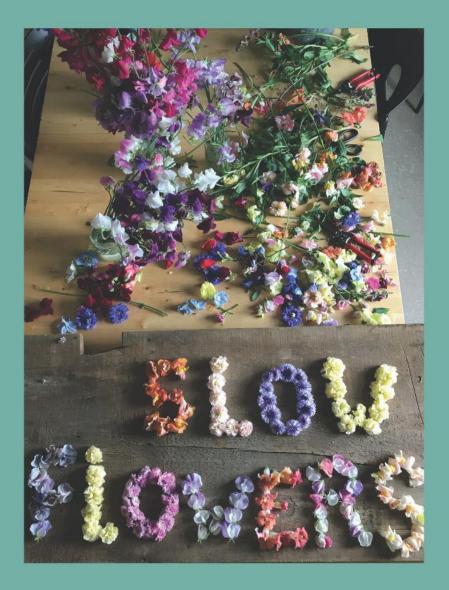


### Slow Flowers Year in Review

## YEAR AT GLANCE







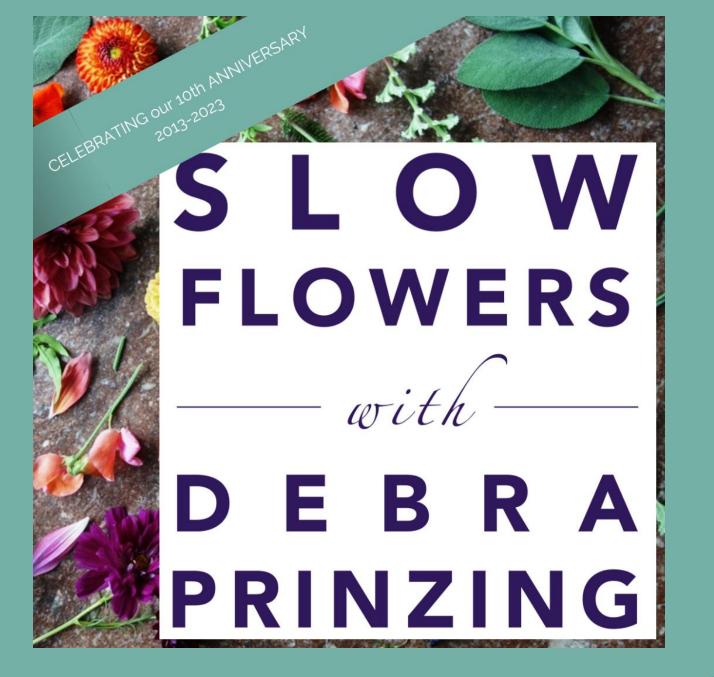
# slow flowers

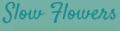
16

Four Seasons of Locally Grown Bouquets from the Garden, Meadow and Farm











slow flowers



















"Make no mistake. Others have joined this movement, but it started here. It started with SLOW FLOWERS, the book. SLOW FLOWERS inspired all of our subsequent programs and initiatives that benefit the entire floral marketplace to this day."





Slow Flowers SociETY with Debra Prinzing

VODCAST EPISODES | MEET-UP RECAPS | VLOG -NEW VIDEOS EVERY WEEK-

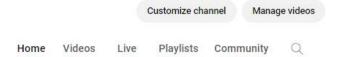
### **Slow Flowers Society Video Channel**



@slowflowerssociety · 835 subscribers · 156 videos

This channel features our weekly Slow Flowers Show, produced and hosted by Debra Prinzi... >

slowflowerspodcast.com and 3 more links



### For You



Slow Flowers Show Episode 639V 404 views • 2 weeks ago Slow Flowers Show: Episode 625V 174 views • Streamed 4 months ago

Slow Flowers Members (Virtual) Meet-Up --December 8, 2023 2.5K views • 2 weeks ago

