

A STATE OF PERFECTION: CUT FLOWERS FROM TEXAS



Texas cut flowers are as pretty as a Hill Country dawn and so fresh you'll swear you can still see the dew. They're grown on small farms the old-fashioned way: harvested by hand at the peak of quality, loaded on to climate-controlled trucks and personally delivered to market.

If you're looking for quality, selection and reasonable prices, look no further than Texas. Texas growers offer more than 77 different types of commercial cut flowers. Because they have less distance to travel, Texas cut flowers can be ready for retail sale on the day of cutting or within a quick 48 hours, ensuring peak freshness.

To spot cut flowers from Texas, simply keep an eye out for the GO TEXAN logo - a glowing brand in the shape of Texas. GO TEXAN is a unified initiative launched by the Texas Department of Agriculture to spotlight the vast array of Texas agricultural products. So, when you're in the market for beautiful, fresh, long-lasting cut flowers, just GO TEXAN for selections a cut above the rest.

Get the most from your fresh Texas cut flowers! Flip card over for cut flower care tips.

Cut flower care tips:

1. Before placing cut flowers in an arrangement, remove about a half-inch of the bottom portion of the stems. Be sure to use a sharp knife or shears to make a smooth, clean cut. It does not make a difference whether the stems are cut on an angle or straight across. However, re-cutting the stems while holding them under water will help with water uptake.
2. Remove any excess foliage that will be below the water. Foliage under water will decay and stimulate bacterial growth, which will restrict water uptake and cause the flowers to wilt.
3. Keep flowers in warm water. Warm water moves into the stems more readily than cold water.
4. Add a commercial flower preservative to the water. These preservatives are a combination of sugars, acidifiers and mild fungicidal agents, all of which help extend the life of cut flowers. You can obtain these at your local florist or garden center.
5. Check water levels daily and add warm water if needed.
6. Keep flowers away from ripening fruit or dying flowers, which emit ethylene gas and will cause nearby flowers to decay. Be sure to remove any flowers or leaves that are wilting or dying.
7. Place the arrangement in a protected location. Avoid locations in direct sunlight, over radiators or air ducts, on top of television sets or in drafts. Heat reduces flower longevity. Warm air causes water to be lost from flowers.



GO TEXAN.

Texas Department of Agriculture

For information on GO TEXAN, visit www.GOTEXAN.org.

To learn even more about what Texas grows, go to www.PickTexas.com.
Additional copies of TDA materials can be requested by calling the toll-free
GO TEXAN line at 1.877.99GO-TEX.