

In the Green

Learn how you can find local, sustainable flowers for aromatic and beautiful bouquets.

BY NINA HAN



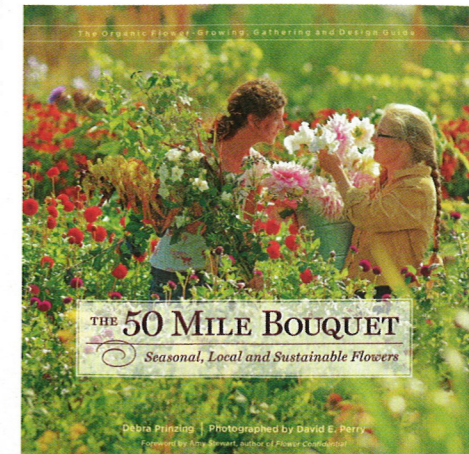
CARBON FOOTPRINTS, SUSTAINABLE packing, USDA Certified—these are the hot-button issues of today’s increasingly “green” society. But in all our efforts to raise awareness for the environment, little attention has been paid to flowers; after all, we don’t eat them, so why should it matter if we buy organic?

Debra Prinzing responds to these questions—and more—in her latest book, *The 50 Mile Bouquet: Seasonal, Local and Sustainable Flowers*. Publicizing the resurgence of local and sustainable flowers, Prinzing sets out to regain what has been lost from the manufactured state of the multibillion-dollar industry. Aside from the environmental impact of imported and chemically treated flowers, these factory-produced buds lack the scent and patina of a nature-grown bud.

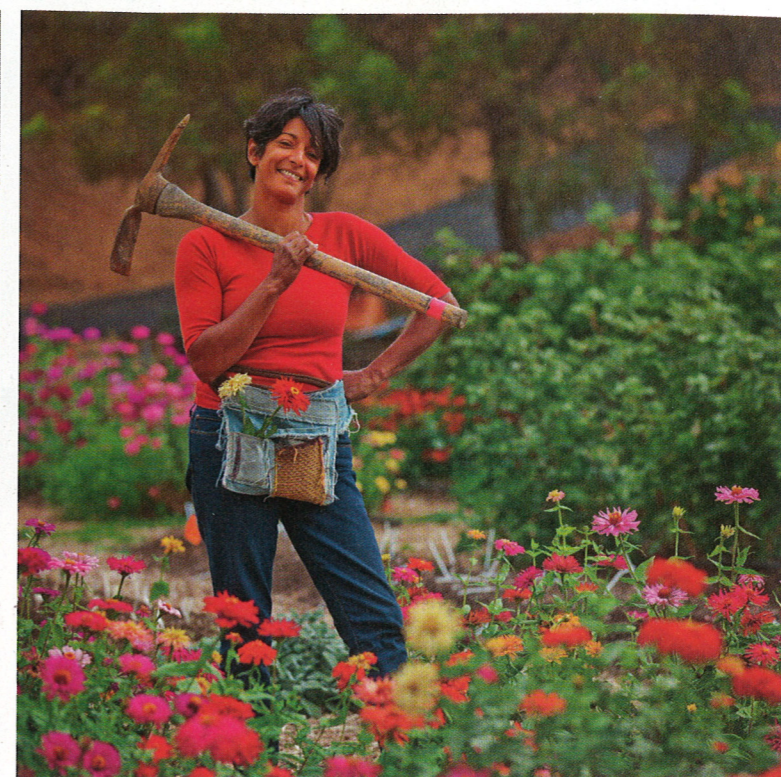
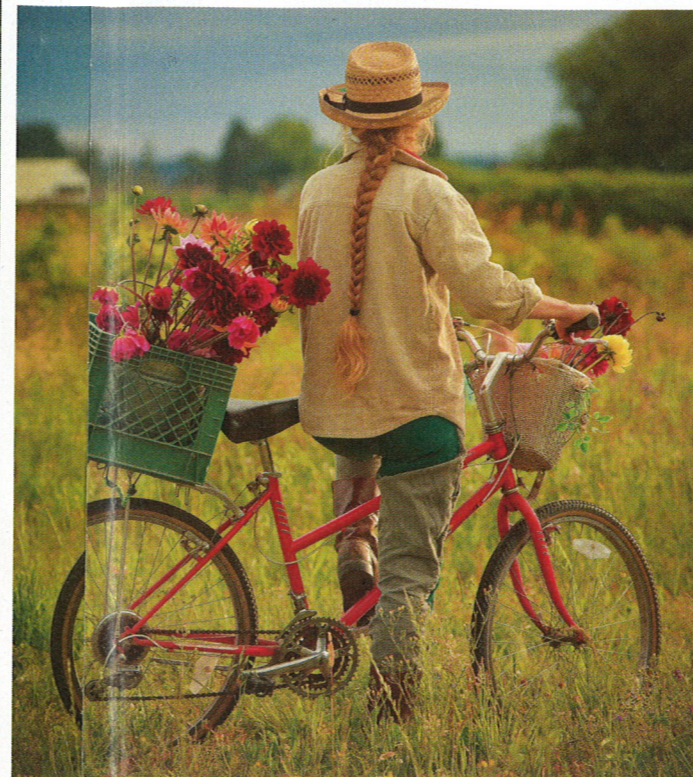
The growing momentum of the use of local flowers, centered on the belief that “consumers want to bring home

blooms that are fresh, local and safe,” calls for a return to the personal and communal practices of old. Whether you are looking to join this revival or are simply seeking more information, Prinzing offers a wealth of knowledge and insight through the experience of industry veterans.

Each profile, featuring the farmers, shopkeepers and designers that make up this growing trade, offers everything from the joys and benefits of sustainable flowers to practical advice and resources. Their inspiration and dedication, along with David E. Perry’s breathtaking photos, will transform the way you feel about flowers.



The 50 Mile Bouquet—Seasonal, Local and Sustainable Flowers by Debra Prinzing. Photography by David E. Perry. ©2012, stlynnspress.com.



Debra’s Tips on Using Local Flowers:

- Visit farmers’ markets, where fresh flowers are sold directly from growers and farmers, often the day after picking. Without the added cost of a middleman, you will also save a bundle.
- Look for florists and farmers who grow sustainable flowers. When in doubt, feel free to ask about growing practices.
- For your next party or event, hire designers who use locally grown flowers. You can refer to Prinzing’s book for an abundance of resources or simply ask your local designers who their main suppliers are.
- Take a workshop. Many flower arrangers and designers hold workshops that teach you the tips and secrets of how to purchase and design locally so you can be green on a budget.