



# 2017 FLORAL INSIGHTS & INDUSTRY FORECAST

Presented by DEBRA PRINZING  
*Slowflowers.com founder and creative director*

*Slow Flowers*  
the conscious choice for buying and sending flowers

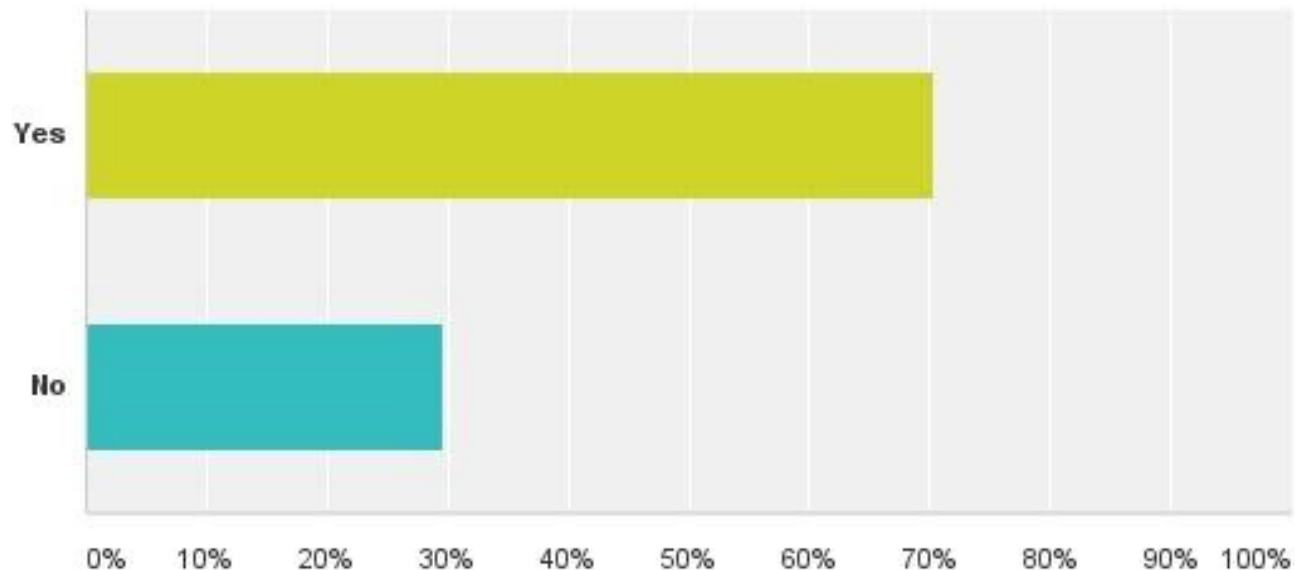


## 1. WHOLESALERS DISCOVER AMERICA (flowers)

Members report their conventional wholesalers are offering more local and domestic flowers and foliage than in past years.

# 1. WHOLESALERS DISCOVER AMERICA (*FLOWERS*)

**Q2 If you purchase from Conventional Wholesale Florists, are you finding more American grown/local options than in the past?**



# COMMENTS:

- I request American grown from my Rep, and I think there are more boutique, seasonal items that are coming from smaller farmers
- I have been asking my conventional wholesalers to bring in more American grown product and I think it is helping. The "American Grown" branding really helps us to know that is happening.
- Definitely, and some people at the conventional wholesalers are proud to share that their products are American grown.
- It's a toss up. They say they want to add more but I'm not sure if they are working really hard at. And they don't do a very good job at advertising what is local and what is not. My Rep knows that I want American grown but still have to ask every time.



# Florabundance

EVERYTHING UNDER THE SUN...SPECIALTY FLOWERS AND MORE™



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Enter Keyword

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IN THE PRESS

EVENTS

DESIGNER SHOWCASE

## SHOP BY

Variety

Color

Flower Name

Fragrance

Season

Specials

Florabundance Grower Select

## INFORMATION



### Anemomes-hot pink

Local grown and imported. The color pink in picture may vary depending on the different parts of the season. [more >](#)



### Anemone, Japonica

Anemone Japonica is a beautiful perennial some growers refer to as Chinese anemone. [more >](#)



### Anemones- hot pink


Locally grown and imported when out of season color may vary from picture. [more >](#)



### Anemones-dark blue

Blue color can vary depending on the time of the year and growing location. [more >](#)

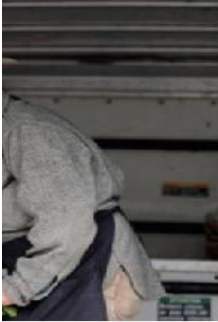
Online wholesaler  
**Florabundance**  
uses icons to  
identify product  
origins



**Le Mera**  
GARDENS  
Oregon's Organic  
Fresh Flower Farm™


[us](#) [Florists](#) [Buy Local](#) [About](#) [Directions](#) [Farm-Direct](#) [Selection](#)

