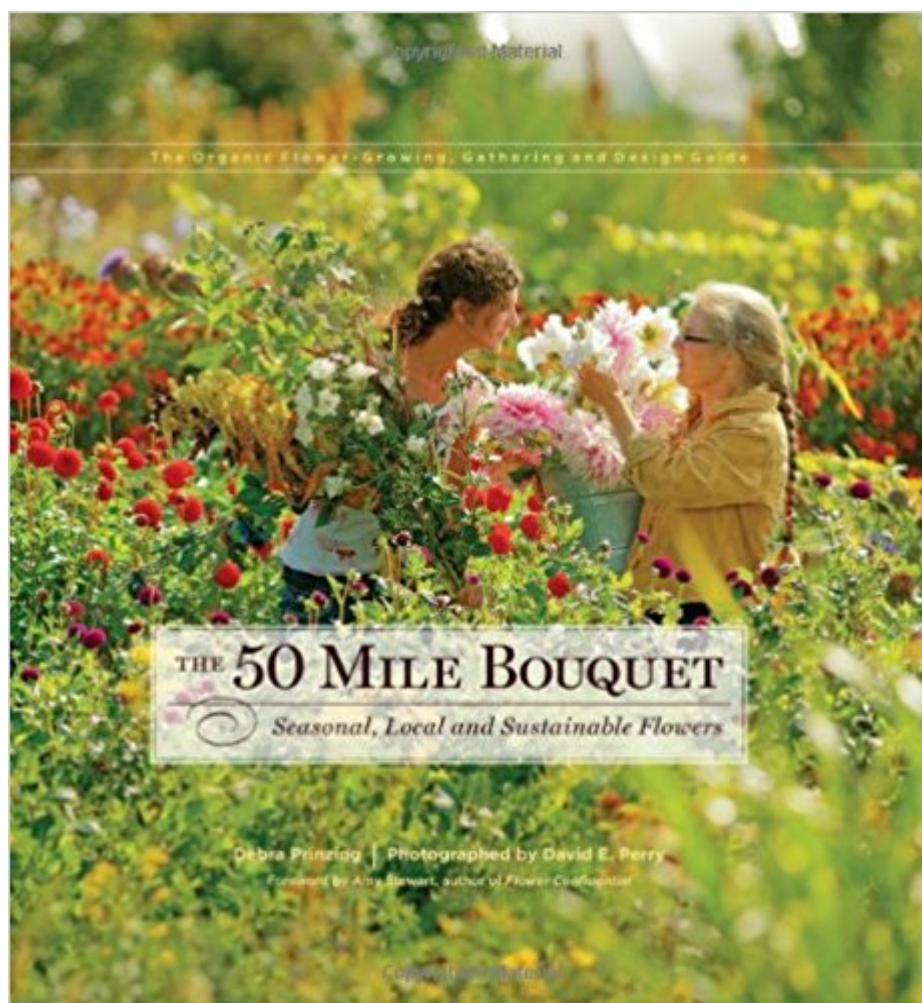


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# The 50 Mile Bouquet: Seasonal, Local And Sustainable Flowers



## Synopsis

Most flowers on the market today are imported, mass-produced and chemical-laden. The 50 Mile Bouquet introduces some of the innovative voices of the dynamic new Slow Flower movement: the organic flower farmers, the sustainably-motivated floral designers...and the flower enthusiasts who are increasingly asking, Where and how were my flowers grown, and who grew them? With documentary-feature reporting and full color photographs, this visually elegant book takes us into the farms and design studios of these slow-flower folks to follow the green journey of the 50 mile bouquet. This is the first book to spotlight this major transformation in how cut flowers are grown, designed and consumed, which closely mirrors the locavore/slow food revolution in the culinary world. The 50 Mile Bouquet is the slow flower guide to Organic Flower-Growing, Gathering and Design. Foreword by Amy Stewart, author of Flower Confidential.

## Book Information

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## Customer Reviews

From Debbie Arrington of The Sacramento Bee: ""The mother of the Slow Flower movement, Prinzing is making a personal crusade to encourage people to think about floral purchases the same way they may approach what they eat: Buy locally grown flowers or grow them yourself.""

From Bellamy Pailthorp, KPLU-FM (NPR affiliate): ""...an impassioned advocate for a more sustainable flower industry."" Praise from Kathleen N. Brenzel, Garden Editor SUNSET magazine:

