



From Seed to Bloom: Cultivating a Sustainable Cut Flower Farm

Emily Ann Steinbach
Black Haus Blooms



Greetings, Gardening Friends!

Introduction

Overview

Who We Are & What We Do

Our Sustainable Approach

Roadmap: From Seed to Bloom

Member-Interest Bonus Topics

Invitation to Follow Our Journey

Q&A

Thank You





Who We Are & What We Do

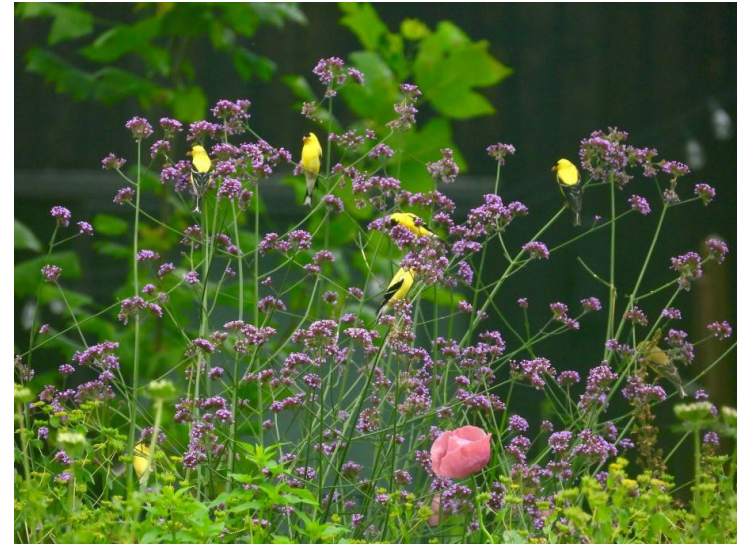
About Black Haus Blooms

- Ralf and Emi Steinbach, husband-and-wife team ... and some helpful critters
- Love for flowers and nature led us to create a space where beauty, sustainability, and community come together
- Specialty Cut Flower Farm and Floral Design Boutique
- 2.3-acres – “micro”
- Every flower we grow is nurtured with care, and every arrangement we design reflects the seasons and the land we cultivate.
- Seasonal homegrown flowers through our flower stand, hands-on workshops, and custom floral designs.
- Off season floral design boutique offers carefully curated wholesale blooms, allowing us to bring floral beauty and cheer to our community year-round.



Our Sustainable Approach

- Local production & fulfillment
- Prioritize sustainability, biodiversity, and the health of our entire ecosystem
- Organic methods, no harmful chemicals, safe-to-sniff.
- Community involvement (sharing knowledge and skills)
- Not only results in stronger, longer-lasting blooms, but also supports a healthier, more resilient ecosystem.
- Every flower we grow is a reflection of the care, respect, and dedication we put into our land—because a truly beautiful bloom begins with a healthy foundation.



