

What's in it for you?

How wildflower growers and other industry members can use the quality specifications and the supporting postharvest manual.

If you are a grower - use them to:

- improve the quality and consistency of major products you market (48 are covered in the specifications and the manual)
- develop or improve your own quality standards
- train your staff – when harvesting and when grading, bunching and packing.
- describe and illustrate your product to your buyers (especially distant domestic and overseas buyers)
- develop or test your own harvest and postharvest handling methods
- support your own quality assurance system
- recommend postharvest treatments to your buyers
- quickly resolve problems that may develop after product has left the farm – you can receive feedback from your buyers and can correct inconsistencies. You and your buyer can base your discussions on the same information and photos; your buyers can refer to the specifications and photos before shipment and on arrival.
- test new products under trial to check their postharvest life and treatment.

And reap the benefits:

- your labour will be used more efficiently to harvest and process only those flowers of minimum marketable quality – you won't waste time on substandard stems and you won't pay workers to process inferior flowers that may not sell
- if competing product from other growers is of a lesser standard, yours will sell first, more likely at your asking price
- you can encourage your customers to replace wild harvested product with a better quality cultivated alternative
- if you are a new grower, especially if you have bought an established flower farm, you will have clear guidelines to follow so you can present acceptable product to the market straightway (rather than learning from your mistakes)
- if you source flowers from other growers to meet orders or supply your local florist, getting them to adopt the specifications means flowers of the same species/type delivered by different growers will be more consistent. And you can give clear feedback to those growers, if product reaching you has any problems.

If you are a marketer (wholesaler, exporter or importer), you will benefit because

- flowers of the same species/type delivered by different growers will be more consistent
- combined shipments will be more uniform, saving time and labour
- you can receive feedback from your buyers and can correct inconsistencies based on defined specifications supported by photos, liaising with your growers to better meet the market's expectations

- you can provide clear feedback to your growers if product reaching you does not meet the specification
- your buyers can refer to the defined specifications and photos before shipment and on arrival.

More consistent product quality brings several important advantages for everyone, and flowers of consistent and better quality will sell first, hopefully at a better price, improving profitability for growers and marketers.

If you are a florist or flower retailer:

Consumer confidence in buying fresh flowers is strongly related to their perceived value - their quality and vase life must be high and consistent over time for consumers to buy again. The quality specifications will help you to know what the optimum maturity stage is for the wildflowers you buy. They will also make it easier for you to present wildflowers to your customers at the optimum maturity stage.

You can also use the specifications and manual to:

- describe and illustrate wildflower products to your customers
- optimize postharvest handling and solutions
- quickly resolve any problems that develop after sale.

These specifications will serve as a model for other flowers. They also represent the first stage in developing a national quality management system for the wildflower industry.