Slow Flowers Show Episode 637V 197 views • Streamed 1 month ago





Slow Flowers Members (Virtual) Meet-Up -October 20, 2023

253 views • 1 month ago



Slow Flowers Members (Virtual) Meet-Up -September 8, 2023

289 views + 3 months ago



Slow Flowers Show Episode 617V: Anne Sumner

369 views + 5 months ago



Slow Flowers Members (Virtual) Meet-Up -May 21, 2023

134 views • 7 months ago



Slow Flowers Members (Virtual) Meet-Up -April 14, 2023

87 views • 8 months ago



Slow Flowers Members (Virtual) Meet-Up --March 10, 2023 181 views • 9 months ago



Slow Flowers Show Episode 595V 268 views + 10 months ago



Slow Flowers Members' (Virtual) Meet-Up -January 14, 2023 149 views • 11 months ago



Slow Flowers Members' Virtual Meet-Up -December 9, 2022

188 views · 1 year ago



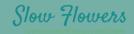
Slow Flowers Member Virtual Meet-Up -November 11, 2022 104 views • 1 year ago



Slow Flowers Member Virtual Meet-Up -October 14, 2022 108 views • 1 year ago



Slow Flowers Members' Virtual Meet-Up -September 16, 2022 78 views • 1 year ago















# Welcome to 104 NEW Members in 2023!





Slow Flowers



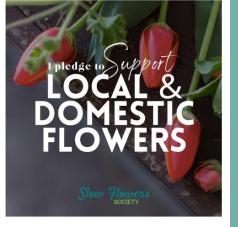


Slow Flowers





Slow Flowers





Slow Flowers

When in Doubt, Just Add Stoke Howers.

When in Doubt, Just Add slow flowers.





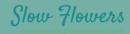
### Slow Flowers Society Membership Benefits: It's all about Education!

Slow Flowers Show: 52 video episodes
Slow Flowers Podcast: 52 audio episodes
Slow Flowers Meet-Ups: 10 monthly sessions
Slow Flowers Newsletters: 12+
Slow Flowers Journal (online): 20 articles,
profiles, Q&As and book reviews
Slow Flowers Journal (digital magazine):
2 free quarterly issues with 152 editorial pages





# D E B R A PRINZING





### Slow Flowers Member Meet-Ups

Slow Flowers Society Video Channel

 $\text{Public}\, \lor$ 

17 videos 44 views Last updated on Dec 10, 2023



Play all

🔀 Shuffle

No description





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18







Slow Flowers Members (Virtual) Meet-Up - May 21, 2023 Slow Flowers Society Video Channel + 134 views + 7 months ago







Slow Flowers Members (Virtual) Meet-Up -- March 10, 2023 Slow Flowers Society Video Channel + 181 views + 9 months ago



Slow Flowers Members' (Virtual) Meet-Up - January 14, 2023 Slow Flowers Society Video Channel • 149 views • 11 months ago



Slow Flowers Members' Virtual Meet-Up - December 9, 2022 Slow Flowers Society Video Channel • 188 views • 1 year ago

#### Slow Flowers Members (Virtual) Meet-Up -- December 8, 2023

Slow Flowers Society Video Channel • 2.5K views • 2 weeks ago

Slow Flowers Members (Virtual) Meet-Up -- November 10, 2023 Slow Flowers Society Video Channel + 101 views + 1 month ago



### 

Join Our FEBRUARY Slow Flowers Meet-Up Floral Photography Tips & Techniques with two Professional Photographers Friday, February 3rd - 9 am Pacific/Noon Eastern



# Take Our 2024

Slow Flowers Member Survey





## Survey Winner!

Candice Howard of Duchess Farms Complimentary Premium Level Slow Flowers Society Membership for 1 year

**Congratulations to Candice!** 







# Which of the following member benefits did you take part of in 2023? (Check all that apply.)

76%	Business Listing on Slowflowers.com	20%	Collaborated with other Slow Flowers members for special project
46%	Use Slow Flowers badges or logo on my business branding	18%	Published in slowflowersjournal.com or SFJ digital magazine
25%	Featured in @slowflowerssociety on Instagram	16%	Participated in American Flowers Week
25%	Enjoyed discount registration to Slow Flowers Summit and other Events	13%	Participated in @slowflowerssociety LIVE
24%	Attended Slow Flowers virtual member meet-up(s)	10%	Participated in Slow Flowers Facebook Community
20%	Interviewed on the Slow Flowers Podcast or Slow Flowers Show		

