

So you want to buy local flowers....

By Melissa Smith, Fraylick Farm

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Buying from a new source can cause anxiety and stress because you don't know if you can trust them. Here are a few tips to keep in mind that will help alleviate that stress.

Send your color scheme and inspiration pics:

-Knowing the whole color scheme is important, however it's often hard to decipher exactly what you are looking for in words so pictures are crucial. My coral may be your apricot or peach or salmon. So knowing that you are going for a pink based salmon scheme rather than an orange undertone in your arrangements makes a big difference.

-Also photos give an idea of the style of the event. Formal arrangements require different flowers than organic style arrangements. The more information we have about the color and style the better we can serve you. I promise I'm not being nosy when we ask those questions!

Specify some key words:

-Sometimes you don't have a picture but you know the impression you want your florals to leave on the client. Give us a few keywords that describe this emotion.

Tell us your favorites... and not so favorites:

-Let us know what blooms you love so you don't miss them when they come in season. But if you hate something, let us know that too. No sense in wasting time talking about blooms you don't like.

Try the carte blanche method:

-Want to get the really good stuff? Give us the go ahead to bring the coolest most unique stuff out of the field that week. Name a budget, give me some colors and I'll bring the prettiest most unique blooms. Often times, I grab stems out of my test crops or that 'one off' stem that has the cool color gradient or the first blooms off an upcoming crop. You'll get the newest, coolest blooms!

Be Flexible:

-Working with a local farm is like working with a wholesaler in that we try our hardest to get you what you need. However, unlike a wholesaler, we don't have multiple farms to source a variety. We do our absolute best to get you what you need but we are subject to many conditions out of our control. At Fraylick Farm, we strive to be incredibly honest and to give you a very realistic expectation as to the availability of our product.

Few Specifics for ordering from Fraylick Farm:

-You can place an order for any date at any time. You can place this order by email, text, or phone. I will give you the best idea of what I'll have available. Between 10-14 days before your delivery date, I'll confirm varieties and quantities. If a change needs to be made, I'll contact you as soon as possible with what you need to know and information on a good substitute.

-If you need to cancel an order, please contact us as soon as possible. We will do our best to sell the flowers elsewhere. However, if they have been cut and we can't sell them, you are responsible for paying for them.

-Payment is accepted via cash, check, credit card (over \$100 only), and Venmo. No checks over \$50 on first time orders.

-Delivery fee is \$5 in the Greenville, Taylors, Greer area. \$10+ surrounding areas. Orders over \$200 incur no delivery fee. First delivery is free.

-We deliver on Thursday mornings. There is no minimum order for Thursday deliveries. Other weekday deliveries may be subject to a minimum.

-If you ever have a problem with a bloom, please contact us immediately (within 24 hours of delivery) and also take a picture of what is happening.

-Flower Availability- we participate in the SC Upstate Flower Growers availability list. Please send us an email for instructions on how to access that list- melissa@fraylick.com

-We are local to the Upstate of South Carolina. We don't ship our blooms but would be happy to help you find a grower in your area.

-If you'd like to visit the farm, we recommend coming in the spring or fall. We rarely do summer farm tours- it's just too hot! Tours are only given by appointment but we'd love to show you around.