*Oregon Farm Direct, Fresh Cut, Local,  
Seasonal, Organic Flowers | Since 1984*




*Grower*

th Certified  
es respect the



*Bulk Organic Flowers*

We are proud to wholesale our seasonal fresh  
flowers to Southern Oregon's florists, delivering



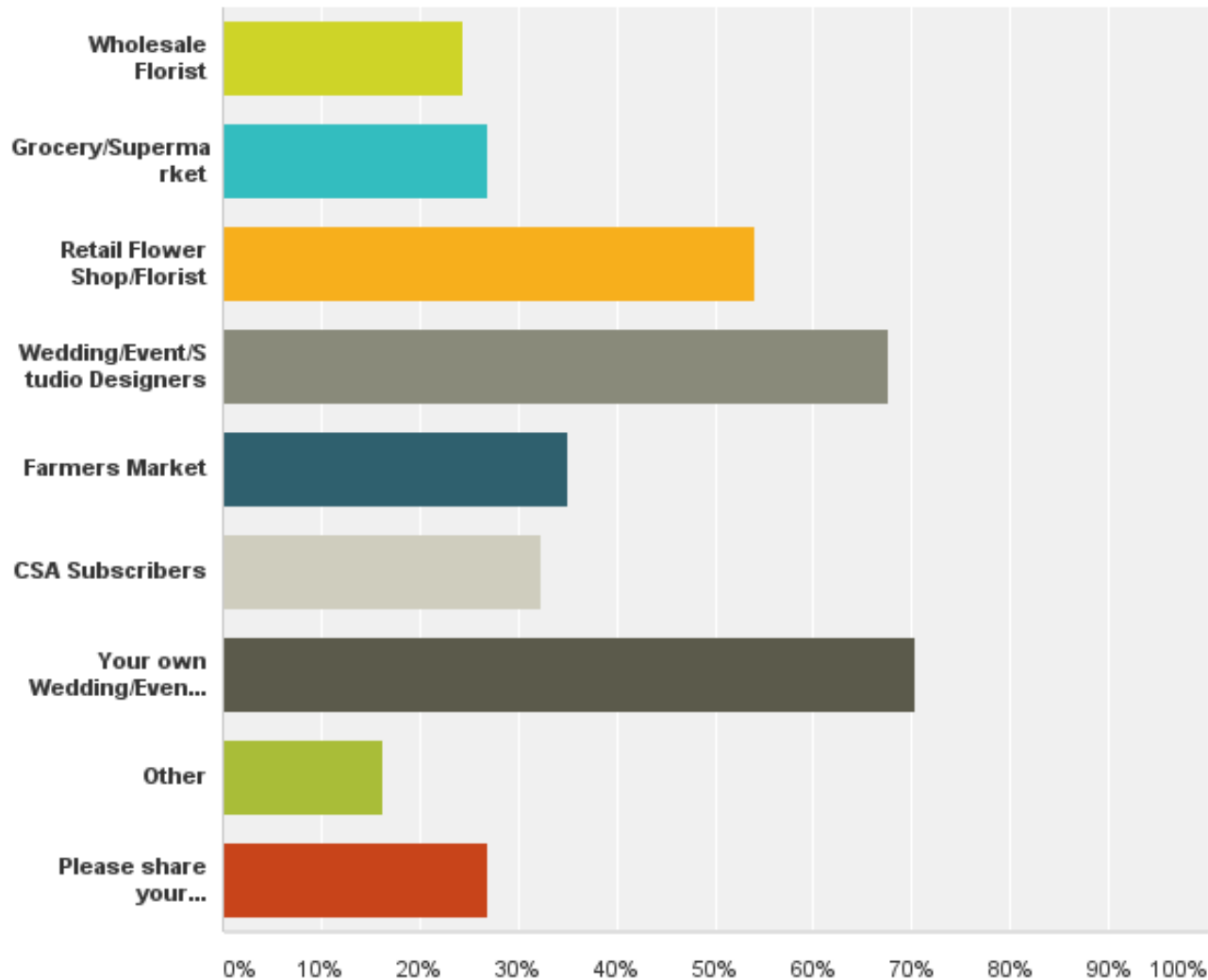
*Wedding*

We supply beauti  
Oregon-grown flc

## 2. MORE FARMS SELLING DIRECT

Conventional wholesale channels are changing with more flower farms seeking ways to bypass and market direct to florists or consumers

**Q3 Flower Farmer Selling Practices: Please share the types of customers buying your flowers (Check all boxes that apply)**



**2. MORE  
FARMS  
SELL  
DIRECT**



STARGAZER  
BARN®



SHOP

Collections

Bloom

Wine

Stargazer Club

Goodies

WINERY

FARM



FAQ

CONTACT

CART



SHOP

WINERY

FARM

OUR BARN

BLOG

WOW!