### Slow Flowers Member Survey 2024





6. Member-Only Badges & Logos











PLEDGE ALLEGIANC

AMERICAN FLOWERS





## **Member Value**



81% rate the value of Slow Flowers membership as high value or very high value

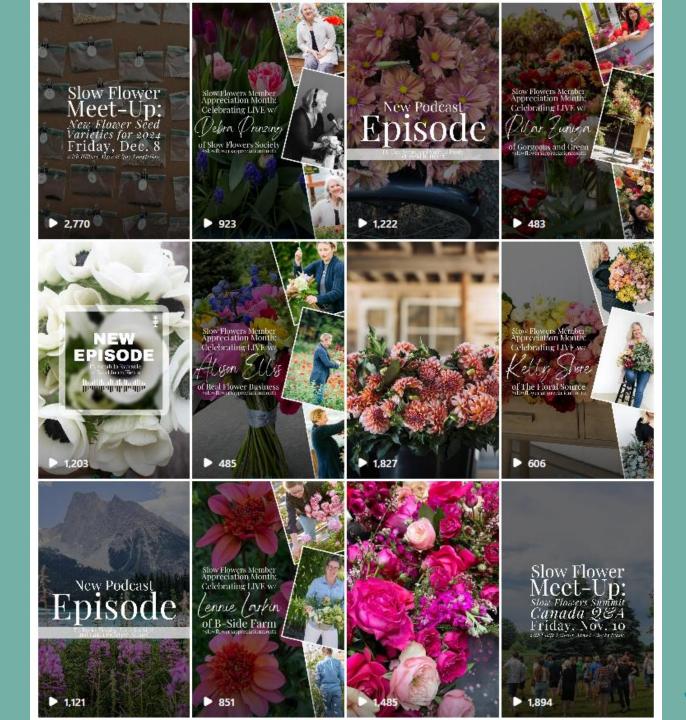
82% are very satisfied or extremely satisfied with their Slow Flowers membership

85% are very likely or extremely likely to renew their membership in the upcoming year









Slow Flowers

### WATCH: 1 hour, 45 minute Video Shane Connolly Lecture + Four Floral Demos



On Friday, September 29, 2023, Slow Flowers Society presented "Learning to be Kinder to Nature," a public lecture and design demonstration given by British sustainable floral designer Shane Connolly.

> This replay video is made available exclusively to Slow Flowers Members. To watch, please click the link below and use the password: **ShaneSeattle2023**

> > Click Here to Watch the Video ►

# Member Marketing Toolkit

All the Slow Flowers Resources You Need to Leverage Your Brand



Updated November 2023



### Table of Contents

- 1. Slow Flowers Manifesto
- 2. Slow Flowers Mission
- 3. Slow Flowers by the Numbers (2023)
- 4. Slow Flowers Programs, Events &

Campaign Information

- 5. Member Benefits Fact-Sheet
- 6. Member-Only Badges & Logos
- 7. Slow Flowers Infographics
- 8. PowerPoint Dek for your presentations
- 9. Hashtag list
- 10. Local Press Pitch Letter
- 11. How to Connect with Slow Flowers Society



## Walking the Talk

Putting your sustainability values into practice

### **DEBRA PRINZING**

SLOW FLOWERS SOCIETY | FOUNDER SLOW FLOWERS JOURNAL | EDITOR





JUNE 28 - JULY 4, 2023 www.AmericanFlowersWeek.com #americanflowersweek

a project of Slowflowers.com

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JUNE 28 - JULY 4 • AmericanFlowersWeek.com • #americanflowersweek