The Fifty Mile Bouquet is a flower book for today ... inspiring, beautifully photographed, filled with advice on buying, growing, harvesting and arranging blooms that are truly fresh, locally-grown. From Fran Sorin, GardeningGoneWild.com, May 1, 2012: The 50 Mile Bouquet is one of those books that

gardeners (and those who love flowers) should have on their bookshelves. Debra Prinzing has done a stupendous job of inspiring and educating us about the slow flower movement. David Perry's photographs... as always... don't disappoint. They capture the sumptuous beauty of the flowers and the emotions on the faces of the growers. Praise from Jenny Andrews, Executive Editor, GARDEN DESIGN magazine: The Fifty Mile Bouquet explores a subject close to the hearth as well as our health, not only bringing sustainable gardening right to the convivial heart of the home, but proving that being responsibly organic can be breathtakingly beautiful. Author Debra Prinzing and photographer David Perry offer The 50 Mile Bouquet: Seasonal, Local and Sustainable Flowers as a narrative that is part profile, part ecology argument, part trend spotter, supported by poignant photographs. This framework provides a human focus, essential for embracing the "grow and buy local" concept. Profiles of the smaller, local American growers humanize the flower business and present a compelling counterpoint to the large commercial operations in South America. The 50 Mile Bouquet: Seasonal, Local and Sustainable Flowers is engaging, educational and thought-provoking. -Lesley Fleming, Journal of Therapeutic Horticulture

The Word is Out...Seasonal, local, sustainable bouquets are in. And they smell wonderful! Welcome to the beautiful new world of "slow flowers": locally-grown, not imported...safe, not chemical-laden...vibrant, not lifeless. Come with us as we visit the dedicated farmers and designers who are changing the way we think about the cut flowers in our lives. You'll never look at a corsage, floral arrangement or boutonniere the same way again. Your next birthday, anniversary or wedding celebration might just be the most gorgeous ever! The 50 Mile Bouquet is the first book to spotlight the dramatic transformation in how cut flowers are grown, designed and used. With in-depth reporting and breathtaking color photography, this visually elegant book is a feast for the senses.

Having recently retired and finding time on my hands I decided our yard could do with some updates. Not having a clue as to where to begin I happened upon The 50 Mile Bouquet. Much to my surprise many of the flowers and bouquets in the book are already present in my yard. From the Peonies and Lilac that my Dad brought us years ago from his mother's yard in Paradise Valley, Nevada to the roses my sister gave my wife and I on our anniversary. This book will be a great resource in turning an old desk worker into a grower and arranger of flowers. It is filled with stunning photographs and beautiful words that set the mind reeling with possibilities. From the interesting stories of the many dedicated flower growers and arrangers, to the many helpful hints

this book is for anyone with an appreciation of beauty found in their own backyard. And yes, I would consider getting some chickens for natural weeding and bug catching but, I'm not sure they would fare well with my dogs. Thank you David and Debra for such an enchanting book.

Got my copy yesterday and it was like going on a flower filled nostalgic vacation. Stunning photography and inspiring narrative--I think I want to march down to City Hall and get my business license to sell local flowers! This book is for anyone who loves flowers yet gets that disappointed feeling every time you see a stiff, unimaginative bouquet at your local grocery store. Flowers are meant to express themselves freely, not be manufactured. Prinzing heralds the "farm to table" movement for the floral industry. It's about time we get back to "real" flowers. Prinzing/Perry's book is like receiving the best May Day basket ever filled with "old fashioned" flowers from the little neighbor girl who's mother has the best garden on the street! I was that little girl for my neighbors and that's why I love this book so much!

Before reading *The 50 Mile Bouquet*, I had no idea what it meant to be an organic flower and why supporting this industry was so important, particularly in keeping our soil safe for future generations. The book is easy to read, portable yet glossy, and the photography is outstanding. The book takes on a very personal quality by interviewing the flower growers, themselves, who have such interesting stories and backgrounds. There are tips for arranging, growing and even ordering flowers, along with phone numbers and websites to order bouquets, find sources or learn more...this book is quite a gem. Thank you, Debra Prinzing! PS. I also loved your *Shed* book!

This book has exceeded my expectations on every level. It has provided information that I have been looking for. I have been researching the floral business for a short period time and have a dream of being a florist. Most of the local florists produce the traditional, beautiful, yet structured bouquets. I have on my own been creating bouquets that are more in line with what I have discovered in this fabulous book, freshly picked and inspired by nature. This book provides valuable information and beautiful stories of people who love flowers as much as I do. Thank you Debra Prinzing for creating this book and bringing these wonderful people who like to share their passion into my home. And thank you to David E. Perry for the beautiful photography. I have a feeling I'll be adding "flower farmer" on my to do list!

This book is terrific. It's beautiful and well written. I am, however, surprised it is such a small book.

Some of the print is so tiny, I cannot read it. It's a bit disappointing and is why I gave 4 stars instead of 5.

Debra does a great job writing about why it is important to support the Slow Grow Movement. As a domestic producer of fresh cut flowers in California we feel consumers want to know where their products are coming from. Just for consumers to know they have choices, and the fact that fresh flowers are produced under a Buy California label shows just that. Producing under a sustainable, best practices strategy demonstrates a commitment to a lower carbon footprint. This book is a wonderful example of what the word local is all about

Not at all what I thought it would be about. I thought it would have more information about growing your own flowers locally to sell.

One of the prettiest books in my garden library. It makes a great coffee table conversation piece. Photos are outstanding.

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