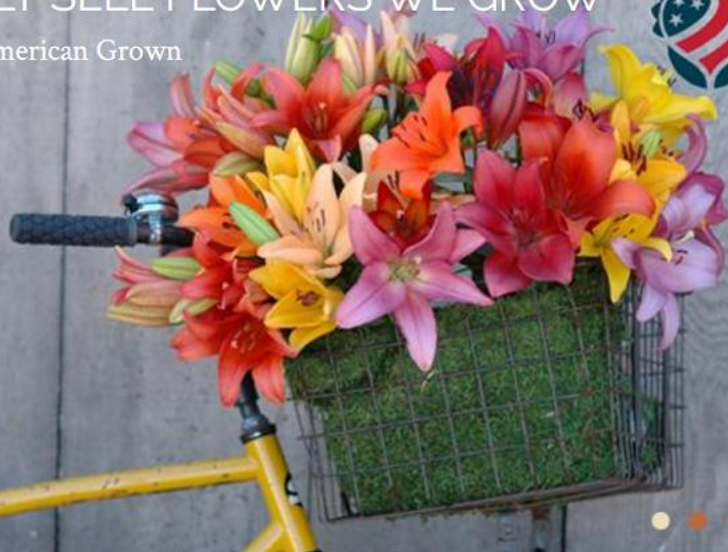
Delight & Amaze

LEARN MORE

WE ONLY SELL FLOWERS WE GROW

Of course, American Grown

LEARN MORE

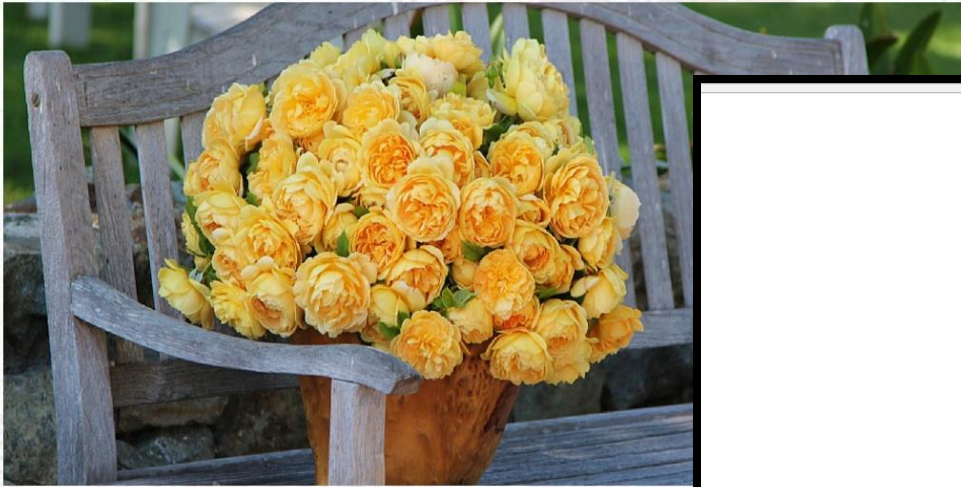




# Rose Story

• FARM •

[ABOUT US](#) · [EVENTS](#) · [TOURS](#) · [ROSES](#) · [GARDEN SERVICES](#) · [STEP INTO OUR GARDEN](#) · [NEWS](#) · [CONTACT](#)



[Home](#) [Catalog](#) [Blog](#) [About Us](#)



