

Introduction:

The WSU horticulture club Mom's weekend plant sale was the culmination of a producing quality plants in the greenhouse. I was able to contribute to the production and setting up of the Mom's weekend plant sale. I was able to see the steps necessary to produce a massive geranium from a seedling for example. The actual sale allowed me to answer customers questions about plant selection and represent the Horticulture club by selling quality plants.



Different seeds on greenhouse benches.



Hanging Begonia and Ivy geranium baskets and geraniums on bench.



Hanging baskets filled with multiple trailing plant varieties.



The tomato and salsa bowls are big sellers at the plant sales.

WSU Department of Horticulture Mom's weekend Plant Sale Production Pullman, Wa Spring 2015 Austin Christensen

Responsibilities:

Greenhouse:

- Transplanting seedlings into 4 pack trays. Transplanting up a pot size is to crucial to healthy plant grow.
- Labeling the seed trays through to the final large potted plant is important. The plant tag provides valuable information on appearance and size. The retail customer expects this to help make the proper plant selection.

Sale:

- Set up tables around the Beasley coliseum main concourse.
- Transferring the plants from greenhouses.
- Make sure plants on tables were priced and presentable.
- Cashier when customers were checking out.



Petunia hanging baskets flowing over



Displaying fuchsia baskets



Customer interaction during plant sale

Summary:

Growing retail ready plants in greenhouse I learned the necessary process to grow quality plants. I realized that patience is crucial as the plants progress. You have to follow the growing schedule for the particular plant. The massive geraniums we grew were just one example of a quality plant. The Horticulture Club was rewarded for staying on a patient growing schedule. The actual sale showed me the importance of being knowledgeable about plants being sold. This allows for a better customer service interaction. The combination of production and sales experience during this internship was valuable. I hope to pursue plant sales through a wholesale nursery.