Roadmap: From Seed to Bloom

Seed Selection & Planning

Starting the Seeds: Soil Blocking

Germination & Seedling Care

Hardening Off & Transplanting

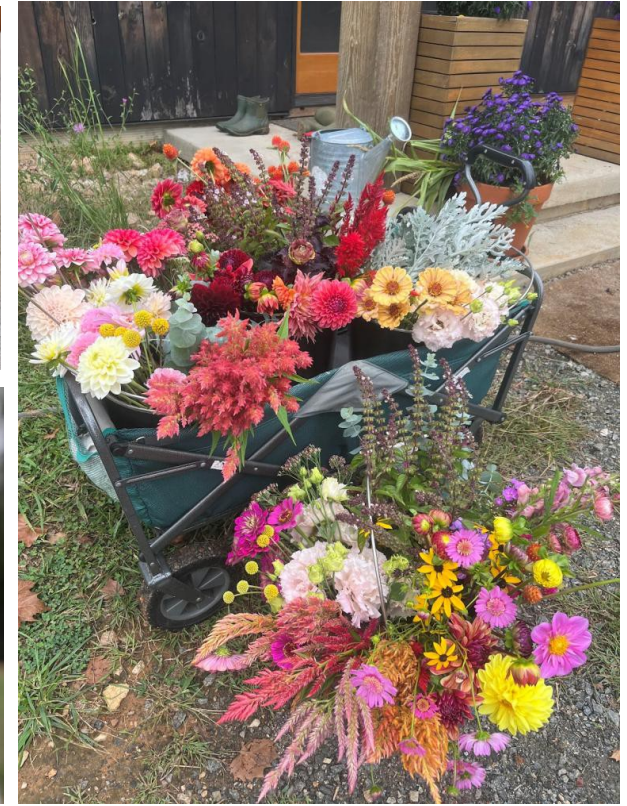
Growing On / Post-Harvest Care



Seed Selection & Planning

1. Choosing the Right Seeds

- **Annuals vs. Perennials** – Understand their roles in your farm's productivity.
- **Heirloom vs. Hybrid vs. Open-Pollinated Seeds** – Differences, benefits, and sustainability aspects.
- **Organic & Untreated Seeds** – Why they matter for healthy soil and pollinators.
- **Climate & Hardiness Zone Considerations** – Choosing varieties suited to your region.
- **Pollinator-Friendly & Companion Plants** – Flowers that attract bees, butterflies, and beneficial insects.



Seed Selection & Planning

2. Planning for Continuous Blooms

- **Succession Planting** – Staggering plantings for a steady supply of blooms.
- **Seasonal Planning** – Selecting flowers that bloom at different times to maximize availability.
- **Day-Length Sensitivity** – Understanding short-day, long-day, and day-neutral flowers.
- **Soil & Water Requirements** – Grouping flowers with similar needs to optimize growth.



3. Sourcing High-Quality Seeds

- **Trusted Seed Suppliers** – Why reputable sources matter.
- **Seed Viability & Storage** – Tips for testing and storing seeds for future use.
- **Bulk vs. Small-Batch Purchasing** – Budgeting for large-scale planting.

Seed Selection & Planning

4. Sustainable Practices in Seed Selection

- **Native & Drought-Tolerant Varieties** – Reducing water use and supporting local ecosystems.
- **Saving Seeds for Future Plantings** – How to collect and store seeds.
- **Avoiding Invasive Species** – Selecting plants that won't disrupt native flora.

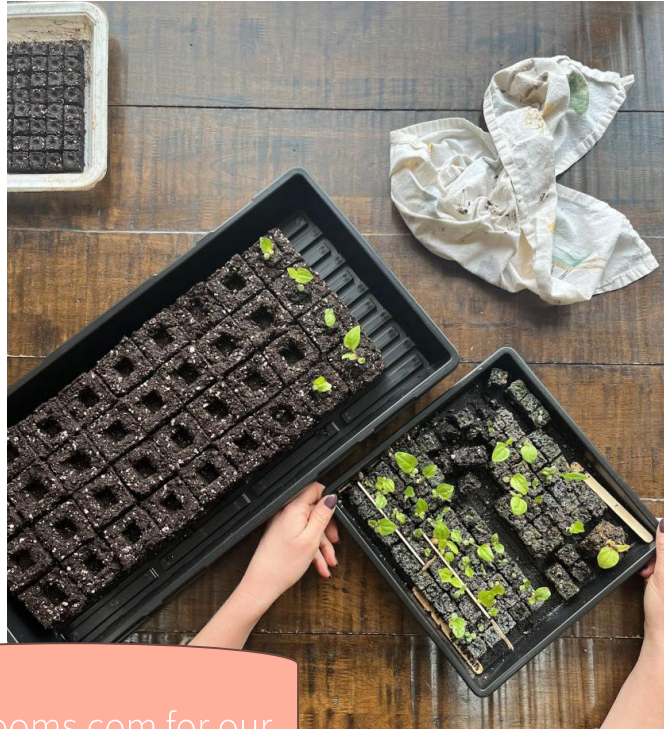


5. Tools for Planning Success

- **Garden Journals & Planning Apps** – Tracking bloom times and germination rates.
- **Crop Rotation Strategies** – Preventing disease by rotating flower varieties.
- **Space Optimization** – Using interplanting and succession strategies for maximum yield.

Starting the Seeds: Soil Blocking

- **Eliminates Transplant Shock** – Roots grow naturally without being confined by plastic cell trays.
- **Reduces Plastic Waste** – A sustainable, eco-friendly alternative to plastic trays.
- **Stronger Root Systems** – Air-pruned roots develop into healthier, more resilient plants.

