

Perception

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Hi Folks,

At all local shows we mount a trade stand for selling bulbs from our catalogue. As the season is very late we had few named, exhibition cultivars available for our stand in Christchurch last weekend so we collected some unshowable, gaudy seedlings for display. We had a record four times the normal value of sales. David Bell used to call them 'Ladies flowers' and I reckon he used to sell ten of them for every one show variety. This substantiates articles I have written entitled ' The Pursuit of Perfection.' Tasmania has it right by having classes for 'Decorative Daffodils.' I learned a valuable marketing lesson over the weekend.

Dave