### 3. RETURN OF BRICK & MORTAR

CALIFORNIA SISTER  
Sebastopol, California





*Verde & Co.*

VERDESEATTLE.COM

FLOWERS • CLASSES • PLANTS • GIFTS

SADIE REBBINS

VERDE & CO., Seattle, Washington







## PINE STATE FLOWERS Durham, North Carolina

## FLOWERS & WEEDS St. Louis, Missouri





# SOLABEE

Portland, Oregon





GLAMOUR & GRIT FLORAL,  
Grand Rapids, Michigan



HOPS PETUNIA  
Kingston, New York



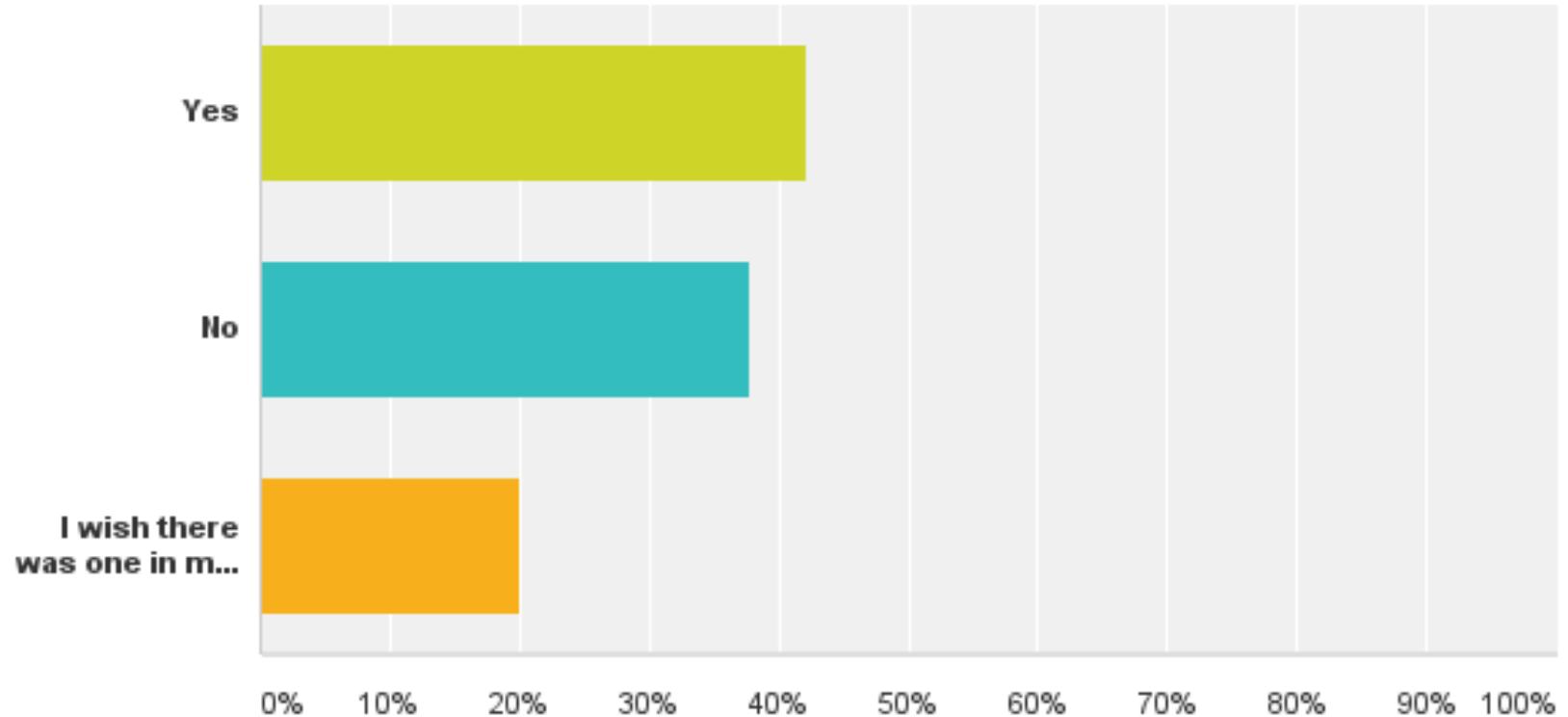


## 4. MICRO-REGIONALISM

Across the country farmers and florists are forming their own unique alliances for commerce, marketing and promotion. The net benefit means more local flowers available to more consumers.

