



**Evergreen Edge: An Extension Guide for Christmas Holiday
Arrangement Planning, Marketing, and Production**

Design No. 6: Candy Canes



**MISSISSIPPI STATE UNIVERSITY™
EXTENSION**

THE EVERGREEN EDGE SERIES

Planning holiday lines during the summer is a smart business strategy for florists, farmer-florists, and floral designers. Because business activity often slows during the summer months, florists and retailers can use this time to design, test, and prepare holiday products before the busy fall and winter sales season begins.

This publication is one in a series to help floral professionals plan, market, and sell profitable floral designs for the holiday season. Each publication includes product images, design components, step-by-step construction guidance, and retail pricing considerations to support efficient holiday production and sales.

For additional holiday design ideas and inspiration, search "Evergreen Edge" at extension.msstate.edu/publications. Feel free to copy the images from this publication to use in your marketing efforts, including websites, social media, and print materials.

DESIGN NO. 6: A HOLIDAY ARRANGEMENT IN A BASKET WITH CANDY CANES

This publication demonstrates a holiday floral arrangement using a handled basket as the container. The arrangement features fresh cut flowers, evergreens, candy canes, and ribbon trims. It is suitable for December sales from florists, farmer florists, and floral retailers.

The design approach emphasizes:

- ▶ Materials that reflect tradition with a twist
- ▶ Nostalgic elements with strong sales appeal
- ▶ Lower price point

Consider adding this design to your holiday floral marketing mix. It is appropriate for family gift-giving, holiday party decoration, and table settings. This design is a sweet way to remember friends and loved ones at Christmas.



DESIGN INSTRUCTIONS

Materials

- 1 wicker basket, approximately 6 inches long, 4 inches wide, and 12 inches tall
- 1/3 brick OASIS Renewal Floral Foam
- 2 feet green poly foil
- 1 wired wood pick
- 2 green chenille stems
- 1 medium pine cone
- 1 roll green and white striped ribbon
- 5 candy canes
- 1 stem Douglas fir (*Pseudotsuga menziesii*)
- 1 stem white pine (*Pinus strobus*)
- 1 stem Port Orford cedar (*Chamaecyparis lawsoniana*)
- 1 stem incense cedar (*Calocedrus decurrens*)
- 1 stem Gunni eucalyptus (*Eucalyptus parvifolia* 'Gunki')
- 3 stems peppermint miniature carnations (*Dianthus caryophyllus* 'Peppermint')
- 2 stems green button chrysanthemums (*Chrysanthemum morifolium* 'Kermit')
- 2 stems red hypericum (*Hypericum androsaemum*)

To mount a pine cone for foam mechanics, wrap a 24- to 28-gauge florist wire about a fourth to a third of the way from the stem end of the cone, which is the flat end. Draw the wires downward and twist them in place. Using a wired wood pick, wrap the wire attached to the pick once around the wire that has been attached to the pine cone. Following this, continue wrapping the pick's wire downward, capturing both the pine cone's wire and the wooden pick. This is the correct way to use a wired wood pick and keeps the cone secured within the design.



If the basket does not have a waterproof liner, you can make one using two layers of poly foil. Fold the edges of the foil inward, below the basket's lip, to keep the mechanics tidy. Secure two chenille stems, crossed in the center, to hold the foam in place. We used two to three bands of waterproof tape to secure the individually wrapped candy canes to the basket. Add fresh flower food solution to the container.

If these designs are mass-produced and refrigerated, it is recommended that you wait to attach the candy canes. The humidity in floral refrigeration may cause the sugar in the candy to dissolve and become sticky.



Place the evergreen foliage, carnations, button chrysanthemums, red berries, and pine cone in the basket. Tie a length of ribbon in a bow around the candy canes, covering the tape.

