

Wholesale floral facility managers looking for long-term stability can find it with us! Cleveland Plant & Flower is celebrating 100 years of servicing the floral industry. We're looking to grow during our second hundred years. Contact Chuck at c3@cpfco.com to discuss the opportunities.



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fresh focus



Sunny slopes like these at Kendall Farms (www.kendall-farms.com), with well-draining soil and no excessive rainfall, offer the perfect environment for growing waxflower.

weather or extra rain might stimulate this added growth. "It's the plant starting to go back into its growth stage," says Diana Roy. "If it happens, we'll just prune it, clean it up. But we don't have as much of a 'bearding' problem with the newer, hybrid varieties; it's more the standard varieties."

LASTING LONGER With proper treatment—both in the field and after it has been harvested—waxflower is a hardy crop. Like other Australian natives, it is built to retain moisture (hence the "waxy" flowers and needle-like foliage) and hold up in the heat. But wax has two enemies: botrytis mold and ethylene.

"Botrytis is probably the number-one problem," says Kendall Farms' Dave Clark. "It's an airborne mold, and it's everywhere. When the wax gets wet, at certain temperatures the botrytis will bloom, and that's what causes the most damage later on. But if you treat the flowers on a regular basis out in the field then you lessen the likelihood of botrytis being a problem in the bucket or in the box."

"The second huge problem is ethylene," Dave continues. "We can't always control the amount of ethylene that waxflower is exposed to in shipping, but we use EthylBloc to help protect it, and also TransportCare, which is a paper infused with chlorine dioxide, to protect against botrytis. Those are the two things that make the buds drop from waxflower."

"Once we harvest it, we cool waxflower to 34 degrees F and store it at that temperature until it goes on a refrigerated truck. With all those steps, we very rarely have to give credit to a customer on our wax. If we do, generally it has to do with the cold chain being broken somewhere down the line: a reefer being turned off, or a box sitting out on a dock."

"Overall, I think standards have really improved in the past few years," says Dave. "EthylBloc has been around for a while, but the

Waxflower
Chamelaucium uncinatum

Availability:
Year-round

Colors:
White, cream, pinks, purples, rose-red

Vase life:
5 days up to three weeks

Ethylene sensitivity:
High

Bunch size:
Grower bunches