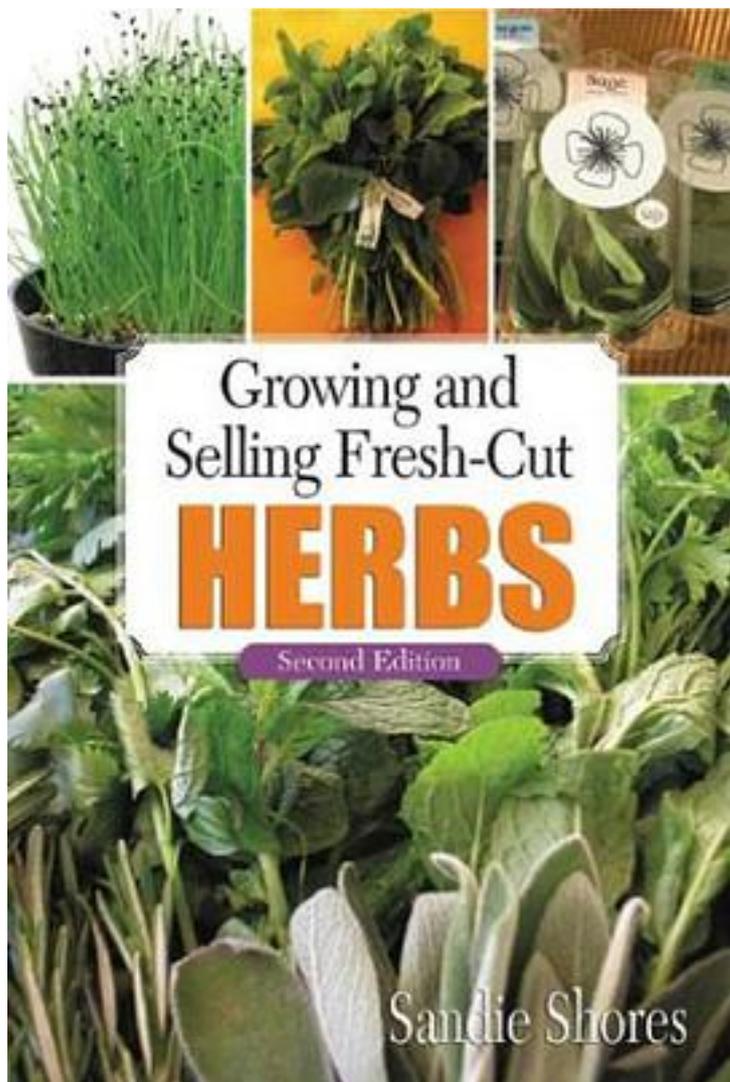


Growing and Selling Fresh-Cut Herbs



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This definitive guide for those looking to start or expand their own herb business focuses entirely on fresh-cut herbs for the grower who supplies restaurants or supermarkets, vends at farmers markets, or sells from their own retail space. Discussed are the value of a business plan and how to find the right niche for the business. Whether selling to supermarkets, wholesalers, brokers, or caterers, growers will benefit from these business tips. Valuable advice is provided on financing; honouring local zoning laws; creating invoices and packing slips; managing employees; pricing and marketing; maintaining accounts; and increasing business. All aspects of building a greenhouse are addressed, from selecting a prime location and building a structure to the equipment needed to grow, including lights, thermostats, benches, and irrigation systems. Other topics include growing and nurturing plants from germination through harvest; assessing the needs of different herb crops and edible flowers; and harvesting and packaging the finished product.

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