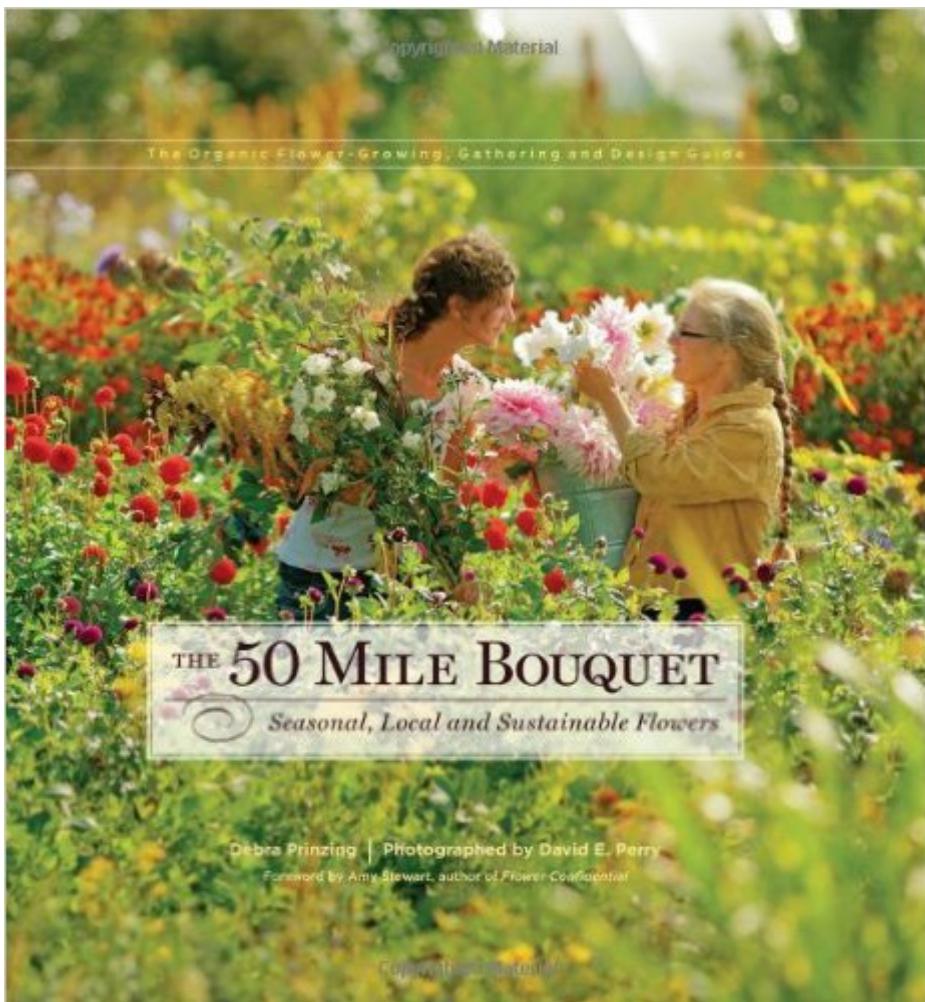


The book was found

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

This beautifully written and illustrated book is an inspiration to those of us that want more from our flowers than low cost and long vase life. By highlighting the true pioneers of the locally grown flower movement, Debra shows us that, just like our food, flowers are better when they are grown locally and in a socially responsible manner. Most of the flowers sold in the US were grown in foreign lands at great cost to the environment. The local flower growers highlighted in this book are providing us with a better way to enjoy fresh cut floral products. My hat is off to these local growers that strive to produce the highest quality floral products to their customers at the lowest possible cost to the environment. Their methods allow them to produce a dizzying array of high quality flowers that often

leave the earth in better shape than when the grower started. Because their flowers are grown and sold locally, the growers can cut and sell their products at the peak of freshness. Since the local growers do not have to ship their product half way around the world, they are able to focus on intangibles like local relevance, variety and scent. This book is not just about production practices. Debra also shows us the many ways that creative florists, designers and DIYers are using locally grown floral products to redefine the way the buying public defines a "floral bouquet". With ready access to things like pea vines and fruit branches, ecologically sensitive designers are building stunning arrangements that don't rely on "just" flowers. These visually stunning displays are more than just beautiful.

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