

Fall 2001 *Flower Talk*



Shop Talk

Happy to Help

We were happy to help the following worthwhile causes recently: United Way, YWCA, Mark Street UCW, Peterborough Symphony, Rotary Gift Auction, Festival of Trees.

Enjoyment Guarantee

We sell only top quality flowers and treat each order with personal consideration. Please enjoy your flowers to the fullest. If they do not meet your expectations within 96 hours, please return them to us (with the card) for full replacement. We want you to enjoy the many benefits our blooms can bring.

Flowers After Hours

Need to order flowers after hours? No problem! Our 24-hour answering service is operated by real human beings who will be pleased to assist you at any time of night or day. Just call 742-1617.

Visit Us In Cyberspace!

Have you checked out our new Web site:

www.eastcityflowershop.com

This is a secured site with lots of great selections, information and tips. If you prefer our old site it is still active at:

www.ftd.com/eastcityflowershop

Come fill your flower cart with daisies from East City Flower Shop.

The gerbera

Flower

The gerbera flower is a large disc-shaped flower carried atop a long fuzzy leafless stem. These flowers originally came from Africa and Asia, but now are mostly sold by the Dutch. The gerbera comes in almost all colours, from pure white to gold, and comes in single or double blooms. The flower is available all year round.

When you get your gerbera you should re-cut the stems (this will prevent clogging) and put the flowers into a clean vase. Then add two to three inches of clean water to the vase. The gerbera is very sensitive to fluoride in the water, so you can add one to two small drops of bleach to the water. This will keep the plant healthy



and help it live longer. Keep the flowers in a cool area away from heat or a draft. Gerberas last 3-10 days and look good any time of the year.

The FTD[®]

Glimpse Of Nature[™] Basket



A nature preserve in a basket. This natural garden basket is the home for cymbidium orchids, lilies, and birds of paradise. Limited availability.

If you're looking for just the right words to add to the card, visit our library of over 500 message sentiments for every occasion on www.ftd.com/eastcityflowershop.

Give your flowers space.

Display in a cool, draft-free location, away from harsh sunlight and heat vents. Don't set flowers on top of a TV or stereo.

Flowers All The Time

Did you know that Europeans adore flowers, too? In fact, they often purchase flowers weekly. Europeans consider flowers an important part of their everyday lives and seek to beautify their living and working spaces throughout the year.

Joke Of The Day!

If you would like to receive Janet's *Joke of the Day* by e-mail, please contact us at jmm@nexicom.net

Upcoming Events

Grandparents' Day - Sept. 9
Thanksgiving - Oct. 8
National Boss Day - Oct. 16
Mother-in-Law Day - Oct. 28
Hallowe'en - Oct. 31
Remembrance Day - Nov. 11

Tip:

A bent-neck rose is a sign that the bloom is not drawing enough water. To correct the problem, try re-cutting the stem a few inches with sharp shears or a knife while holding the stem end under water. Then, straighten the rose and lay it in a tub of lukewarm water for about an hour, before returning to your arrangement.

Flower Talk is the newsletter of

Edible Flowers

No one has ever thought bell-bottoms and leg warmers would come back into style, but as 2000 rolled in we started to see more old trends come back into fashion. This has also happened in the food world.

When the pilgrims came over from England, the Indians taught them how to eat squash blossoms. In Chinese culture they used chrysanthemums in many dishes and Germans flavoured their Rhine wine with woodruff.

In the last few years, flowers have become more available to be used as ingredients. I heard about this idea from a Martha Stewart show. She was making a salad and put pansy petals into the salad. The petals are used to give

the salad colour and make it look more festive. Other flowers you can use to cook with are garlic-chive blossoms, stock, calendula leaves and Johnny jump-ups (they look like little pansies). You can also use flowers in soups, pancakes, and jams.

The only concerns you need to think about is where you are getting your flowers from. Your flowers should be organically grown. If they are not, they could have pesticides or fungi on them. You should also ask the store or grower what part of the plant you can eat, because not all parts are edible. If you have any questions or would like organically grown flowers come by and see Janet. She will try to help you out.

Rose Petal Jam

A recipe for rose petal jam is one of the interesting tidbits in the new edition of Winifrede Morrison's *Drying & Preserving Flowers*. The book gives complete instructions on air and desiccant drying as well as preserving with glycerine, pressing flowers for arrangements and flower pictures, and adapting dried flowers for Christmas arrangements. There are also instructions for making crystalized and sugar flowers, drying the skins of fruits and vegetables and potpourri. The book sells for \$12.95 and is being distributed through David & Charles, Inc., North Pomfret, Vermont 05053. Perhaps you can send for it while boiling water for your jam...

- About 4 oz. (100g) rose petals (as strongly scented as possible)
- 1/2 pt (250ml) water
- 1/4 pt (125ml) lemon juice
- 1 lb (400g) granulated or cube sugar
- 4 tablespoons Certo
- 2 tablespoons rose water (optional)

Take petals off roses, wash and remove any hard pieces at the base (make sure the roses have not been sprayed) and drain. Put petals, lemon juice, sugar and water in a large pan and stir over low heat until sugar has dissolved. Bring to boil, simmer for at least half an hour. Add Certo and rose water. Bring to boil again, then simmer until jam sets (at least another 20 minutes). Red roses are best but, if unavailable, a good colour can be obtained by using a little food colouring.



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