

# CSA PRICING & EXAMPLES



There are many names to describe this service including flower share, bouquet CSA, and flower subscription, but the concept is basically the same. Similar to a produce CSA (Community Supported Agriculture), customers make an upfront investment in your flower harvest for the season. Subscribers then receive weekly, biweekly or monthly mixed bouquets or straight bunches featuring the best of what's blooming. Most farmer-florists who offer this option make bouquet subscriptions available for pick-up, but a few offer delivery.

Most flower farms don't have flowers ready by Valentine's Day but this flower-focused holiday is a great opportunity to promote gift certificates for bouquet subscriptions.

When I first started Floret many years ago, I offered a little subscription service in Seattle. My customers, (or "flower ladies" as I called them) signed up and pre-paid for fresh bouquets that they picked up at my mom's spa. They could choose to purchase spring, summer or autumn shares, each spanned about a 6 week period. I charged \$35 dollars for a mason jar arrangement and these same customers also ordered holiday centerpieces and wreaths from me every year. It was a great way to sell shorter stems and flowers that I didn't have full bunches of to a really appreciative group of people at a top price. It was a profitable little venture for many years.

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## BOUQUET SUBSCRIPTION EXAMPLES

Unless otherwise noted, all bouquet subscriptions are offered weekly and reflect 2017 prices

LOCATION	BOUQUET TIME SPAN	2017 PRICES
MIDWEST	4 week	\$72.00
	8 week	\$144.00
	10 week	\$150.00
WEST COAST	8 week spring	\$132.00
	12 week summer	\$172.00
	17 week full season	\$208.00
SOUTHWEST	16 week full season	\$200.00
EAST COAST	4 week spring	\$100.00
	6 week summer	\$194.00
	6 week dahlia	\$109.00
	14 week season	\$185.00
	18 week full season	\$250.00
	27 weeks	\$400.00
NORTH EAST	6 week	\$150.00
	12 week	\$300.00
	year round	\$1,000.00