

REGISTRATION IS OPEN

2026 Central NY Summer Cut Flower Conference



JAMESVILLE, NY



JULY 28 -29

\$60

BOTH DAYS INCLUDED



Cornell CALS
College of Agriculture and Life Sciences

**Cornell
Cooperative
Extension**



This event is designed to provide new and experienced cut flower growers with useful information and a time to learn from each other as well as the speakers and organizers.

Location: The Orchards at Rocking Horse Farm,
3760 Apulia Rd, Jamesville, NY 13078

Conference Agenda

Tuesday, July 28

- 9–9:45 a.m.: Registration and coffee
- 9:45–10 a.m.: Introduction and welcome
- 10–10:30 a.m.: "Bespoke floral designs and event planning" with Ashley Paul of C+A Event Planning
- 10:30–11 a.m.: "Entering the wholesale market with support" with Stephanie Brainard of Brainard Farmette and The Flower Collective of Central New York
- 11–11:30 a.m.: "NYSFI and new 2027 flower introductions" with Sue Adams of Mark & Sue Adams Greenhouses
- 11:30 a.m.–Noon: "Starting a perennial cut flower farm" with Tammy Spear of Bloomers at Poormon Farms
- Noon–12:30 p.m.: "Agritourism and partnerships in cut flower farming" with Jamie Hunt of Tap Root Fields
- 12:30–1:15 p.m.: Lunch (provided)
- 1:15–3:20 p.m.: Tour at Green Effects Farm
- 3:20–6 p.m.: Tour at Tap Root Fields Farm

Wednesday, July 29

- 8:30–8:45 a.m.: Registration and coffee
- 8:45–9:20 a.m.: Tour at Rocking Horse Gardens
- 9:30–10 a.m.: "How to assess organic pest control options (even if you aren't organic)" with Maryellen Sheehan of Cornell Cooperative Extension of Madison County
- 10–10:30 a.m.: "Market channel assessment" with Lindsey Pashow of Harvest New York, Cornell Cooperative Extension
- 10:30 a.m.–1 p.m.: Tour at Withy Hollow Flower Farm

Registration closes after July 21, 2026



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Our speakers include cut flower growers, floral designers and event planners, a flower collective owner, and Cornell Cooperative Extension experts. Tours include a wedding venue and its gardens, and tours of three commercial cut flower grower operations.

This is the perfect opportunity to learn more about all aspects of cut flowers in Central New York!

Register at

<https://cals.cornell.edu/integrated-pest-management/outreach-education/events/register-for-2026-summer-cut-flower-conference>