



WHOLESALE WELCOME PACKET

Welcome to the 2023 season! We're glad to have you!

We have made some exciting changes for this upcoming season, and this packet will outline everything you need to get the most out of working with us and getting the most access to local flowers! From location, to working with our manager, to advanced ordering, to a seasonal guide, we've streamlined the process so you can get all the local flowers and resources you need and spend more time doing what you love - sharing the beauty and magic of locally grown flowers!

LOCATION

3300 W. Broad Street, #106, Richmond, VA 23230

Our entrance is in the back, through the alley between Roseneath and MacTavish. Street parking is available all around.

HOURS

WED – THURS:

Wholesale priority: 9:30–11:30 Retail: 12–2

SATURDAY:

Retail 11–3

You are welcome to shop during any of our open hours!
Please note, you only have priority shopping hours on Wednesday and Thursday.

ACCESS

For picking up orders, you may drive in the alley between Roseneath, and MacTavish, and we will help you load quickly. You cannot park and block the alley. We recommend parking close by when shopping. We are happy to hold your order while you pull your car around to load.

PRE-ORDERING TIMELINE

Pre-ordering is fast and easy and is done a week in advance on Rooted Farmers. Sign up for your free wholesale account [HERE](#)

THURSDAY 4pm - SUNDAY 12pm

Wholesale priority: Thurs 4pm – Sat 8am

General Public is invited to pre-order from Sat-Sunday.

*REMINDER: Email Market Manager, Claire, for ordering assistance:
market@rivercityflowerexchange.com*

WE TAKE ADVANCED ORDERS!

Reserve flowers for events and beat the regular pre-ordering rush! We request that advanced order requests be submitted 3 weeks in advance, but we can accommodate up to 10 days in advance. Please allow us at least 2 days for us to process and get you the first round of information!

HERE'S THE PROCESS

[Click here to submit an order!](#)

Our Market Manager will send off your request to the farms, create an invoice, and keep you updated as your fulfillment date approaches.





Hey Williamsburg area folks!

WE'RE EXPANDING

This year we are opening a pick-up outpost in Toano, VA!
Kathy, of Toano Botanicals Farm is hosting our flowers!

OPENING DATE: APRIL 13 (pre-order opens April 6)!

FOR NOW, THIS LOCATION IS FOR PICK-UP ONLY! MAKE SURE YOU PRE-ORDER ON ROOTED FARMERS!

We'll tag you on our end as a Williamsburg pick-up buyer. Please let us know in the Notes section when you place your order if you'd like to pick up in Richmond instead so that you can shop the floor!

FIRST 4 WEEKS ARE MINIMUM AND FEE FREE!!

From April 13 - May 4, no minimum order & no convenience fees.

After then, we are requesting a \$150 minimum order and a \$20 convenience fee will be applied to help cover fuel and overhead. We appreciate you supporting our farmers!

LOCATION

2937 Forge Road
Toano, VA 23168

HOURS

THURSDAYS 9am-12pm

ACCESS

Your flowers will be in the cooler, and Kathy will be available to help you pick up and load your blooms!

WE'RE PLANNING TO GROW MORE!

We're planning to expand to the Fredericksburg and Charlottesville/Staunton areas. Do you know anyone in those areas that might be a good fit for hosting a pick-up outpost? We'd love to connect.



Toano Botanicals' incredible Peonies



Let's work together!

Claire Smith, Market Manager
market@rivercityflowerexchange.com



When working with Manager on any of the following needs, please give us 24 hours to get back to you. This gives us time to coordinate with all of our farms and give you concise information in return.

Seasonality and Planning:

PRO TIP

- Find out what may be in season when planning event contracts.
- Discover alternatives to flowers that aren't available but still give the vibe/look you are after.
- Send in your event dates and palettes ahead of time! Form can be found on our website: rivercityflowerexchange.com/pre-order-flowers
 - Market Manager will notify farms of upcoming color/flower requests and let you know if quantities can be met or what will be available and begin the advance ordering process!
 - Please check in anytime for an update on future dates. We're always here to help troubleshoot and support any changes.

Need to switch between delivery and pick-up?

- Easy peasy, lemon squeezy. The more lead time you can give if switching to delivery, the more timely your flowers will arrive!
- Extra delivery or handling fees may apply to large orders switching to delivery after pre-ordering window closes.

