

# Thinking about starting a peony farm?

## Here are some things to consider.

Heidi Rader

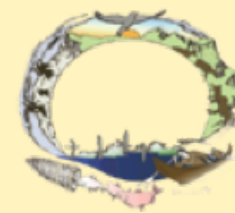
Associate Professor of Extension

UAF Cooperative Extension Service & Tanana Chiefs Conference

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**UPYRQ6D**



Photo by Heidi Rader.



Tanana  
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Thank you for participating in this poll, it is voluntary. This information will help understand who is in the audience today and help us learn more about peony farming in Alaska. Your statements may be anonymized and shared publicly. Your individual responses to multiple choice questions will be kept private. If you have any questions about this poll, please email Heidi Rader at [hbrader@alaska.edu](mailto:hbrader@alaska.edu)

## On your Phone or Computer

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App

Type in Room: **UPYRQ6D**

Write N/A if it doesn't apply or leave blank

# 'The industry's about to explode': Peony market flourishes in Alaska

## Alaska's peonies are the state's new cash crop

Nancy Tamai / Homegrown Alaska Feb 23, 2013



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*Peonies  
from America's Last Frontier*

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## nuggets



Carolyn Chapin started one of the first peony farms in Alaska (and in Fairbanks) in 2003 with Jan Hanscom. She explained,

"There's all these complex moving pieces, it's like a jet engine. . . . but people are looking at it like it's a bicycle."

No. of farmers has increased, but  
how many have stopped farming?





**Hoped for prices:** 500 plants x 10 stems (5,000 stems) x \$4 (100% stems sold) = \$20,000 net sales

**More realistic:** 500 plants x 7 stems (3500 stems) x \$3.25 with 75% stems sold = \$8,531 net sales

Percentage to Broker or Packhouse	Lower end	Price per stem
10%	\$7,678	\$2.19
20%	\$6,825	\$1.95
30%	\$5,972	\$1.71
40%	\$5,119	\$1.46
50%	\$4,266	\$1.22

Break-even price of \$2.22 per stem, Farm gate price,  
before marketing and boxing and shipping

























