

## **Clovergold Flower Farm: 2023-2024 Value-Added Grant**

### **CLOVERGOLD FLOWER FARM**

*Adan and Jenna Cook*

Clovergold Flower Farm is owned and operated by Adam and Jenna Cook, who established the farm in 2019. The farm specializes in growing unique cut flower varieties. In just four years, the farm has grown its market from small farmers markets to retail sales and wholesale production for local florists. The farm also hosts “You Pick” flower arranging events and offers tours of the operation.

Clovergold Flower Farm’s Choose Iowa grant project will increase floral production and drought mitigation. Following the 2022 growing season, in which the farm received a total of 4 inches of rain, the Cooks realized drought mitigation was an essential component of their future success. The Cooks will purchase and install two drip line irrigation systems, four aquifer overhead irrigation kits and six hydrants in their flower fields. By utilizing this new technology, they will add value to the flowers and create two new flower production zones that will increase production and expand their market.

The Cooks expect production of the current farmed areas to increase by 33 percent and their total flower production, including the two new production zones, to be 100 percent this year. In the future, Clovergold Flower Farm plans to develop design: 1/ retreats for florists to learn more about using locally grown flowers and foliage; and 2/ events for children of all ages to spark their interest in Iowa agriculture, growing flowers, growing their own food and creating pollinator habitats.



Pictured are bouquets produced from the 2022 season when Clovergold Flower Farm received 4" of rain for the entire growing season.



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