



Philip and Jessie Ruml raise an assortment of fresh-cut flower varieties on their micro-farm near Castlewood. *Photo by Rachel Clelland Photography*

### Specialty micro-farmers raise fresh-cut flowers for weddings, parties and other red-letter events

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The last time you saw a summer bride carrying a brightly colored floral bouquet down the aisle, it's likely those flowers came from some faraway field in some other part of the planet.

But that's quickly changing as a growing group of intrepid micro-farmers throughout the Upper Midwest are finding their way into the specialty fresh-cut flower business.

Emphasis on the word intrepid: it's not easy raising red roses in a climate more associated with icicles than irises.

Jessie Ruml isn't the least bit intimidated. She's in her fourth year of growing a variety of decorative flowers and reports that the bulbs are blooming and business is booming at Pixie Acres Flower Farm near Castlewood.

After 10 years as a dental hygienist waging a protracted war against plaque, Ruml decided to turn in her stainless steel sickle scaler and look for another occupation that would keep her on the

family farm and close to home with her four spirited daughters.

One afternoon while the children were out playing in the yard, she was swiping through her social media accounts and up popped a picture of a brilliant display of dahlias lying in the bed of an old pickup truck. The scene stopped her dead in her scrolling tracks.

"The colors were so vivid, I immediately felt the hair stand up on the back of my neck. I knew in an instant that's what I needed to do with my life," said Ruml, a self-described farm girl originally from Elk Point and a current member of H-D Electric Cooperative.

It didn't take long for Ruml to realize why South Dakota is not exactly known as the fresh-cut flower capital of the world - at least not yet. She compares growing flowers in eastern South Dakota to 24-hour babysitting. It's a painstaking task to bring flower seeds to full bloom in such a capricious and often harsh climate.

She and her husband Philip, who works full time in the ag industry,

don't even consider taking an extended vacation between the months of March and October when the Rums hold a "fall finale" on the farm to sell off the remainder of their crop or donate it to local charities. Flower plants are high maintenance, sensitive to the elements and require tons of TLC with watering, weeding and fertilizing, she explained: "We can't leave them untended for more than a few hours at a time."

But Jessie keeps a positive perspective when her back and her body start aching from all the hard work.

"You have to get on your hands and knees because there's not a lot of mechanical equipment like in larger scale farming," she said. "But all the effort only makes it that much more special to bring somebody joy, to see the happiness on their faces when you give them a bouquet of fresh flowers. It's hard on your body, but I'm grateful for each day I get to put my hands in the dirt."

She breaks up the monotony and the grind of flower farming by conducting floral design workshops, which she describes as a "girls' night out" where there's lots of laughs and perhaps some light spirits flowing in the



## ZONE 4 FLOWER VARIETIES

Here are the top five flower varieties most suitable for USDA Hardiness Zone 4 planting:

1. Petunias
2. Daisies
3. Dahlia
4. Zinnia
5. Tulips



Christy Heckathorn, owner of Fleurish Flower Farm and Design near Elk Point, shows Union County Electric General Manager Matt Klein how she uses soil blocking to grow hardier seedlings and increase production. *Photo by Billy Gibson*

studio. Participants learn how to make arrangements and fill vases and tour the fields to see how the operation works.

She also looks for opportunities to support the community, like donating a portion of her sales to assist families whose homes were destroyed by a tornado that severely damaged much of Castlewood on May 11.

Over the past few years, more growers are taking on the challenge of Zone 4 flower farming and have entered the market in places like Belle Fourche, Vermillion, Lake Preston, Sioux Falls, Mitchell, Wolsey, Artesian and others. Many are members of the South Dakota

Specialty Growers Association based in Yankton. The group held a virtual “member meet-up” on June 14 to collaborate, educate and exchange ideas.

One floral designer who jumped into the fresh-cut flower business two years ago is Christy Heckathorn, owner of Fleurish Flower Farm and Design in Ruml’s native Elk Point. In point of fact, it was Heckathorn - a family friend - who designed the floral arrangement for Ruml’s bridal bouquet 15 years ago.

Heckathorn got involved in the industry when she went to work at Pioneer Drugs, a local pharmacy that also had a flower shop and a soda fountain

inside. She spent five years there serving customers and also working on the side to help brides select arrangements for their big day.

While Heckathorn has gathered an wealth of training and experience over the years, she said she delights in using flowers to elicit smiles and positive reactions in her clients and other people she meets – especially those who could use a laugh when battling through personal challenges.

“A lady once came with her family and I could tell she had a lot on her mind,” she recalled. “I talked with her and found out she was going through cancer treatment and they had come here just to get away for awhile, enjoy the flowers and forget about things. My mother just went through cancer treatment. So I told them to come back any time and they would always be welcomed.

“One of the reasons I love flowers is because they bring joy to other people. If you can grow flowers and put a smile on someone’s face as a result of your labor, that’s a good life recipe.”



Jessie Ruml uses a pair of high tunnel greenhouses on her farm near Castlewood to shelter her flower plants from often unpredictable South Dakota weather patterns. *Photo by Rachel Clelland Photography*