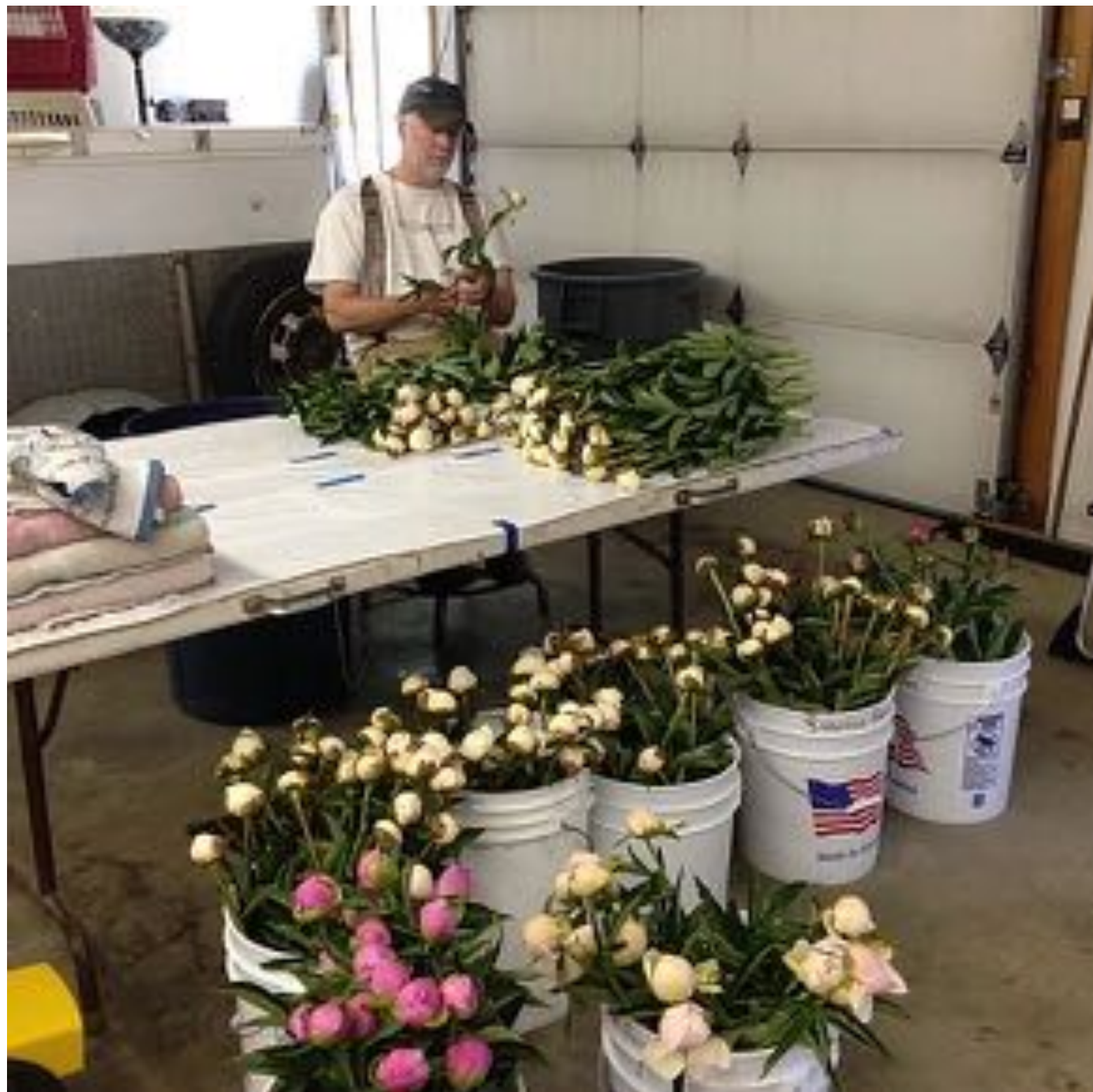


























Photos by Naomi Brodersen,  
Maggi Rader, Krista Heeringa,  
Nate Heeringa, and Heidi Rader



# MARKETING, SALES, CONSULTING

## SERVICES

ALASKA PEONY BROKER provides a variety of services and tools designed to assist Production Partners in the effective marketing, sales and overall success of their farms.

[More Info](#)

## PRODUCTS

ALASKA PEONY BROKER provides wholesale buyers a convenient, centralized portal for purchasing high-quality, satisfaction guaranteed, "farm-direct," products drop-shipped from across the state.

[More Info](#)

## PRODUCTION PARTNERS

ALASKA PEONY BROKER represents independent floral producers committed to following strict production and quality assurance standards; providing farm-direct connections to the global marketplace.

[More Info](#)

## ABOUT US

Conceived and founded in the spring of 2017, Alaska Peony Broker serves as an intermediary agent connecting Alaska Peony Producers, to buyers representing the larger domestic and international wholesale floral industry.

On the demand side, APB offers buyers a one-stop, "farm-direct," electronic purchasing solution, backed by a 100% satisfaction guarantee, and quality-control standards assuring uniform, consistent product performance across its network of Production Partners.



# Flower Industry Statistics

**\$104,825,000,000**  
Value of the global floral  
trade industry



**\$26,600,000,000**  
Annual U.S. spending  
on floral products

**\$7,500,000,000**  
Total value of cut  
flower sales



**\$322,331**  
Average annual sales  
per florist shop



**83,208**  
people employed  
in the floral industry

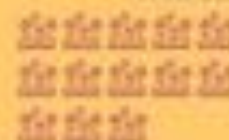
**16,182**  
florist establishments  
in the U.S.



**530**  
wholesale florists  
in the U.S.



**6,948**  
floriculture growers  
in the U.S.



**80%**

of flowers sold  
in the U.S. that  
are imported from  
other countries

**36%**

of flower purchases  
used for home  
decorations

**45%**

of all flowers grown  
for sale that are  
discarded before they  
are ever sold

## Consumer Flower Buying Trends and Statistics

What is being purchased?