Need more of something?

- Market Manager can coordinate with farms directly to see if there is more of something that sold out during the current pre-ordering window and adjust your order after it's been placed.
- Please refer to our policy regarding substitutions and order editing deadlines.

Need last minute flowers?

- Market Manager can check for extra availability with farms and comb through floor inventory to help you complete an order.
- Please know that any requests after the pre-ordering window has closed are subject to our farms harvesting schedule.

MEET OUR FARMERS!

We are cooperatively owned and founded by 7 Virginia farms and have 4 participating farms (and we're growing!). By working together and aggregating flowers from all 11 farms, we are able to provide large quantities of fresh seasonal flowers, reduce delivery failures, and you'll always know where your flowers come from. We're small, mighty, and stronger together, and we can't wait to meet you!



JOSIE BAXTER
Baxter Family Farms



JENN HENRY
Field Day Creative



MURRAY BUCKNER
Full Moon Blooms



**ASH HOBSON CARR
& PATRICK CARR**
Hazel Witch Farm



AMANDA MONTGOMERY
Hummingbird Flower Co



JILL KELLY
Leatherwood Farms



JESSIE LINTON
Meadowwood Farms



BRITTON BARBEE
Prospect Hill Farm



**CLAUDIA SEIXAS &
JIM MARZLUFF**
Sweet Greens Farm



KATHY STEWART
Toano Botanicals



**JUSTINE & AARON
MCFARLAND**
Tupelo Farm & Garden



River City Flower Exchange Cooperative POLICIES AND EXPECTATIONS

If there are changes to our policies, you will be notified via email. These policies aim to be both fair to you, our wonderful customers, and the growers. We welcome your feedback!

Updated 05.12.23

CHANGES TO YOUR PRE-ORDER

We are unable to accommodate edits or changes to orders placed during our weekly open ordering window (Thursdays 4pm - Sundays 12pm). If you find you need additional bunches after the ordering window has closed, we're happy to see if our growers can accommodate your request, but cannot make guarantees. In the event that a grower cannot fulfill your pre-order, we will make appropriate substitutions. If we need to substitute a similar, but different variety, we will let you know promptly. If you decline our substitutions, you will not be responsible for those original charges. Our farms are reserving product for you in their fields as soon as items are on an order. Cancelling or decreasing risks their livelihood, as the chance of being able to sell those products elsewhere is greatly diminished. As a cooperative, we are committed to protecting our farmers and ensuring that we are providing them a service that respects their work.

CHANGES TO YOUR ADVANCED ORDER

Once items are on an invoice, we can only accept decreases within 20% of the total order cost. The deadline to remove or decrease items on your advanced order is 10am on the Wednesday before your fulfillment date, ie, a week in advance. After that deadline, all sales are considered final and you are responsible for the total sum of the order and associated fees (Handling and Delivery when applicable). In the event that a grower cannot fulfill your pre-order, we will make appropriate substitutions. If we need to substitute a similar, but different variety, we will let you know promptly. If you decline our substitutions, you will not be responsible for those original charges. Our farms are reserving product for you in their fields as soon as items are on an order. Cancelling or decreasing risks their livelihood, as the chance of being able to sell those products elsewhere is greatly diminished. As a cooperative, we are committed to protecting our farmers and ensuring that we are providing them a service that respects their work.

RETURNS

Sometimes stems snap in transit or don't hydrate despite conditioning. We want to make sure you're getting the top quality that local flowers boast. If a bunch is unsatisfactory in quality we need to be notified within 24 hours of receiving your blooms and it must be accompanied by a photo. Full refunds will be given if the entire bunch is not useable. Otherwise a partial refund will be given depending on the number of useable stems.

DELIVERY POLICY

We offer delivery to our wholesale and retail customers on Wednesdays. Wholesale, please see our delivery radius below. Retail deliveries are limited to city limits and subject to a flat \$15 delivery fee. Your orders will arrive on Wednesday, generally between 10-3pm. For our wholesale folks, we try to minimize waste and pack our flowers in a way where they support themselves safely. Flowers that are extra fragile will be carefully wrapped. By pre-ordering, you are committing to your purchase, and we cannot offer returns on pre-ordered product based on size, color, or any other aesthetic quality. We are diligent about accurate descriptions and photos, and encourage you to work with the Market Manager to ensure your order matches your desired color palette. If there is an issue with the performance of the flowers in your order, please refer to our return policy.