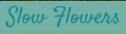






Slow flowers













AMERICAN FLOWERS WEEK | SUMMER 2023



# BOTANICAL COUTURE





#### **BOTANICAL COUTURE 2023**

DESIGN BY JENNIFER REED PHOTOGRAPHY BY HALEY RICHTER



A LONG-FORGOTTEN HISTORIC GARDEN IGNITED Jennifer Reed's imagination for her contribution to this year's American Flowers Week collection. Owner of Jennifer Designs, based in Mullica Hill, New Jersey, the floral artist told how the Crowninshield Garden at Hagley Museum in Wilmington, Delaware, inspired her. "I envisioned a sculptural and statuesque botanical couture design to emulate the feel of the 1920s neoclassical garden," she explained. "I drew from the story of this garden's original owner, Louise Evelina Dupont Crowninshield, an American heiress, historic preservationist, and philanthropist. Louisa was influenced by her travels to Rome, and she established her garden with replicas of the architectural features she saw there."

DESIGN + CONCEPT: Jennifer Reed, Jennifer Designs Events\_ jenniferdesignsevents.com; @jenniferdesignsevents FLOWER SOURCES: Ovelk Forms, Pilesgrove, New Jersey, @weltfarms; CamFlor Inc., Watsonville, California, @camflorinc; Muth Family Farm, Williamstown, New Jersey, @muthfamilyfarm MODEL: BrookeG. @brooketilist PHOTOGRAPHY: Haley Richter, Haley Richter Photo, @halevrichterphoto HAIR + MAKEUP: Jessica Saint Beauty @jessicasaintbeauty and Toni Burke @toniburke\_muah VENUE: Hagley Museum, Willinigton, Deloware, @hagleymuseum TABLE STYLING: Shannon Wellington @shannonwellinatonweddinas DESIGN ASSISTANCE: Jennifer Bender @thisholidayhouse







Slow Flowers







SEATTLE WHOLESALE











Amorea HI





















"[The] Slow Flowers Summit is not just a platform for change in the floral design industry, it's a place to find community among individuals and brands that intersect, artists and farmers who love flowers, wholesalers and distributors to florists, authors and teachers. It's a home for those who love flowers and the world we live in."

"The Slow Flowers Summit was filled with energetic, cutting-edge attendees who not only care about furthering the Slow Flowers movement, but they are passionate about what it's about! I highly recommend participating in this Summit each year!"

"It's a must attend event for anyone interested in growing, designing, and selling domestic flowers today!"

"Debra and her Slow Flower Summit should be on every floral designer's or flower farmer's bucket list. If you're curious about how a relationship can be cultivated with local flower farmers or floral designers and others in the biz, the Summit is for you."













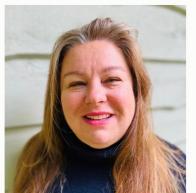


















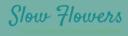
















### \$1,200 • 12 payments of \$119

### Advanced Floral Storytelling 2024

Course • o Lessons

Take your writing skills to the next level to further engage your mission and brand with your community. This new, focused, one-year writing series is designed for floral and gardening entrepreneurs who value the power and impact of the written narrative – and who wish to hone their craft as a communicator.



Buy now



#### SLOW FLOWERS SOCIETY PRESENTS

BRITISH FLORAL DESIGNER AND AMBASSADOR FOR SUSTAINABLE FLORISTRY



# SHANE CONNOLLY



SEPTEMBER 29TH: LECTURE + DEMONSTRATION AT ST. MARK'S, SEATTLE SEPTEMBER 30TH: ONE-DAY WORKSHOP, CENTER FOR URBAN HORTICULTURE, SEATTLE

