

# Q&A

## Massachusetts Grown

**Who:** Jan Lorrey, owner and lead designer

**What:** Jan Lorrey Flowers

janlorreyflowers.com, @janlorreyflowers

**Where:** Newbury, Massachusetts

**About:** Jan Lorrey has worked in the floral industry for 35 years, including from her home studio since 2010. "I joined the Slow Flowers Movement in 2011, and opened a retail shop in November 2015," she explains. "That's when I began to really focus on finding and purchasing locally grown blooms."

**Square Footage:** 900 square feet

**Services/Specialties:** Weddings, funerals, daily deliveries, proms and special events.

**Sourcing Practices:** We strive to purchase locally and organically grown flowers when available (Massachusetts and New Hampshire), and America-grown flowers (New Jersey and as far west as California) when locally grown is not available. When necessary, we also fill our exotic and special orders by shopping directly from Holland and picking up ingredients from the New England Flower Exchange.

**Seasonal sourcing:** Last February, **Emily Noble** from **Old Town Flowers and Herbs** in Newbury, Mass., approached us with a long list of flowers she planned to grow in her field, five minutes from our shop. She supplied us with a wide assortment of local and organically grown flowers throughout the spring, summer and fall. We also source from **Marianne Alberigi** of **Lilla Grace Flowers** in nearby Amesbury, Mass., and the **McElroy** family's **Newton Greenhouse** in Newton, N.H.

**Seasonal Varieties:** *Astrantia*, *ageratum*, *amaranth*, *Artemisia*, *artichoke*, *aster*, *astilbe*, *centaurea*, Chinese forget-me-not, *cosmos*, *didiscus*, *dahlia*, *eucalyptus*, *gomphrena*, *lisianthus*, *zinnia*, *ranunculus*, dusty Miller, chocolate queen Anne's lace, strawflower, *celosia*, *calendula*, feverfew, *nigella*, *scabiosa*, sunflower, sweet pea, sweet Annie, *craspedia* and many more!

**Off-season sourcing:** Newtown Greenhouse, American grown sources, plus foraging in the wood for berries, rose hips and foliage.

**Best Off-season Flowers:** As winter approaches in New England, I'm able to buy from Newton Greenhouse, 20 minutes away. They offer gorgeous *lisianthus*, lilies, *anemones*, *ranunculus* and snapdragons year-round. I also order California-grown roses from **Euforia Roses**.



**Advice for others:** Just be patient with yourself and keep your focus on locally grown. You'll be surprised at what you find! We are also fortunate enough to have space next to our shop, and we plan on building two large, raised beds next spring to grow our own favorite flowers. Emily from Old Town Flowers and Herbs has come onboard and she will be our primary gardener!

**Marketing:** We post lots of photos on Facebook and Instagram. We decorate a room for a Christmas fundraiser at the Crane Estate in Ipswich, Mass., and we rely on word-of-mouth referrals. We now have a following of customers who love and expect locally grown blooms. ■

Photos courtesy of Jan Lorrey Flowers.





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—  
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