Large orders that are changed from pick-up to delivery after the pre-order period closes, or large orders that are placed after the pre-ordering window closes (and can be fulfilled) will be subject to an additional delivery or handling fee on a case by case basis. If these fees are applicable to your order, the Market Manager will be in touch and communicate those fees to you.

DELIVERY FEES

Fees are based on distance from our Scotts Addition location.

0-14 miles = \$15 15-29 miles = \$25 30+ miles: Let's chat, minimum order may be required.

HANDLING FEES

Please note that all orders and in-store purchases under \$750 have a 3% handling fee. Multiple orders placed for the same fulfillment date will count together, and if the total of all orders is over \$750, the handling fee will be removed. Why? Because we take every step in the handling process very seriously! We work hard to get your blooms to you in the very best shape.

ORDERING FLOWERS AS A GIFT FOR DELIVERY

We are more than happy to deliver to addresses in our 20 mile radius and include a short note for no additional charge. Please place the recipient's address in the "Notes" section at checkout. If it is not a surprise, please remind the recipient to leave a vase or bucket with some water for contactless drop-off. If the recipient is in an office building, apartment complex, or gated community please give us any pertinent information for us to be able to enter the building or neighborhood. In the event we cannot access a suitable spot to deliver product, we will contact you to try to remedy it. If we cannot reach you, we will bring the order back to our market location where it can be picked up. You will be responsible for the cost of the product if we cannot deliver.



LOCAL SUBSTITUTIONS CHEAT SHEET!

A quick guide to help you source locally for any floral design application! We're always here to help troubleshoot. We know the ends and outs of all our flowers!

LOCAL

COMMERCIAL

LISIANTHUS



ROSE

ELAEAGNUS



SMILAX

CAMELLIA
or NANDINA



NAGI

PASSION VINE
FOLIAGE



JASMINE VINE
FOLIAGE

SAPONARIA



BABY'S BREATH

SOLOMON'S SEAL



ASPIDISTRA

HEUCHERA
FOLIAGE



SALAL

Commonly ordered but

AVAILABLE LOCALLY!

Anemone
Bells of Ireland
Carnation
Chocolate Lace/Ammi
Craspedia

Dahlia
Eucalyptus
Ferns
Foxglove
Flowering Branches

Garden Roses
Herbs
Hops
Hydrangea
Lily
Lisianthus
Peonies
Ranunculus

Scabiosa (and Pods!)
Snapdragon
Solidago
Statice
Sweet Peas
Tweedia
Tuberose
Veronica



SPRING

MARCH

Anemone
Cherry Branches (flowering)
Daffodil
Flowering Quince
Hellebore
Maple Branches (flowering)
Narcissus
Pansy
Peach Branches (flowering)
Poppy
Pussy Willow
Ranunculus
Red Bud Branches (flowering)
Spirea (Bridal Veil/Wreath)
Tulip

APRIL

Agrostemma
Allium
Anemone
Bachelor Buttons
Bupleurum
Campanula
Cherry Branches (flowering)
Crabapple Branches (flowering)
Delphinium
Dianthus/Sweet William
Dusty Miller
Euonymus Foliage
Flowering Almond

Flowering Quince
Foxglove
Hyacinth
Larkspur
Orlaya
Peach Branches (flowering)
Poppy
Ranunculus
Snapdragon
Snowdrops
Spirea (Bridal Veil/Wreath)
Stock
Sweet Pea
Tulip

MAY

Ageratum
Agrostemma
Allium
Ammi
Anemone
Bachelor Buttons
Bells of Ireland
Bupleurum
Butterfly Weed
Calendula
Campanula
Centaurea imperialis
Cerinthe
Chinese Forget-Me-Not
Cosmos
Delphinium

Dianthus/Sweet William
Dusty Miller
Euonymus Foliage
Feverfew
Foxglove
Godetia
Hosta Leaves
Hyacinth
Iris - Dutch & German
Larkspur
Mediterranean Bells
Mint
Monarda lambada
Nicotiana
Nigella Flowers and Pods
Orlaya
Penstemon
Peony
Poor Man's Orchid
Poppy
Ranunculus (Sometimes!)
Raspberry Foliage
Rye
Scabiosa and Pods
Snapdragon
Statice
Stock
Strawflower
Sweet Pea
Yarrow

VIRGINIA IS FOR FLOWERS!



