

5 MINUTES — WITH — LINDSAY FARFSING



As the new owner of the multi-generational family business, Benken Florist Home & Garden, Lindsay Farfsing brings over 30 years of greenhouse experience, floral and garden design, and event planning experience, as well as extensive experience in purchasing, budgeting, and retail management.

By Teresa McPherson

You grew up in the industry and are the fourth-generation owner of Benken; how do we encourage the next generation to be interested in horticulture as a career?

We will engage them in the decision-making process, asking their opinions and genuinely listening to their thoughts and feelings. Involvement equals commitment, but I feel it is necessary to involve the next generation on their level. It takes time to realize what unique talents you bring to the table.

As a family business, what measures do you take to separate the family part from the business part?

We run the business like a business with a well-thought-out business plan.

What's the best part about your job?

The best part of my job is continuing to build on the legacy that was started 80+ years ago! I find excitement when we have our finger on the pulse of what is new and innovative for the next step of our business. Being surrounded by an amazing team, including my husband and twin brother John, is also something I love.

What keeps you up at night?

Ensuring I continue to make sound decisions and to build a company that my parents, siblings, children, and employees would be proud of.



What's something that few people know about you?

It took years for me to understand what I stood for and what I was capable of. Coming back to the greenhouse after leaving was a rebirth for me. I came back stronger, smarter and ready to lead my company to a whole new level.

Favorite plant to grow? Why?

I have a true passion for growing a garden. There is an art to growing your own food and learning that art from my dad was a highlight of my life and one that I plan to pass on from generation to generation. I mean, who doesn't love to have dirt under their fingernails? 🌱