VISIT LINK IN PROFILE FOR SLOWFLOWERSSOCIETY.COM/EVENTS











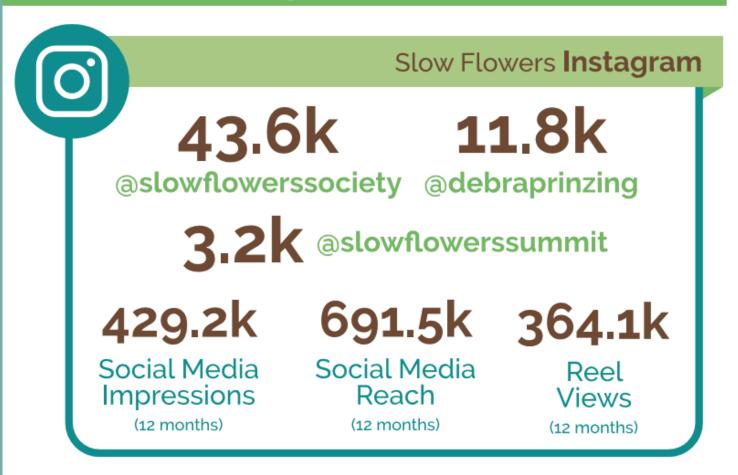


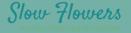






# By The Numbers







Slow Flowers News | July 2024 Member News & Events

#### Let's Celebrate American Flowers Week! June 28-July 4





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Slow Flowers News | January 2023 News for the New Year





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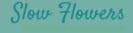
Slow Flowers News | October 2023 Member News & Events

#### Save the Date for our October 20th Meet-Up

Marigolds & Pumpkins



ween, Harvest, and Home Decor with two Slow Flowers members who will share igning with pumpkins and marigolds, two iconic autumn botanical ingredients!





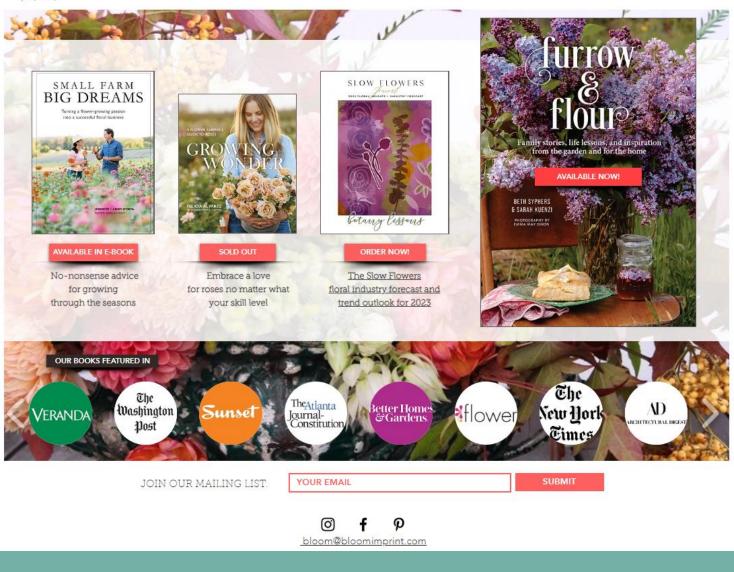




OUR BOOKS WHAT WE DO

WHO WE ARE

SHOP







# furrow & flour flour

Family stories, life lessons, and inspiration from the garden and for the home

BETH SYPHERS 6 SARAH KUENZI PHOTOGRAPHY BT EMMAA MAY DIXON



SEEDS

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September In the sector of Low by Hard





#### National Gardening Survey

- 2023 Edition -

A Comprehensive Study of Consumer Gardening Practices, Motivations, Plans & Product Purchasing Trends

NEW! Inflation and economic impact questions

Dave Whitinger, Executive Director Conducted by Dynata for National Gardening Association, GardenResearch.com, DriveResearch.com



### National Gardening Survey 2023 Edition

To order this product, visit its product page at our National Gardening Association store.

## Published April 28th, 2023 with 246 pages including extensive commentary

The 2023 National Gardening Survey is the comprehensive market research report that leaders in the lawn and garden industry count on each year to track the market and help them make strategic marketing decisions. Conducted annually since 1973, the Survey provides in-depth and up-todate marketing information on industry trends, household participation, consumer profiles, gardeners' attitudes, and retail sales.

The National Gardening Survey provides insights into American household lawn and garden activities and spending for the year 2022, as well as expectations for 2023.

Inflation was a major factor for over half of respondents in planning to increase or decrease their level of participation in lawn and gardening activities. To combat inflation, the most commonly used household practices were using water wisely, buying plants on sale, and growing plants from seeds.