SUMMER

JUNE

Ageratum
 Agrostemma
 Allium
 Amaranth - Hanging
 Ammi
 Ammobium
 Asparagus Fern
 Atriplex
 Bunny Tail Grass
 Bupleurum
 Butterfly Weed
 Carnation
 Chinese Forget-Me-Not
 Celosia - Plumes
 Centaurea imperialis
 Cosmos
 Dara/Chocolate Lace
 Dianthus/Sweet William
 Dill
 Dusty Miller
 Euonymus Foliage
 Feverfew
 Foxglove
 Frosted Explosion Grass
 Globe Thistle
 Lisianthus
 Mint
 Mountain Mint
 Monarda lambada
 Nicotiana
 Nigella Flowers and Pods
 Orach
 Painted Tongue
 Poor Man's Orchid
 Raspberry Foliage
 Rudbeckia
 Sanguisorba
 Scabiosa Flowers and Pods
 Sea Holly

Silene
 Smokebush Flowers
 Snapdragon
 Statice
 Strawflower
 Sunflower
 Tansy
 Yarrow
 Veronicastrum virginicum
 Zinnia

JULY

Ageratum
 Amaranth - Hanging and Upright
 Artemisia
 Asparagus Fern
 Aster
 Atriplex
 Basil
 Broom Corn
 Bunny Tails
 Camellia Foliage
 Celosia
 Cosmos
 Craspedia
 Dahlia (some!)
 Dara/Chocolate Lace
 Dianthus/Sweet William
 Dill
 Echinacea
 Elaeagnus
 Eucalyptus
 Feathertop Grass
 Feverfew
 Frosted Explosion Grass
 Globe Thistle
 Gomphrena
 Love-In-A-Puff Vine
 Hibiscus - Mahogany
 Hydrangea
 Joe Pye Weed

Lisianthus
 Marigold
 Mountain Mint
 Millet
 Nasturtium
 Nigella Pods
 Northern Sea Oats
 Orach
 Passion Vine
 Phlox
 Rudbeckia
 Scabiosa Flowers and Pods
 Scented Geranium Foliage
 Shiso
 Sea Holly
 Statice
 Strawflower
 Sunflower
 Talinum
 Tansy
 Tweedia
 Zinnia

Hibiscus - Mahogany
 Lisianthus
 Marigold
 Millet
 Ornamental Peppers
 Raspberry Foliage
 Scented Geranium Foliage
 Sea Oats
 Shiso
 Silver Shield
 Sunflower
 Talinum
 Tansy
 Tuberose
 Zinnia

AUGUST

Ageratum
 Amaranth - Hanging & Upright
 Artemisia
 Asparagus Fern
 Aster
 Basil
 Broomcorn
 Celosia
 Cosmos
 Dahlia
 Dusty Miller
 Elaeagnus
 Eucalyptus
 Feathertop Grass
 Frosted Explosion Grass
 Gomphrena
 Hairy Balls

VIRGINIA IS FOR FLOWERS!



AUTUMN

SEPTEMBER

Ageratum
Amaranth - Hanging & Upright
Basil
Broom Corn
Celosia
Cosmos
Dahlia
Dusty Miller
Elaeagnus
Eucalyptus
Euonymus Foliage
Gomphrena
Hairy Balls
Hibiscus - Mahogany
Lisianthus
Marigold
Mexican Sage
Mountain Mint
Millet
Ninebark
Ornamental Peppers
Persimmon Branches (Fruit)
Raspberry Foliage
Scented Geranium Foliage
Sea Oats
Sedum
Shiso
Silver Shield
Sunflower
Tuberose
Zebra Grass

