



James M. DelPrince, Ph.D., AIFD; Patricia Knight, Ph.D; MSU Coastal Research and Extension Center, Biloxi, Mississippi , j.delprince@msstate.edu, prk3@msstate.edu

Introduction

U.S. demand for floriculture product surpasses domestic outputs, necessitating imports (IBISWorld 2015). Florists within the state would like to buy Mississippi-grown materials, but such materials are not easily located (Hudson and Griffin, 2004). Floral design requires much practice to succeed (Anderson, 1990). In July 2015, MSU Coastal began an Extension floral design program to meet educational requirements of floriculture clientele.

Program Development

Each link in the floriculture chain was considered for educational needs, resulting in three tracks to orient specialist interaction with group members. Consumer and professional florist needs resulted in floral design demonstrations and hands on workshops. Grower needs resulted in awareness demonstrations. All programs use evaluative data gathering instruments to identify and strengthen future programming.

1. Floral Enthusiast

Hands on workshops were offered at the MSU Coastal location while demonstrations were offered statewide. A wide variety of designs and techniques were shared with appeal to consumer clientele. These programs emphasized design elements on topic such as basic geometric form, mechanic variations, and harvesting from home gardens.

Design Examples



Professional Florist project example



Mississippi-grown materials with imported roses



Value-added design with Mississippi-grown foliage



Floral Enthusiast project example

Mississippi Floral Product Examples

Containers



The Nature of Things, Panola County

Flowers



Happy Trails Flower Farm, Tishamingo County

Gourds



Coastal Ridge Farm, Hancock County

2. Professional Florist

State retail florists were invited to six workshops. These involved design trend and construction updates as well as a two-day wedding floral design workshop. Site visits and social media interaction play roles in early adopter participation. A focus group met to identify educational needs and problem areas.

3. Farmer/Grower/Producer

Few farms grow specialty cut flowers in the state (ASCFG 2016). In order to stimulate interest, an awareness program was developed and delivered in multiple locations showcasing Mississippi-grown flowers and foliage in designs. "Beautiful Things From Mississippi" is a varying floral design demonstration using Mississippi-grown plant materials, containers and supporting products. Members opt-in to have their products featured and list in MarketMaker, an online business to business connector.

Works Cited

Association of Specialty Cut Flower Growers (ASCFG). (2016). 16 May 2016. <http://www.ascfg.org/2011/buyers_guide/find.php?company=&state=MS>. IBISWorld. (2015). Florists in the US: Market Research Report. IBISWorld. 16 September 2015 <<http://clients1.ibisworld.com/reports/us/iexpert/default.aspx?entid=1096>>. Hudson, D. and Griffin, E. (2004). Market Potential for "Mississippi Grown" Cut Flowers. MSU Extension Bulletin 1140. Anderson, G. (1990). Teaching creativity for professional growth and personal reward. NACTA Journal, 34:4, 55-56.