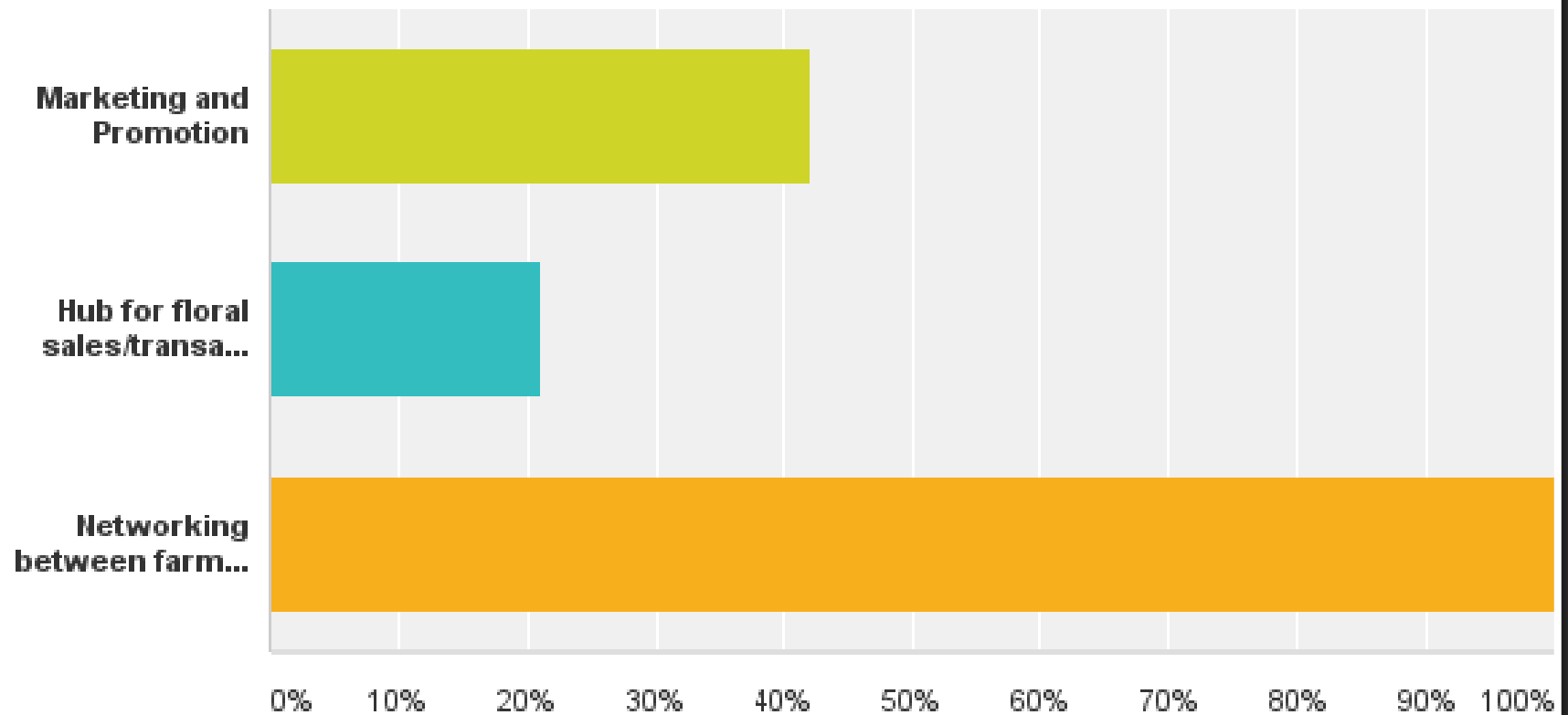
### 3. MICRO REGIONAL BOOM

**Q4 Are You Part of A Regional Network for Flower Farmers and/or Florists?**





**Q5 If you are part of a Regional Network,  
please indicate its activities/purpose (Check  
all boxes that apply):**





# SC UPSTATE FLOWERS

Locally Grown in the Upstate

## WHY COLLABORATE?

- We are a loosely arranged group with no website, and about twice yearly meetings/events
- This group was founded on collaboration, networking, and sharing knowledge for the benefit of all. The group is quickly growing!
- Education and moral support!
- Networking and education among florists



# Co-op Model

- Member-supported marketing, transportation, research, and education
- Grower education (classes, mentoring, and individual consultation)
- Research to determine the most effective growing
- Centralized chilling facilities
- Shipping services
- Group purchasing to lower costs to our members.



PEONIES WHEN YOU LEAST EXPECT THEM!

Arctic Alaska Peonies is a Cooperative of peony growers and pack houses in the heart of Alaska. Our family farms are spread across the rich Tanana and Yukon River Valleys and the surrounding uplands that straddle the Arctic Circle.

We have two pack houses that collect, chill, and ship our summer blooming peonies fresh to you – anywhere in the United States, Canada, Europe, and Asia. Our focus is on assuring that the peonies in July come to you fresh, big, and beautiful!

[HOME](#) [ABOUT](#) [ORDER](#) [COOPERATIVE](#) [CONTACT](#) [MEMBERS](#)





# Celebrate Your Love WITH LOCAL BLOOMS

ASK YOUR FLORIST OR EVENT PLANNER FOR  
*local, seasonal & sustainable*  
**WEDDING FLORALS**

Visit **Slowflowers.com**, a free, Seattle-based online directory to find LOCAL FLOWERS & FLOWER FARMS across the Pacific Northwest - and all of North America

- Source Locally • Celebrate the Season • Be Sustainable
- Keep Jobs in Your Community • Carry the Freshest Bouquet of Flowers

**Communicate your values on your Wedding Day**  
**Meet our talented members – call for a free consultation**

**FIRST & BLOOM**

Tammy Myers **First & Bloom**  
425-445-4614 • firstandbloom.com

**floressence**

Anne Bradfield **Floressence LLC**  
206-286-7850 • floressencedesign.com

**Verbenaflo Seattle**  
WEDDINGS & EVENTS

Sandy Figel **Verbenaflo Seattle**  
206-755-1937 • verbenafloalseattle.com

**CASABLANCA FLORAL**  
Artful & Elegant Design

Maura Whalen  
**Casablanca Floral**  
206-330-4904  
casablanc floral.com

**lollie fleur**  
FLORAL & GARDEN

Kim Richards  
**Lollie Fleur, floral & garden**  
206-355-3374 • lolliefleur.com

**Flourish**  
FLORAL DESIGN • EVENTS

Samantha Crowley  
**Flourish Weddings**  
206-937-1103  
flourishweddings.com

**TOBEY NELSON**  
DESIGN • EVENTS

**Tobey Nelson design + events**  
Formerly Vases Wild  
360-632-0686  
tobeynelson.com

**RUSTED VASE**  
DESIGN

Carlee Donnelly  
**Rusted Vase Co.**  
425-280-8069  
rustedvase.com

**COUNTRY BOUQUETS**  
floral

Kelli Walker  
**Country Bouquets Floral**  
360-391-5342  
countrybouquetsfloral.com

