

SAF 137TH
CONVENTION

ORLANDO
2022 **SEPTEMBER 6-8**
HILTON ORLANDO
ORLANDO, FL



WORLD CLASS BUSINESS TRAINING, CONNECTIONS AND INSPIRATION.



SAF ORLANDO 2022

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Re-Thinking Your “Why”

Rodi Groot - Sun Valley Floral Farms



How it all started



California



Redwoods



Lilies were added in the 70's including hybridization of Orientals (Stargazer)



Arcata farm today



Arcata weather report

Sun Valley Arcata

40.8665° N, 124.0828° W

Arcata Average Rainfall: 41 inches

Arcata Average Temp: 56° F

Average High Temp: 62° F

Average Low Temp: 53° F



Tulips
Astilbe
Brassica
Freesia
Hyacinth
Hydrangea
Iris
Lilies
Crocasmia
Ranunculus



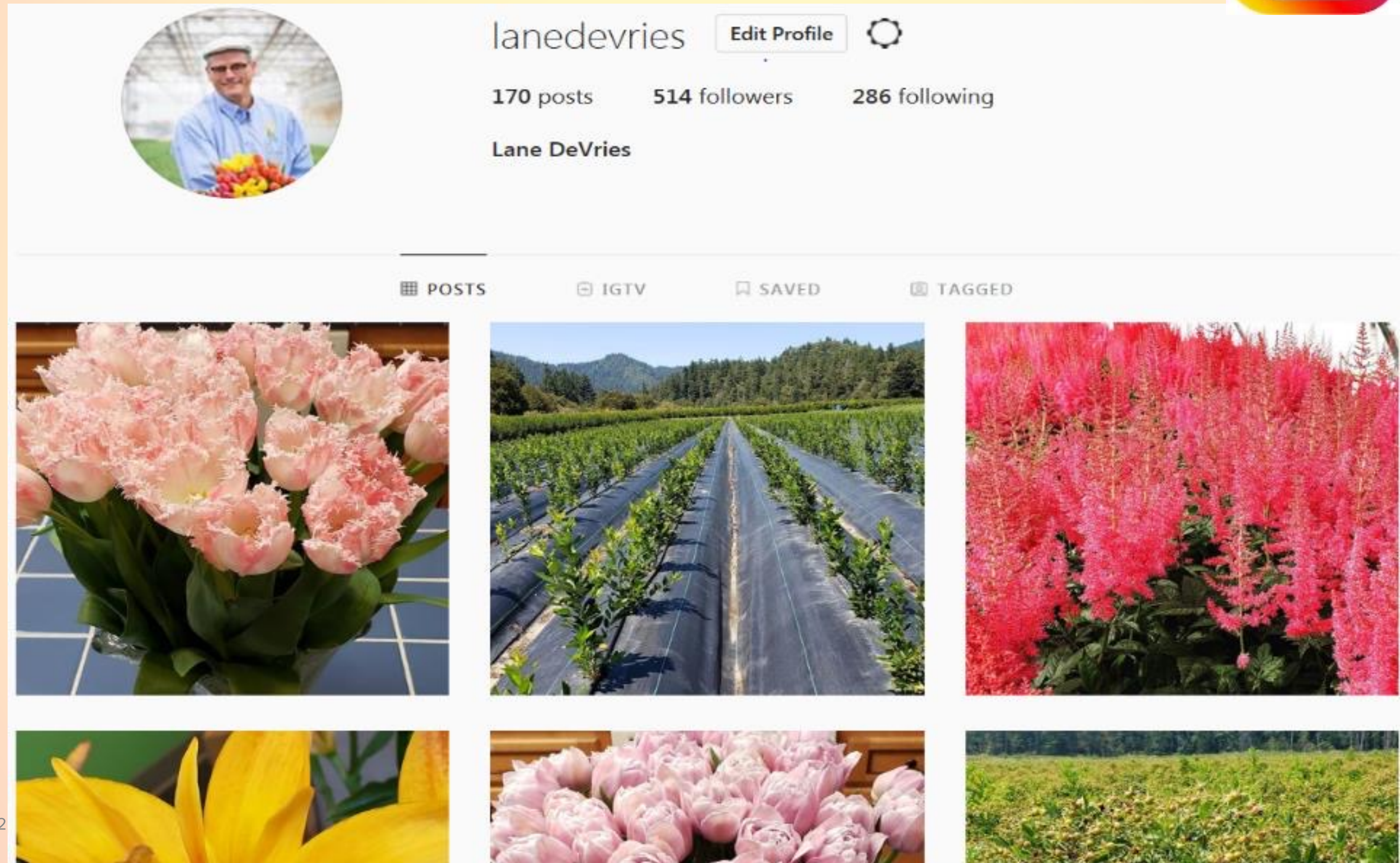




Telstar Iris



Instagram



Thank you



Kevin McCarthy - Family Flowers









Ryan O'Neil - Curate