PRODUCTION AND RETAIL NOTES

- ▶ This design appeals to customers who seek a **nostalgic** look.
- ▶ It can be **refrigerated** for up to one month; add trims just before delivery.
- ▶ The **fresh flowers** keep the design proportionate.
- ▶ Lavish use of farmhouse-style **ribbon** justifies premium pricing.
- ▶ **Mass displays** of this design will encourage sales to walk-in customers.

RETAIL MARKUP FORMULAS

Florists use a variety of methods to assign retail prices based on overhead, materials, and labor costs. In this example, we present three formulas to consider in the retail pricing of this design.

Total cost of goods sold (COGS) = \$33

Be sure to compare to your COGS for accuracy.

Option A. 3:1 Markup

- ▶ Formula: Retail = $R \times 3$
- ▶ Calculation: $\$33 \times 3 = \mathbf{\$99}$
- ▶ Use with:
 - High production volume
 - Competitive holiday pricing
 - Short selling window

Option B. 4:1 Markup

- ▶ Formula: Retail = $R \times 4$
- ▶ Calculation: $\$33 \times 4 = \mathbf{\$132}$
- ▶ Use when:
 - Skilled labor and design expertise are emphasized
 - Moderate customization and consulting are needed
 - Comparing to many independent retail florist settings

Option C. 5:1 Markup

- ▶ Formula: Retail = $R \times 5$
- ▶ Calculation: $\$33 \times 5 = \mathbf{\$165}$
- ▶ Use when:
 - There is limited availability/when materials are out of season
 - Logistical challenges limit delivery access
 - Expectations require careful management
 - A luxury market is emphasized

MARKETING

Give this design a catchy name! Here are a few suggestions.

- ▶ Candy Cane Christmas Basket
- ▶ Peppermint Pine Holiday Basket
- ▶ Sweet Winter Evergreen Basket
- ▶ Holiday Candy Cane Basket
- ▶ Yuletide Peppermint Basket

SUMMARY

This festive holiday basket arrangement combines fresh evergreen foliage, carnations, button chrysanthemums, and bright red berries for classic Christmas charm. Candy canes and ribbon accents add nostalgic appeal, while the wicker basket enhances its rustic style. Compact and gift-ready, it is perfect for hostess gifts, desks, small tables, and seasonal decorating.

This design is appropriate for:

- ▶ Retail holiday collections
- ▶ Corporate gifts
- ▶ Event centerpieces
- ▶ Demonstrations, workshops, and professional training

E-COMMERCE PRODUCT LISTING (SEO-OPTIMIZED)

Use some or all this text to describe this design on your website.

Celebrate the season with this festive **Candy Cane Holiday Basket** arrangement featuring fresh evergreen foliage, red hypericum berries, green button chrysanthemums, and red-edged carnations. Accented with pine cones, ribbon, and classic candy canes, this charming Christmas floral gift adds rustic holiday warmth to tables, offices, and seasonal decor. Perfect for hostess or teacher gifts.

Crafted with any eye toward rustic charm, this arrangement provides:

- ▶ Classic holiday appeal with evergreens, berries, ribbon, and candy canes
- ▶ Gift-ready design perfect for hostesses, teachers, and loved ones
- ▶ Long-lasting flowers include miniature carnations and hypericum berries
- ▶ Compact, versatile size fits desks and coffee tables

Perfect for:

Holiday host gifts • Office desks • Appreciation gifts • Seasonal home decor •
Retail counter impulse purchases

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The Mississippi State University Extension Service presents Professional Florist, a nationally recognized, non-credit certificate program that supports skill development, business competency, and professional growth within the floral industry.

Professional Florist provides applied training in retail floristry, emphasizing core design principles, flower and foliage care, basic mechanics, pricing fundamentals, and customer-focused production practices. The program offers four certificate options: Professional Floral Designer, Wedding Floral Design, Manager, and Entrepreneur. It is well suited for new florists, career changers, and Extension audiences seeking practical, market-ready skills aligned with commercial floral operations. Learn more at <https://msuext.ms/professionalfloerist>.



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