



**MISSISSIPPI STATE**  
UNIVERSITY™

**EXTENSION**

# MSU Extension Floral

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*Extending  
knowledge.  
Changing lives.*



# MSU Coastal R&E Horticulture

- Collaborative
- Creative
- Collegial



# Extension Floriculture Programs

1. Floral Enthusiast
2. Professional Florist
3. Master Floral Designer
4. Farmer/Grower/Producer



# FLORAL

Enthusiast



Coastal Floral Design Studio (8 students)  
Garden Clubs - meetings, conventions  
Farmers Markets  
Master Gardeners - meetings, conventions  
R & E Centers





<b>Year</b>	<b>Events</b>	<b>Participants</b>
2015	22	704
2016	41	996
2017	26	1025
2018	39	1549
<i>2019</i>	<i>18</i>	<i>1029</i>
	<b>146</b>	<b>5303</b>



## Consumer-Oriented Extension Publications

- 3039 Glycerin-Preserved Foliage
- 3047 Boxwood Topiary Design
- 3237 Floral Designs for Christmastime
- 3240 Floral Design Coloring Book
- 3247 Creating an Evergreen Swag
- 3251 Floral Design with Sunflowers and Zinnias
- 3252 Open-System Terrarium
- 3313 Sweet Mississippi Flower Bowl

Professional  
FLORIST







## **2016 Professional Florist Focus Group findings:**

- New hires need basic to advanced skills, design principles understanding and practice
- Florists need cooperative/business interactions



From 2015-Current

15 Events, 182 Contacts

R & E Center Workshops  
with a *farmer-florist focus*



DelPrince, J. M. (2017). Teaching Wedding Floral Consultations Through Role Play. HortIM/American Society for Horticulture Science.

DelPrince, J.M., Downey, L. and Stafne, E. (2018). Demographics and Professional Concerns of High Achieving Floral Designers. Journal of Applied Horticulture. (Accepted).

DelPrince, J. M. Ella Grant Campbell, 19th Century Florist, Author and Historian. Journal of Floriculture and Landscaping. (Submitted).



3099 Farmer Florists and Wedding  
Consultations

3121 Using a Knife to Cut Fresh  
Flowers

3226 Cut Ornamental Floral  
Designs Materials for South MS



**TIE  
ONE  
ON!**

custom  
**BOWTIES**  
made of  
**FLOWERS**  
available now



A young man with a joyful expression is wearing a white dress shirt and a floral bowtie. The bowtie is made of various colorful flowers and greenery.

  
the  
**French Potager**

EASTER PROM BRUNCH

Professional  
**FLORIST**



Master  
**FLORAL**  
Designer





Semester	Enrollment	Certified
Sp 2017	6	5
Fa 2017	6	3
Sp 2018	3	0
Fa 2018	7	2
Sp 2019	5	0
	<b>27</b>	<b>10</b>



# Master FLORAL Designer





# Master Floral Designer Curricula

- Face to face
- Online



Online Version, pilot test,  
midstream comments



“I am enjoying Phase I and I am learning so much!! I do want to continue to Phase II. I will be able to attend these three First Choice Hattiesburg - Second Choice Starkville - Third Choice Vicksburg and if need be I can make arrangements to attend Stoneville.”

“I love the course and the fact that I can take it at home. Thank you all at Mississippi State Extension for offering this remote for everyone. I am completely new to flower design, and I love the course. I am learning a lot as really a no-experience person in flower design.”

DelPrince, J. M., Knight, P. R. (2018). Activities to Determine Interest in Master Floral Designer Certification Programming. *National Association of County Agricultural Agents, 11(1)*.

Scace, P. and DelPrince, J. (2019). Principles of Floral Design (2<sup>nd</sup> ed.). Goodheart-Willcox. (in press).



Beautiful  
Things  
*from*  
MISSISSIPPI

An illustration of a white flower with five petals and a dark center, surrounded by several green leaves. The flower is positioned to the right of the text 'Things from'.

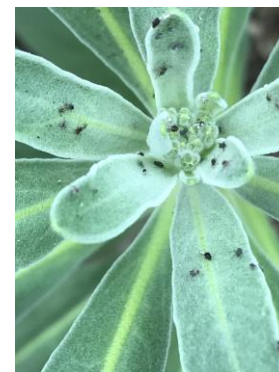


Beautiful  
Things  
*from*  
MISSISSIPPI



# Farmer/Grower/Producer

2015-current: 12 events, 511 contacts



MS Floriculture Producers who trust and use  
MSU Extension:

- Coastal Ridge Flower Farm, Pearl River
- Happy Trails Flower Farm, Tishomingo
- Little Blue Stem Farm, Leake
- The Nature of Things, Panola
- Southernsmilax.com, Lee



3099 Farmer Florists and Wedding Consultations

3251 Floral Design with Sunflowers and Zinnias

3252 Stock (*Matthiola incana*) for the Farmer Florist  
(Coker and DelPrince)

3301 Snapdragons (*Antirrhinum majus*) for the  
Farmer Florist (Coker and DelPrince)

3314 Notes for Agents and Volunteers Leading Sweet  
Mississippi Floral Design Workshops

3362 Marigolds (*Tagetes erecta*) for the Farmer  
Florist (Coker and DelPrince)





Bachman, G. R., DelPrince, J. M., Coker, C. E., Knight, P. R. (2017). *High Tunnel Season Extension for Fall Zinnia Cut flower Production in South Mississippi* (9th ed., vol. 52, pp. S49). HortScience.

Posadas, B. C., DelPrince, J. M., S. (2019). Consumer Preferences and Willingness to Pay for Wreath Designs. *MAFES Bulletin*.





***Pending***

DelPrince, J., Downey, L., Henderson, J., "Nature is Art/Art is Nature,"  
Sponsored by Mississippi Arts Commission, State, \$3,003.00.

Sparks, Eric L. (Principal), "Biloxi education, stewardship, and activity  
trail," Sponsored by Tidelands Trust Fund Program, State, \$194,841.00.

***Awarded***

DelPrince, J. "Developing and Marketing Alternative Crops for Floral  
Design," Sponsored by Agriculture Marketing Service (USDA), Federal,  
\$12,339.26.

DelPrince, J. "Extension Floral Design Training Program: Stimulating  
Statewide Consumer Interest in Flowers," Sponsored by Agriculture  
Marketing Service (USDA), Federal, \$20,376.54.

**(Denied . . . Several!)**

# Ongoing

M.S. Student, McLeod, C., co-advise with Coker

Cut flower project, Coker

Poinsettia project, Knight, et al

Stimulating interest in MS-grown cut flowers

Wreath project, Posadas





Questions  
And  
Comments?



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