**GATHER**  
design company

Amy Kunkel-Patterson  
**Gather Design Company**  
206-310-9600  
gatherdesigncompany.com

**Camas Designs**  
locally sourced happiness in the San Juan Islands

Erin Shackelford  
**Camas Designs**  
206-437-4993  
camasdesigns.com

# Slow Flowers

the conscious choice for buying and sending flowers

Co-op Advertising  
Builds Brand  
Awareness and Impact


**Slow Flowers**  
the conscious choice for buying and sending flowers


Visit **Slowflowers.com** or call **844-SLOWFLO (756-9356)**




# 5. LOCAL FLOWERS MOVE INTO MAINSTREAM CHANNELS:

Major wire services and  
retailers embrace  
LOCAL Flowers



SIGN IN | CUSTOMER SERVICE

search by flower, color, keyword


BIRTHDAYSYMPATHYOCASIONFLOWERSPLANTSGIFTSLUXURYSAME DAY

Home > Homegrown Collection - Locally Grown on American Farms


# HomeGROWN


## COLLECTION

Thoughtfully gathered and locally grown on American farms.





Sort by: popularity | lowest price | highest price




 GROWN IN AMERICA


Shipped Farm Fresh in a Gift Box  
Life Bright  
\$44.99




 GROWN IN AMERICA


Shipped Farm Fresh in a Gift Box  
Sweet Samba  
\$44.99




 GROWN IN AMERICA


Shipped Farm Fresh in a Gift Box  
Summer Breeze  
\$39.99




 GROWN IN AMERICA


Shipped Farm Fresh in a Gift Box  
Garden Bright



 GROWN IN AMERICA

Shipped Farm Fresh in a Gift Box  
Sunset Kiss



 GROWN IN AMERICA

Shipped Farm Fresh in a Gift Box  
Fresh Fields





## THE LURE OF LOCAL: Merchandising American Grown Flowers



*Simplicity Is ElBogedon's Strategy*



*Picky Floral Findings*

# THE LURE OF LOCAL

4 floralbusiness • Winter 2016



## The Lure of Local: How Retailers Are Merchandising American Grown

Domestic and American grown floral programs help retailers differentiate and communicate brand values.

by Debra Prinzing





“It is important to our consumers to understand where their flowers come from.

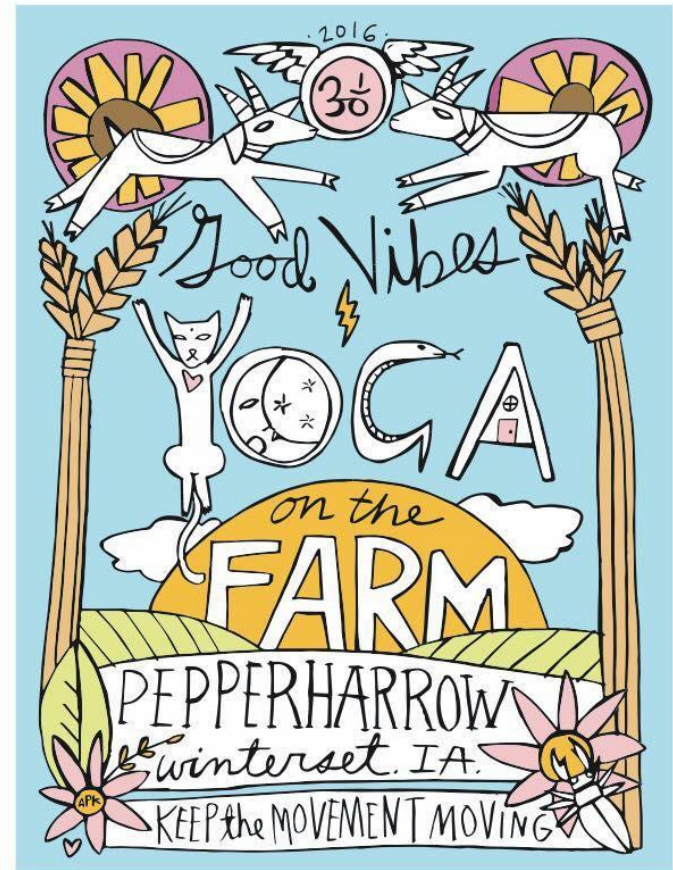
“This transparency not only creates trust and a promise of quality, it provides a sense of community and camaraderie.”

-- **Katie McConahay**,  
*Floral Program / Category  
Manager, New Season Market*



## 6. FLORAL TOURISM

Far beyond U-Pick, smart farms and florists are luring floral consumers to their fields, shops and studios for experiences *and* the flowers.







