



2025 Bloom Guide

Green Willow Homestead

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About our Flower Farm



Hi there! My name is Kelsey, and I'm a first-generation female farmer who has been farming for eight years in Wisconsin. Our 80-acre farm in Shell Lake, WI is home to a dozen Nigerian dwarf goats, lots of happy chickens, a lazy (but loved) livestock guardian dog, and loads of flowers.

We grow the majority of our flowers on a 1/4 acre plot. While a 1/4 seems tiny, our flower farm focuses on high-production methods by utilizing landscape fabric, close plantings, flower staking and netting, and drip irrigation. The flower farm at Green Willow Homestead grows well over 5000 blooms a year!

Our flowers are never sprayed because pollinator health is of the utmost importance to us. Instead, we utilize the Brix method by testing plant sugars and putting soil health first, aiming for Brix readings of 10 and higher in our flowers. This methodology ensures minimal pest damage to the flowers while keeping pesticides and herbicides out of our ecosystem.

Locally-grown flowers have numerous benefits for florists, wholesalers, and retail customers alike, including longer-lasting blooms, more affordable pricing, quicker delivery and turnaround, and benefitting your local community's small businesses. Enjoy browsing our 2025 Bloom Guide, and don't hesitate to reach out with questions or order inquiries!



2025 Spring Blooms

Bloom time is a rough estimate as blooming is highly dependent on weather conditions. Please reach out in early May for an update on our spring blooms. We also will be trialing single late pastel tulips and double peony-flowering tulips in 2025 in hopes of offering them in 2026.



Stock - Iron

Color: Apricot

Bloom time: Mid-May | Price: \$10 per bunch (10 stems)

A lovely early spring flower with long lasting blooms, a fantastic smell, and straight sturdy stems. Stock is harvested when 1/3 of the spike is in bloom and stored in a cooler.



Stock - Katz

Colors: Mixed White, Pinks, Lavender

Bloom time: Mid-May | Price: \$10 per bunch

Katz stock is known for its clear vivid colors, earliness, and uniformity of bloom time. It is 55-60% double, so do expect some single flowers.



Bearded Irises - Mix

Colors: White, Peach, Light Blue, Red, Pink

Bloom time: Mid-May | Price: \$20 per bunch

These long-stemmed showstoppers will be available in limited quantities so be sure to place an order early if you are interested. Irises are harvested at the first sign of color on the bud and dry stored in a cooler. This allows blooms to last for up to 2 weeks once cut.



Peonies - Mix

Colors: White, Pinks, Reds

Bloom time: Mid-May

Price: \$20 per bunch

We have over 120 peonies planted and hope to see ~240 blooms in 2025. All our peonies are cut in the "marshmallow" stage and dry stored in a cooler. This allows for blooms to last for up to 6 weeks once cut.

2025 Summer Blooms

Please reach out in early June for an update on bloom time. Most summer blooms become prolific and dependable in early July and will continue to bloom until late September depending on the variety.



Snapdragons - Chantilly

Color: White

Bloom time: Early June | Price: \$15 per bunch

These open throated beauties have quickly become the favorite snapdragon series among flower farmers, because they don't look so much like snapdragons. Snaps are harvested when 1/3 - 1/2 of the blooms start to open.



Snapdragons - Madame Butterfly

Colors: Pink, Rose, Peach, Red, Ivory

Bloom time: Early July - Late Sept | Price \$10 per bunch

Multi-petaled and long lasting, with long, sturdy stems. Snaps are harvested when 1/3 - 1/2 of the blooms start to open.



Asiatic Lilies

Colors: Pastels, Pink, Orange, White, Yellow

Bloom time: Late June - Mid July | Price: \$30 per bunch

This delightful mixture includes all of the softer tones of ivory, yellow, apricot, peach, pink and rose. Lilies are cut when the first bud starts to show signs of color. Most stems boast 4-5 buds that will continue to color and open once cut.



Strawflower

Colors: Red, Yellow, White, Pinks

Bloom time: Early July - Early Sept | Price: \$10 per bunch

Large double daisy-like flowers with vivid colors. Vase life is exceptional as they retain their color as they dry. Strawflower blooms will continue to open after cutting.

2025 Summer Blooms



Statice - QIS Mix

Colors: Purple, Yellow, Pink, Blue, White

Bloom time: Early July - Early Sept | Price: \$8 per bunch
Excellent as a dried or fresh flower, Statice retains its color and adds great texture as a filler to bouquets and arrangements.