Americans say buying local cut flowers & flower arrangements is very or somewhat important

> 2022 National Gardening Survey & Slow Flowers Society

61% Americans say buying domestic, U.S.-grown cut flowers & flower arrangements is very or somewhat important

up 110111 57 // 11 2021

2022 National Gardening Survey & Slow Flowers Society







#### Utah Cut Flower Farm Association's UTAH FLOWER CONFERENCE



Wheeler Historic Farm Outdoor Education Center January 28th, 9AM to 2PM





EST. 201

LEARNING



Slow Flowers



conversations on natural history and the human impulse to garden

a podcast of North State Public Radio 🔹 mynspr.org

created and hosted by Jennifer Jewell 🎍 jewellgarden.com

#### The New Hork Times

OPINION GUEST ESSAY

### I Love You, Too, but Let's Skip the Roses

Feb. 13, 2023

**Slow Flowers In the News** AL DIRT by Garden Clubs of America



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word-referring garden writer torsad entroprocess: Data Prinsing of Seath watch to sweep too up into fee many joys of the slow faver remost. Prinzing has writen for Goldard	show flowers are locally sourcest, organic, and nutrainable. The movement's origins fast luck to a handful of hippies who established regards flower farms fast or the decides app, but its growth in the most recent true decides has	iata Lataba
E in on the GCA fipeaders List as a floral sign presenter. But du's so much more, it horts after orthoniante are se much her dience as any other GCA clads members. Princing is widely itsness as an alvocate	been propolled by a group of young, first time flower farmers who're worked releastandy to have their trade, hold businesses, and reach consurrows in new and creative ways. These puring farmers draw generously many "how	



Slow Blooms Blossom, by Julie Sakellariadis, GCA Horticulture Committee Julie Sakellariadis recently profiled the Slow Flowers Movement for this national publication of Garden Clubs of America



UBMIT & STORY

Small Lavender Farms: **Growing full-circle** sustainability through regenerative farming and visitor experiences

### TOP STORIES

```
The Life of a Travel Writer, with Aniet
```

## **Better Homes** & Gardens.

GARDENING > EDIBLE GARDENING

#### **Edible Flowers Are Having a Mo** Here's What to Know About the

Pretty, edible flowers are blossoming on cakes, in cocktails, and even on savory dishes such a garden and food experts alike are fans.

By Mackenzie Nichols | Published on June 18, 2023



#### MADISON PARK TIMES

Get Growing: Embracing local beauty with slow flowers



Erica Bro

Erica Browne Griv

It's delightful to see rows of colorful flowers at the supermarket - almost any day of the year, you'll tulios and carnations, just as you can find cherry tomatoes year-round. But that convenience and ye comes at a cost

In Michael Schur's comedy series "The Good Place " in which a divine points system determines where the series are series and the series of th eternity, Ted Danson's demon character realizes that the simple act of giving a birthday bouquet car Why?

#### These are the 2024 floral design trends industry pros predict we will be seeing more of in the new year

Whether it's a deeper connection with nature or bold, exuberant color palettes, these floral trends will dominate in 2024, according to industry experts

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### **Cultivating Place**

A CO-PRODUCTION OF NSPR CREATED BY JENNIFER JEWELL



Search anything here... 🔍

#### Can the 'Slow Flowers' Movement Make Valentine's Day Sustainable?

About Us

Advocates shining a light on ecologically responsible bouquets want to do for the floral industry what locavorism did for food.

Ry: Michaela Haas

February 10, 2023 • 5 min read









Click Here to Read "Slow Blooms Blossom" ▶



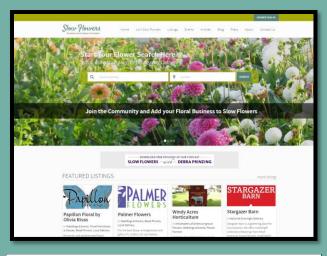




FALL 2023









TIME TO GATHER

SLOW FLOWERS

D E B R A PRINZING







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