



**Virginia Green Industry Council**

For Immediate Use

Contact: Virginia Green Industry Council

540-382-0943

Electronic Version:  
[www.viriniagreen.org](http://www.viriniagreen.org)

## **Enjoying Your Valentine Flowers**

The fresh flowers you received for Valentine's Day can remain beautiful for many days with just a little attention. Here are seven tips to keep the flowers fresh.

1. All flowers are conditioned by the grower to ensure their long life in your care. Most are treated with chemicals (sugar, fungicides, bacteria inhibitors, pH controlling), which allow the continued uptake of water, supply sugar to support respiration, and chemicals to prevent fouling of the water.
2. Select fresh flowers that are just beginning to reach their most brilliant stage of color development. Check the stems to make sure none are broken. Purchase only the ones that feel fresh to your touch. Also, select flowers that have deep green foliage to the tip.
3. Wrap the flowers in waxed paper and never leave them in a hot car or exposed to cold temperature or windy conditions. Always keep them covered until you are ready to condition them in your home.
4. Most flower stems should be re-cut at least one inch up the stem, under water. Use water between 90 - 110°F to ensure that any blockage in the stems is eliminated. It is not necessary to put the flower stems in deep vases of water. Only the cut open stem takes up the water. Condition the flowers 4 to 6 hours in a cool room before arranging them.
5. Add a flower preservative to the water. Many bouquets come with a packet this preservative that helps prolong the life of your flowers. Some cut flowers should be displayed only in tap water. Read the label on the preservative to make the best use of these life-sustaining chemicals.
6. Add fresh water to your container at least every third day. Arrangements in florist foam are more difficult to tell when to add water. Bring the arrangement to the sink for a water-proof place to re-soak the foam.
7. Your fresh flowers will continue to develop when the container, water, stems and foliage are maintained in a healthy state. Nothing cuts the life of your fresh flowers faster than neglect. Remember to sterilize all containers with boiling water before using them for another arrangement.

With just a little care, those fresh cut flowers can look beautiful for many days.

Go to our consumer website for additional gardening information at [www.VirginiaGardening.com](http://www.VirginiaGardening.com)

The Virginia Green Industry Council is the voice of the horticulture industry in the Commonwealth and is dedicated to enhancing the beauty of the state's environment, the well-being of our citizens, improving our state's economy, and improving the health and wellness for everyone in Virginia. The Council is made up of providers and consumers of horticultural products and services. The Council works to provide public and industry education, environmental guidelines and other information that will keep Virginia green and growing. For more information, visit [www.viriniagreen.org](http://www.viriniagreen.org). 540-382-0943 FAX: 540-382-2716

E-mail:[info@viriniagreen.org](mailto:info@viriniagreen.org)

Virginia Green Industry Council  
383 Coal Hollow Rd  
Christiansburg, VA 24073-6721