.

## **On Display:**

- Maintain the sales floor to attract customers with fresh and full displays. Replenish displays throughout the day.
- Check water levels in flower buckets daily and consolidate buckets as products are sold.
- Watch for condensation on sleeves and avoid water drops on flower heads to prevent Botrytis (mold). Ensure stable temperatures without extreme drafts.
- Keep cut flowers away from ripening produce, especially bananas, to minimize exposure to ethylene.

## **Customer Care:**

- Engage with customers about their flowers, explaining what to expect and providing guidance for care at home.
- Distribute packets of flower food and emphasize the importance of following care and handling steps every few days for prolonged vase life.



# Potted Plant Care Guidelines

## Upon Receiving:

- Thoroughly inspect each potted plant upon arrival for any noticeable damage or quality issues. Promptly report any problems to your sales representative.
- Remove the protective plastic or paper sleeves provided by the grower. These are not needed after transportation and should not be visible on the sales floor. Since these plants have undergone a journey in a box, check soil to see if watering is needed and adjust their pot covers to ensure they are display-ready.

## Hydration Tips:

- Watering can be a bit tricky, especially for those new to plant care. Striking the right balance is crucial—overwatering can lead to drowning, while underwatering may result in the plant drying up and perishing.
- Achieve a delicate balance by allowing the soil to dry out somewhat between watering sessions. While some plants thrive in moist soil, most prefer a drying-out period to maintain optimal health.
- Avoid spraying water directly on top of the plants, as this increases the risk of fungal growth (Botrytis) in flowers and leaves acquiring dust stains.

## On Display:

- Position the potted plants in a well-lit area, taking into consideration the specific light preferences of each plant. Refer to the plant label for guidance whenever possible.
- Regularly remove wilted, damaged, and discolored leaves and flowers to keep the display aesthetically pleasing. Promptly remove any wilted plants to maintain a visually appealing presentation in your shop.