

Made in the Mid-Willamette Valley: Wooden Shoe Tulip Farm

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Company name: Wooden Shoe Tulip Farm

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Business history: The Iverson family began growing tulips in 1974. The first tulips belonged to Dr. Holman, who would ship part of the bulbs to Indiana every year for forcing. When he retired in the late 1970's, the Iversons bought a few acres of bulbs. By the early 1980s, Wooden Shoe had more than 15 acres and needed to broaden their market base. Today there are more than 80 acres of tulips and daffodils.

Business description: The fields are open for an entire month and Wooden Shoe has greatly expanded their operation to include cut flowers, potted tulips, a gift shop, other plants and all sorts of food and activities on weekends. The tulip production process includes topping and rouging the tulips, harvesting cut tulips, packaging and shipping. Wooden Shoe carefully package bunches of fresh hand-picked flowers daily.

Employees: At peak season, more than 50

Business specialties: A wide variety of tulip bulbs and cut flowers, in season.

What is biggest advantage of doing business in the Mid-Willamette Valley: For tulip growing, it is definitely the terrific Northwest climate.

Essential business philosophy: Making beautiful memories and family-oriented experiences by sharing a small portion of our farm and lives with all those who visit us during our festivals.

Best way to stay competitive: By having a vision, staying abreast of the latest innovations in the industry, and implementing those techniques.

What is most challenging in work: Weather conditions as they affect the blooming season.

Best business decision: To open the tulip fields to the public.



Special to the Statesman Journal
There are more than 80 acres of tulips and daffodils at Wooden Shoe Tulip Farm.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

What trends do you see happening in your industry: Consolidation of property and operations as older farmers retire.

Company affiliations: Oregon Association of Nurseries, Farm Bureau, Woodburn & Molalla Area Chambers of Commerce, WATA, the Oregon Garden, North American Farm Direct-Marketing Association, Mail Order Gardening Association, Oregon Tour and Travel Alliance, Travel Salem.

For additional information, contact SEDCOR at (503) 584-7303 or e-mail sappleby@sedcor.com.