Marigold White Swan

Bloom time: Mid July - Late Sept | Price: \$10 per bunch
Bred especially for the cut flower market, Marigold 'White Swan' is the first tall hybrid marigold. Noted for its large blossoms, this annual offers summer through fall interest with firm, uniform, creamy white, fully double blooms. Borne singly or in clusters on long stems, the odorless, ball-shaped flowers have a long vase life and can be dried for everlasting arrangements.



Ammi White Queen of Africa

Bloom time: Mid July - Late Sept | Price: \$10 per bunch
This is the classic "Queen Anne's Lace" of the floral trade. (It's not the roadside version.) This is one of the most useful and productive filler flowers.



Scabiosa

Colors: Pink, Cherry, Burgundy, White

Bloom time: Mid July - Mid August | Price: \$10 per bunch
Large 2" pincushion flowers are produced on long stems in an attractive mixture of hues and honey-scented blooms. Scabiosa adds lovely texture and filler to bouquets.

2025 Summer Blooms



Agertaum

Color: Purple/Blue

Bloom time: Early July - Late Sept | Price \$5 per bunch

Ageratum sets soft, fluffy, aster-like flowers in exceptional and long-lasting shades of blue-lavender. Borne in terminal clusters of 5 to 15, the dainty blooms make a fantastic filler flower.



Zinnia - Bernary Giant

Colors: Yellow, Red, Pink, Burgundy, Orange

Bloom time: Mid July - Late Sept | Price: \$10 per bunch

A classic strain of giant zinnia with large, double flowers that last and last once cut. Blooms measure 4-6" across and add a great pop of color to arrangements.



Lisianthus - Echo Mix

Colors: Light Purple, Dark Purple, Pink, White, White Fringed Pink

Bloom time: Mid August - Late September

Price: \$20 per bunch

With least 4 buds on every flowering stem, this mix of Lisianthus is a show stopper. With a 14-day vase-life, they resemble nothing less than roses, but no rose has ever been so easy to arrange with and so long-lasting in the vase.

FAQs

What is the best way to place an order?

Orders can be placed by email, text, or phone.

Email: hello@kelseyjorissen.com

Cell: 715-416-8733 (when calling please leave a voicemail)

Include your contact info, the bloom variety + color, amount of bunches needed, and if you desire delivery or pick-up. I will then email, text, or call you back to confirm your order and set the date+time for delivery or pickup. Payment is due upon flower delivery or pickup. Checks can be made out to Green Willow Homestead.

Do you require a minimum amount for ordering?

Yes. Orders must be at least \$40 or 4 bunches.

What is the turnaround time after ordering?

May through August orders: if you are ordering a flower that is currently in bloom, all flowers are picked on Wednesdays and Sundays, hydrated/conditioned for 24 hours in a climate controlled environment, and then delivered next day on Thursdays or Mondays.

September orders: all flowers are picked on Saturday, hydrated/conditioned for 24 hours and then delivered on Sunday or Monday.

Do you offer delivery?

Yes. Delivery is offered to the Spooner, Shell Lake, Siren, and Webster areas for an additional \$5 per order.

Do you offer pick up options?

Yes. Pick up is available on-farm at 1768 Bashaw Valley Rd, Shell Lake, WI 54871



FAQs

Do you offer u-pick?

Due to liability issues, we currently do not offer a u-pick option for customers on an as-needed basis. We do offer ticketed u-pick events which happen throughout the season. Be sure to check our website to sign up for one!

I'm looking for flowers for a wedding/event/party. How can I get some of your gorgeous flowers?

I currently offer grower's choice buckets for \$65 which include ~75 stems of what is available at the time of your event. You pick up your bucket(s) on farm 24 hours before the big day and from there you DIY your own floral arrangements. Send me an email and we can get the process started!

Do you arrange flowers for events?

No. My primary job is as a farmer. I highly recommend working with your local florist if you are interested in professionally arranged centerpieces, bouquets, or casket sprays.

Do you have bouquets available to purchase?

Yes. Market bouquets are available through our Bouquet of the Month Club (subscribe on our website) and at the Farmers Market at Perlick Distillery. If you would like to purchase a bouquet outside of these options, reach out!

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Thank you for supporting your local flower farmer!