HOPE FLOWER FARM | WATERFORD, VA  
OCTOBER 17-18, 2016



@scarlettandgrace image **Erin Rochelle DeYoung**





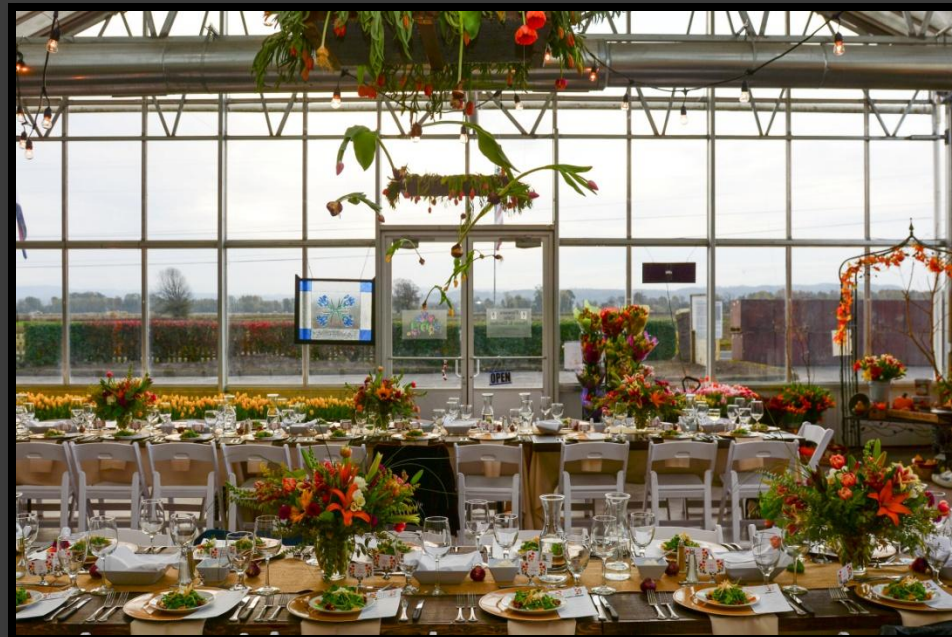
# detroit flower week

OCTOBER 11 - 15, 2016



[detroitflowerweek.info](http://detroitflowerweek.info)  
[@detroitflowerweek](https://twitter.com/detroitflowerweek)











## 7. LUXE AND LUSH TROPICALS

Lush, tropical foliage and flowers play beautifully with garden annuals and perennials

