



# SPOTLIGHT

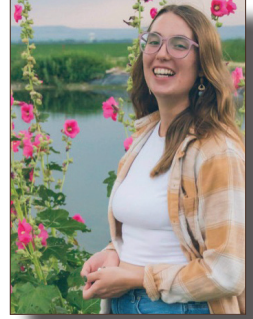
Growing Beginning Farmers & Ranchers in Wyoming



## 2024 Emzie Coop

**E**mzie Coop entered the GrowinG Internship Program eager to immerse herself in agriculture and explore flower farming. “I have been interested in farming for a while but am not from a farming background,” she shared. With encouragement from a professor, she spent the summer gaining hands-on experience and invaluable insights into sustainable farming and business strategies.

One of Emzie’s biggest lessons was understanding the business side of flower farming. “My biggest takeaways were how much business and marketing are part of flower farming,” she explained. Her host taught her about pricing strategies, seasonal planning, and diversifying revenue streams, such as offering workshops. These lessons reshaped her perspective on running a successful agricultural business.



Sustainability was another key focus. Emzie worked on projects like rooting native plants, including Western White Clematis, to use as natural windbreaks. “It’s about working with your environment to create a sustainable operation,” she said. These projects deepened her commitment to regenerative practices that balance profitability with environmental stewardship. She also enhanced her skills in flower care and design, learning to cut, process, and store flowers for retail and events. “Playing around with floral design was a highlight—it combined creativity with technical skills,” Emzie reflected.

Networking rounded out Emzie’s experience. By visiting farms and engaging with her host’s colleagues, she gained valuable connections. “I gained great connections, including a florist who specializes in weddings—a perfect inspiration for my goals,” she said.

“This experience made me realize flower farming can be a viable career option,” Emzie shared. Equipped with practical skills and a passion for sustainability, she is ready to grow her dreams in agriculture.

*Emzie Coop*

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