OCTOBER

Ageratum
Amaranth - Hanging & Upright
Basil
Broom Corn
Celosia
Chrysanthemum
Cosmos
Dahlia
Dog Fennel Plumes
Dusty Miller
Elaeagnus
Eucalyptus
Euonymus Foliage
Gomphrena
Hairy Balls
Hibiscus - Mahogany
Lisianthus
Marigold
Muhly Grass
Ornamental Peppers
Pampas Grass
Raspberry Foliage
Rosemary
Scented Geranium
Shiso
Silver Shield
Tansy
Tuberose
Zebra Grass
Zinnia

NOVEMBER

Ageratum
Amaranth - Hanging & Upright
Broom Corn
Celosia
Chrysanthemum
Cosmos
Dahlia
Dusty Miller
Elaeagnus
Eucalyptus
Euonymus Foliage
Evergreens
Gomphrena
Hairy Balls
Hibiscus - Mahogany
Marigold
Muhly Grass
Ornamental Kale/Cabbage
Rosemary
Scented Geranium
Shiso
Silver Shield
Stock
Zinnia

PRO-TIP!

Dried Florals are also available this season!

VIRGINIA IS FOR FLOWERS!



WINTER

DECEMBER

- Amaryllis
- Evergreens
- Red Twig Dogwood
- Winterberry Holly
- Yellow Twig Dogwood

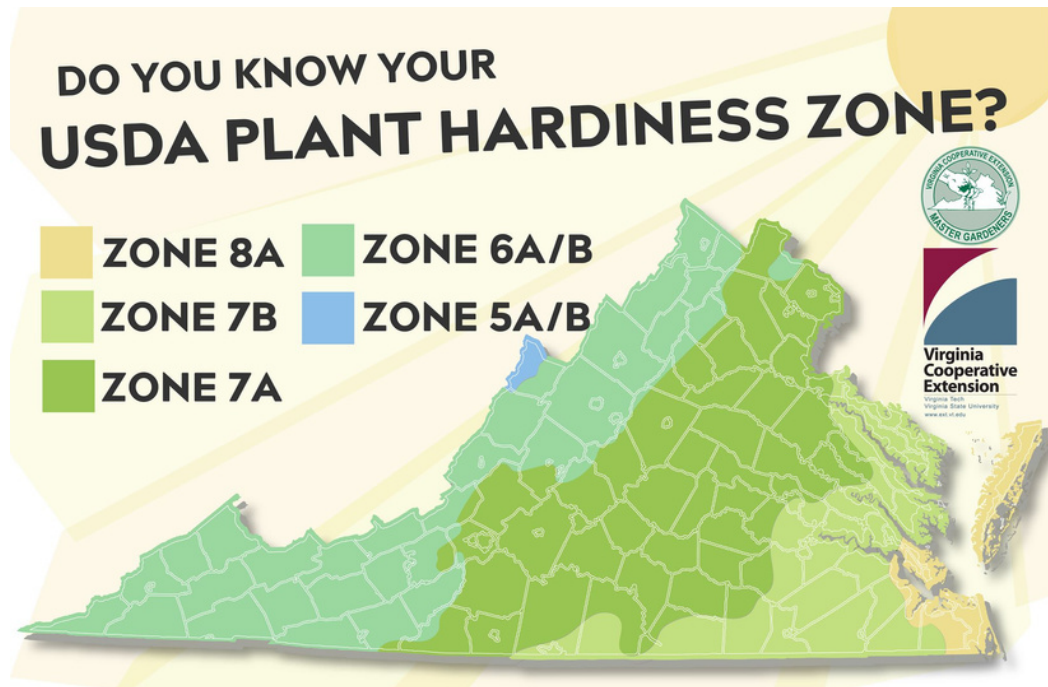
JANUARY

- Amaryllis
- Evergreens
- Red Twig Dogwood
- Yellow Twig Dogwood

FEBRUARY

- Anemone (sometimes!)
- Evergreens
- Forced Blooming Branches
- Forsythia
- Pussy Willow
- Red Maple Branches (Flowering)
- Witch Hazel Branches (Flowering)

DID YOU KNOW?
 Virginia is home to a wide range of growing climates. Therefore, there is an extra long window of availability for most crops between our coldest climates in the mountains, to our warmest in the south eastern portion. Also, Virginia is able to offer a wider crop diversity because of these unique climate zones.



VIRGINIA IS FOR FLOWERS!