Design with caladium foliage:  
Dan Fingerhut, Floradelphia



- Bougainvillea
- Anthurium
- Caladium
- Colocasia
- Croton
- Canna
- Monstera





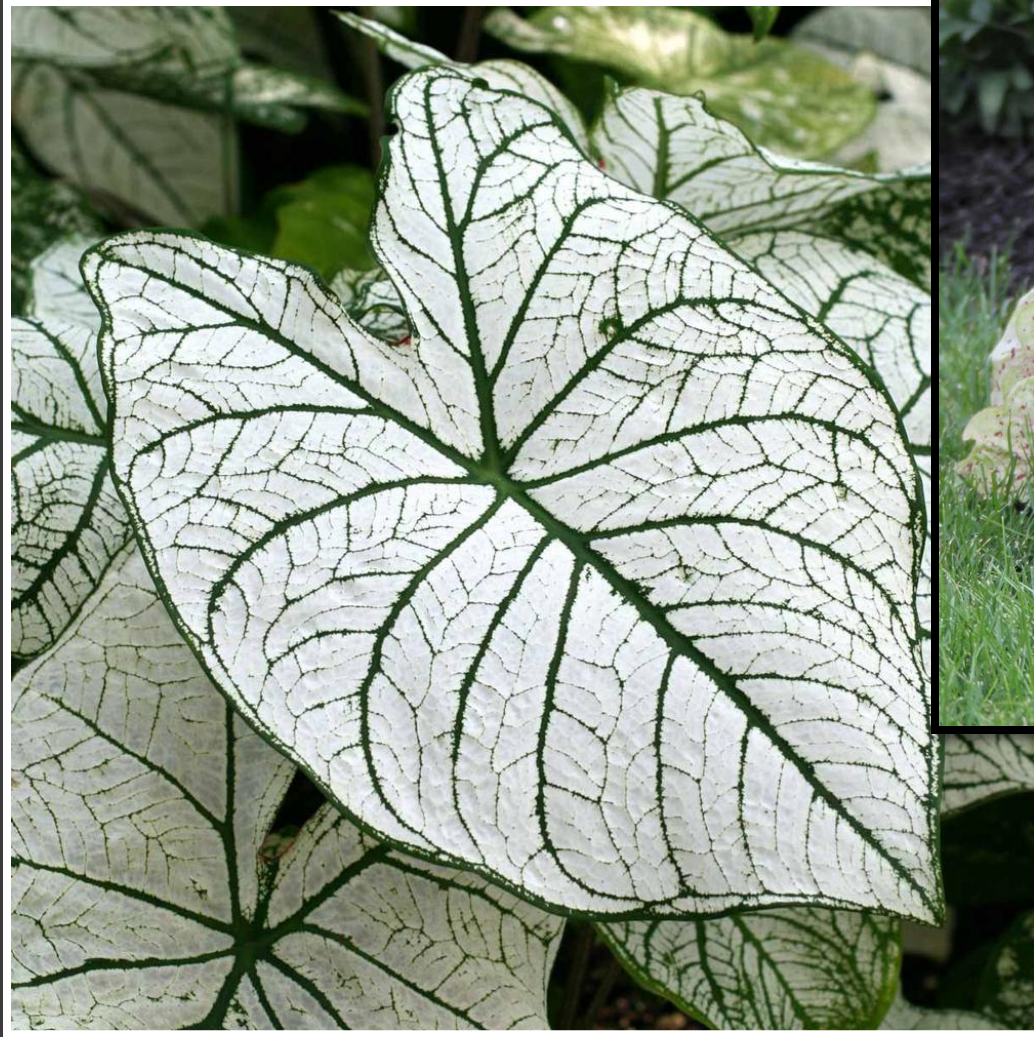


Anthurium with corylopsis and bells of  
 Ireland  
**Meridith Isaacson, Verde & Co.**



Ginger, bougainvillea, ferns and more  
 Hawaiian-grown beauties  
**Laura Cogan, Passionflower**





Caladium candidum (left); Caladium Miss Muffet (right)  
© Longfield Gardens





Orchids and anthurium with roses and peonies  
Nicole Cordier Wahlquist design



Bougainvillea with peonies and Bells of Ireland  
Floral design by Elizabeth B. Hendricks Montgomery of Three Toads Farm



# Bougainvillea: a Luxe and Lush surprise element



Both designs by Elizabeth B. Hendricks Montgomery of Three Toads Farm

## 8. COLOR UPDATE – BEYOND BLUSH



Amy Kunkel-Patterson, Gather Design Co.



Buttery yellow ~ blends beautifully with blush



A shift in palette that bring pale yellow into the apricot-blush spectrum



Florals by Amy Kunkel-Patterson of Gather Design Co.





Bouquet by Nicolette Owen of Nicolette Camille Floral Design





‘Oh Jamaica’ – a Schreiner’s bearded iris



“Muddy” hues appear in the fritillaria and hellebores, by Amy Kunkel-Patterson of Gather Design Co.





“Muddy” hues appear in the fritillaria and hellebores, by Amy Kunkel-Patterson of Gather Design Co.

# #9 SLOW FLOWERS INTERNATIONAL







Celebrating local flowers around the globe

# SLOW FLOWERS INTERNATIONAL MODEL



learn more about slow food international

Slow Food is a global, grassroots organization with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment.



## Slow Food worldwide

CHOOSE YOUR COUNTRY



- 1 000 000** Supporters
- 100 000** Members
- 3770** Ark of Taste products
- 2400** Food communities
- 2500** Gardens in Africa
- 1500** Convivia
- 500** Presidia
- 160** Countries



# 2016 BY THE NUMBERS

- Slowflowers.com Members: 720
- Slowflowers.com unique Visitors: 4,000/month
- Slowflowers.com Page Views: 21k/month
- Monthly Slow Flowers Podcast downloads: 9k/month
- American Flowers Week 2016 Impressions: 1.3 million+



# Slow Flowers

the conscious choice for buying and sending flowers

Your nationwide online directory to florists, shops, and studios who design with American-grown flowers  
**Anywhere in the United States!**



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Search the site



Prinzing's book, *Slow Flowers*, demonstrates how seasons have their own character to be celebrated. **Read the book and be inspired!**



## FIND FLOWERS

Search terms

business name, keyword, e

Location

city, state/province or zip/pc

GO

[add new listing](#)



Are you a floral designer, florist, or flower farmer wanting to connect with eco-conscious consumers?

**JOIN THE COMMUNITY** ▶

## FEATURED MEMBERS



**Oregon Coastal Flowers**  
Tillamook, OR

Oregon Coastal Flowers is a major grower and supplier of premium Northwest Grown Floral Products. We specialize in unique flowers and branches...



**Sonoma Flower Mart**  
CA

We are a wholesale flower mart featuring locally & domestic grown flowers.



**Field to Heart**  
Snohomish, WA

Field to Heart wants to bring a local flower experience to the people; florists, DIY-ers and flower enthusiasts in the Seattle area. We offer a...

experience local flowers

*field to heart*  
u cut they cut we cut  
snohomish, washington

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thank you.  
[debraprinzing.com](http://debraprinzing.com)