

February 24, 2015

Dear Rep. Guttentberg, and other members of the Alaska State House of Representatives:

I am writing this letter in of support for HRC 6: July as Alaska Peony Month. A literally growing industry, Alaska peonies have a bright future. There are many small growers becoming established across Alaska, who join dozens of larger, established peony farms. All peony growers in Alaska will benefit from increased awareness and recognition that will come from declaring July as “Alaska Peony Month” through the passage of HRC 6.

Building awareness of the quality and availability of Alaska Peonies now is very important. It takes several seasons to build a strong reputation and to reach out into new markets. Peonies are a crop that take several years to fully develop, and it's essential to build the awareness and demand for these fine flowers now so that the demand will keep pace with increasing production of blooms.

Festivals and events relating to peonies, which are at their prime across Alaska in July, will benefit not only producers but provide awareness and enjoyment for Alaskans and visitors alike. Spreading the general awareness of Alaska Peonies in conjunction with the Alaska Grown program will help highlight the fine agricultural products produced in Alaska. Tourism opportunities with associated festivals and events will help other sectors of the Alaska economy as well.

The success of Alaska agriculture depends in great measure with connecting buyers and growers, and that exchange will be strengthened as a result of the HRC 6 proposal.

Thank you for your support of this resolution.

Sincerely,

Mary Ver Hoef
Little Plum Garden and Peonies
Fairbanks, Alaska