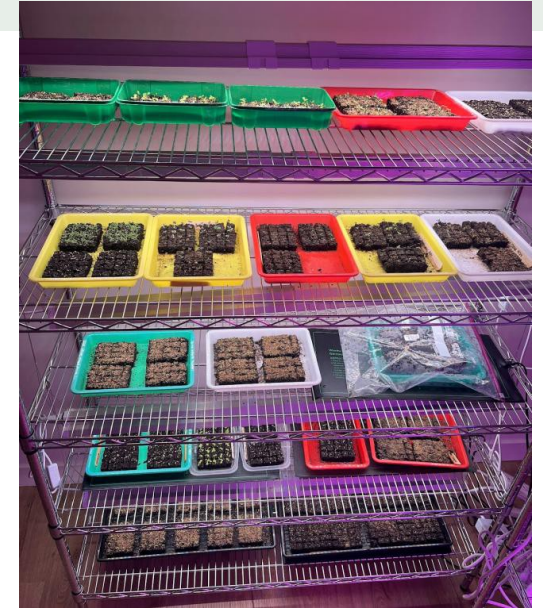


- **Better Water Retention & Drainage** – Soil blocks prevent overwatering and allow for uniform moisture.
- **Space Efficient** – More seedlings can be grown in a smaller area compared to trays.
- **Cost-Effective** – No need for plastic pots or trays, reducing long-term expenses.

Check out our website BlackHausBlooms.com for our upcoming soil blocking workshops!

Germination & Seedling Care

- Controlled Environment
- Germination room under lights
- Temperature management, humidity control, and organic fertilization practices



Hardening Off & Transplanting



- **Gradual Acclimation** – Introduce seedlings to outdoor conditions over 7-10 days by gradually increasing exposure to sunlight, wind, and fluctuating temperatures.
- **Timing Matters** – Transplant on an overcast day or in the evening to reduce transplant shock.
- **Watering Before & After** – Keep seedlings well-watered before transplanting and ensure they receive adequate moisture after being planted.
- **Proper Spacing & Depth** – Follow spacing recommendations for each flower type to ensure healthy growth and airflow.
- **Mulching for Protection** – Apply wool and/or mulch around transplants to retain moisture, suppress weeds, and regulate soil temperature.

Growing On / Post-Harvest Care

- **Supporting Healthy Growth** – Provide proper staking, pruning, and fertilization for long-term plant health.
- **Seasonal Maintenance** – Cut back perennials in fall or early spring to encourage regrowth and maintain vigor.
- **Deadheading for Continuous Blooms** – Removing spent flowers to promote new growth and extend the flowering period.
- **Soil Health Management** – Amending soil with compost and organic matter to maintain fertility and structure.
- **Proper Harvesting Techniques** – Cutting flowers at the right stage of bloom to ensure longevity.
- **Post-Harvest Handling** – Using clean, sharp tools and placing flowers in cool water immediately after cutting.
- **Storage & Vase Life Extension** – Keeping cut flowers in optimal conditions (cool temperatures, clean water, proper preservatives) to maximize freshness







Member-Interest Topics

- Weed Identification & Control
- Flower Arrangements: Techniques & Designs
- Establishing New Beds
- Preparation for Weather Extremes
- Gardening to Attract Pollinators & Birds



Weed Identification & Control



Flower Arrangements: Techniques & Designs



Establishing New Beds



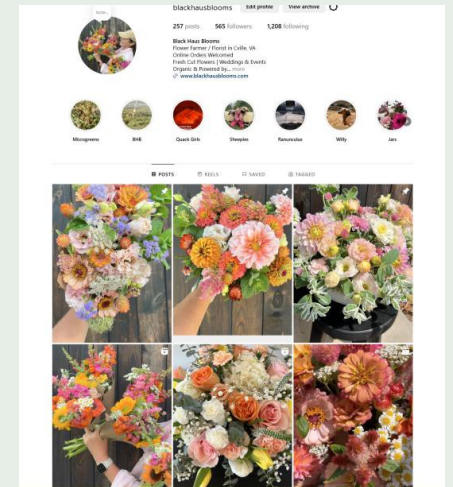
Preparation for Weather Extremes



Gardening to Attract Pollinators & Birds

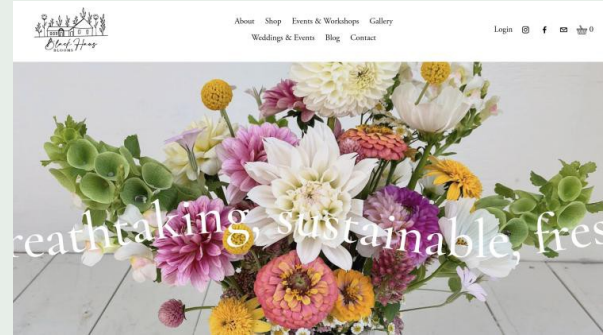


Go to our website BlackHausBlooms.com to sign up for our newsletter to stay-in-the-know!



Invitation to Follow Our Journey

- Website & Newsletter
- Instagram
- Facebook
- Workshops
- Flower Stand
- Plant Sale



Thank you!

EmilyAnn Steinbach

717-756-2665

blackhausblooms@gmail.com

www.blackhausblooms.com

