MARKET GARDENER INSTITUTE

The FLOWER FARM

SYLLABUS



About the Course







The Flower Farm is an online course designed for those who want to start or structure a small-scale flower farming project.

Built from real farm experience, this course focuses on what actually works in the field to produce high-quality flowers and run a viable operation.

It’s also well suited for market gardeners looking to diversify with cut flowers, whether to enhance CSA baskets or add a new revenue stream.

You’ll learn the fundamentals of flower production, from planning to sales, alongside Chloé Roy, founder of Floramama, who shares the systems and tools she uses on her farm.



Your Instructor

Chloé Roy

Chloé Roy founded Floramama in 2014. In the early years, she managed every aspect of the farm, building a strong foundation in small-scale flower production.

Since then, she has developed a structured and efficient approach covering crop planning, infrastructure, irrigation, marketing, and floral design.

Floramama is located in Frelighsburg, Quebec, where an all-women team grows over 70 flower varieties using ecological, bio-intensive methods on a small acreage.

Today, the farm is recognized as a leading example of profitable small-scale flower production in Quebec.

Our Promise

By joining The Flower Farm, you are not just taking a course — you are developing a structured floriculture project adapted to your reality and grounded in real-world experience.

This course helps you make informed decisions from the start, avoid common mistakes, and build a production system aligned with your goals.

By the end, you'll have:

- A clear and realistic vision of your flower farm project
- An understanding of the real challenges of producing and selling cut flowers
- A seasonal structure that allows for continuous production
- Better control over your time, priorities, and workload



Who This Course Is For

This course is designed for:

- Individuals who want to start a flower farm
- Market gardeners looking to diversify with flowers
- Active growers who want to structure their floral offering
- Anyone interested in growing local, seasonal flowers

Duration and Format

- 100% online course
- Learn at your own pace
- Videos + downloadable resources
- Practical exercises
- The course can be completed in a few weeks to a few months, depending on your pace and level of engagement.



Learning Outcomes

By the end of the course, you will be able to:

- Plan a flower season with proper crop succession
- Select varieties suited to your climate and market
- Successfully start seeds and establish crops
- Maintain crops to ensure quality and yield
- Harvest flowers at the right stage for optimal vase life
- Set up an efficient post-harvest handling system
- Create consistent and well-balanced bouquets
- Structure an offer adapted to your sales channels
- Price and sell your flowers effectively





Program Overview



15	28	21	16
MODULES	VIDEOS	TECHNICAL SHEETS	HOURS OF CONTENT

Welcome

- Community
- Special offers
- Technical sheets workbook

Mission, Goals and Dreams

- Build the foundation of your project
- Define your desired aesthetic
- Clarify your floral style
- Identify your preferred flowers

Main Flower Categories

- Annuals, perennials, biennials
- Selecting the right varieties
- Understanding production cycles
- Adapting choices to your market

Plan Your Season

- Define financial goals
- Choose sales channels
- Select varieties to grow
- Calculate production needs and volumes
- Build your seasonal plan
- Crop planning tools
- Crop charts
- Garden layout and space organization

Essential Tools

- Use the right tools to improve efficiency

Nursery Management

- Learn the basics of managing a flower farm nursery

Trays and Seeding

- Seeding and plant production
- Crop establishment
- Tray usage
- Managing growing conditions

Core Techniques

- Seed germination (temperature, light, stratification)
- Pinching crops
- Support and staking
- Harvest stages
- Stem sealing techniques

Bed Preparation

- Bed organization
- Spacing and planting density
- Airflow management

Insects and Diseases

- Identify key pests and diseases
- Implement preventive strategies
- Intervene effectively when needed
- Maintain flower quality

Building an Efficient Farm

- Methods to increase productivity and efficiency through better management

Bouquet Making

- Bouquet structure (focal, secondary, foliage)
- Bouquet recipes
- Standardizing your offer
- Adapting to different sales outlets

Marketing

- Choosing sales channels
- Structuring your offer (bouquets, subscriptions, bulk)
- Positioning and differentiation
- Aligning production with sales

Bonus

- Floramama farm tour
- Workshops



Flower Crops

✅ VIDEO TUTORIAL
✅ TECHNICAL SHEET

Anemone
Celosia
China Aster
Dahlia
Eucalyptus
Foxglove
Lisianthus
Lily
Snapdragon
Ranunculus
Tulip
Zinnia

✅ TECHNICAL SHEET

Columbine
Poppy
Sunflower
Wallflower









Teaching Approach

The course is based on:

- A practical, hands-on approach
- Simple tools to structure your project
- A logical progression from planning to sales
- Real-world examples

Access and Community

By joining the course, you benefit from:

- A structured learning platform
- Access to content updates
- An environment designed for autonomous learning

Certification

A certificate of completion may be issued upon finishing the course.

Partner Discounts

PARTNER	DISCOUNT	ELIGIBLE REGIONS	LINK
ActiveVista	5-10%	Australia, New Zealand	Visit
Advancing ECO AG	15%	Canada, USA, UK	Visit
AgrosemenS	13%	Europe	Visit
BCS America	11–16%	USA, Canada, Mexico, Caribbean	Visit
Bootstrap Farmer	15%	USA, Canada	Visit
Cardinal Éditions	20%	Worldwide	Visit
Chelsea Green Publishing	20%	North America, UK	Visit
Éco Société	10-15%	Worldwide	Visit
Floramama	10%	Canada	Visit
Growers & Co.	10%	USA, Canada	Visit
Growing for Market	50%	North America	Visit
Harnois Industries	3-10%	USA, Canada, France	Visit
Harrowsmith	25%	USA, Canada	Visit
Heirloom	1 an d'accès	Worldwide	Visit
Johnny's Seeds	10%	Worldwide	Visit
Local Line	15%	USA, Canada, Australia, New Zealand, UK, *Europe	Visit
New Society Publisher	35%	Worldwide	Visit
Ooooby	3 mois gratuits	Europe	Visit
Re Ag Tools	10%	Europe	Visit
Terradonis	10%	Europe, Africa, Middle East, South America	Visit
Triangle Outillage	5%	France	Visit
Tunnel Vision	5-10%	North America	Visit



Guarantee

14-day 100% money-back guarantee if the course does not meet your expectations.







We understand that our program is a serious investment for a small-scale farmer, and we expect you to do your due diligence before purchasing our program to be certain that it is the right step for you. We cannot guarantee that taking our course is the right decision for you personally or financially.

If you sincerely engage with the course and don't get the value or feel your learning style doesn't match how we teach, we'll happily refund the money you've paid us, given that you tell us exactly why it didn't work for you within the 14 day period.



The
FLOWER—
—FARM

Information and Registration
themarketgardener.com/courses/the-flower-farm/

For any questions, contact us at
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