

Sixteen months ago I went on a personal crusade which, if you are one of our passionate subscribers, you will already know about so I will keep it brief. Was it possible to sell flowers for the reception areas at the small business premises, on a weekly basis, when the village only has a population of 3000?

The answer is 'Yes,' but only with certain conditions attached. Everything I used had to be in season, locally grown and free. The businesses only paid for my time. I have had to source my plant material from the floral design and other local gardens and at no stage have I bought even one bloom.

And this is the reason for this edition of floral design. Every arrangement in the seasonal sections is proof that no matter where you live, or how limited your resources are, you can still create wonderful flower arrangements that you will be paid for. If I can, you can!

Of course to have access to the incredible flower markets available in the world's cities is a joy as you can see by the work of the two fabulous florists we showcase in this edition. Jacqueline Owen and Suekena Ginsburg share beautiful designs to enhance even further the opportunity this edition brings to you to embrace the huge market opportunity waiting at reception counters everywhere.

Happy arranging.

Tricia TRICIA LEGG EDITOR

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 CORRESPONDENTS: Europe /UK: Chris and Peter de Houwer info@teacherstravelweb.com | Pavol Kassak pavolkassak@gmail.com France/Italy: Madeleine Sarradell Madeleine.Sarradell@wanadoo.fr Canada: West: Victor and Sandra Froese vsf@telus.net Asia: Pascale Meissel Coste loule@hotmail.com Australia: Kaylene and Vincent Wright kkvwright@gmail.com COVER: Graphic design by Tricia Legg
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