



# Walking the Talk

Putting your  
sustainability values  
into practice

**DEBRA PRINZING**

SLOW FLOWERS SOCIETY | FOUNDER  
SLOW FLOWERS JOURNAL | EDITOR

# What is Slow Flowers?

A movement that encourages consumers to purchase locally-grown flowers and connects them with the source, from the flower farmer to the floral designer.



# Our Mission

To inspire the floral industry and its consumers and professionals through outreach and education highlighting benefits of local, seasonal, and domestic flowers.

# Is it Mainstream Yet?

Real-time Tracker: **#slowflowers**



MAR 18 - MAR 18

50,311

POSTS

5,334

USERS

1,761,120

ENGAGEMENT

7,912,908

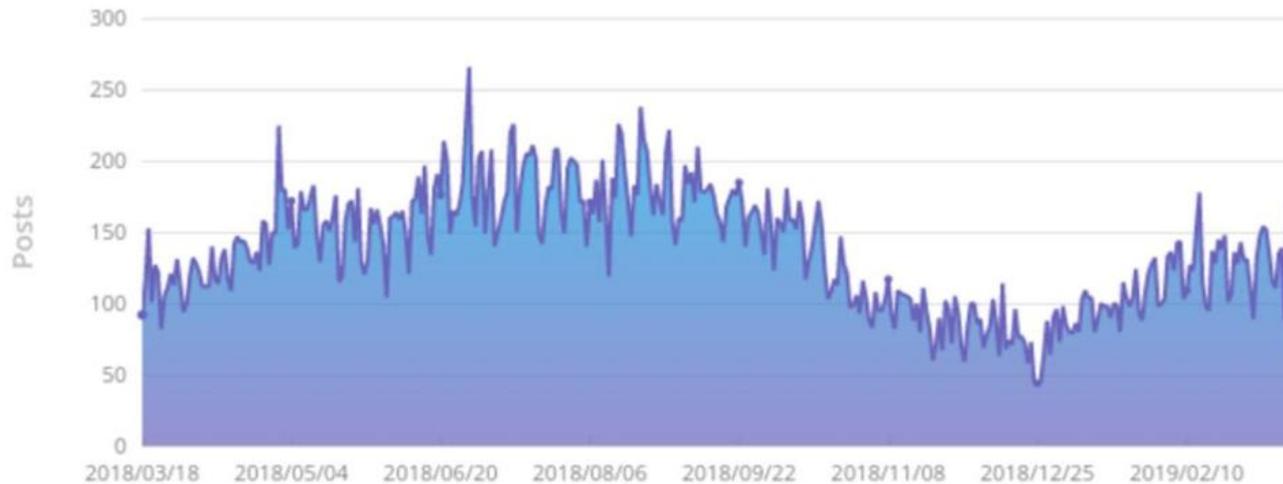
REACH

67,202,992

IMPRESSIONS

Timeline

67 million social media impressions per year #slowflowers



# A Slow Flowers Manifesto

by DEBRA PRINZING



Design by Riz Reyes, of RHR Horticulture. Photo: (c) Mary Grace Long

The inspiration for **Slow Flowers** begins in gardens, meadows, orchards and fields, where the timeless act of cutting or harvesting botanicals season by season is part of the natural cycle of a year. For millennia, humans have picked flowers, foliage and branches from nature to use in the domestic environment for décor and display. Flowers, herbs and leaves have played an equally important role in cultural and spiritual practices for many people and traditions. They have been ever-present in the history of human kind, symbolizing the

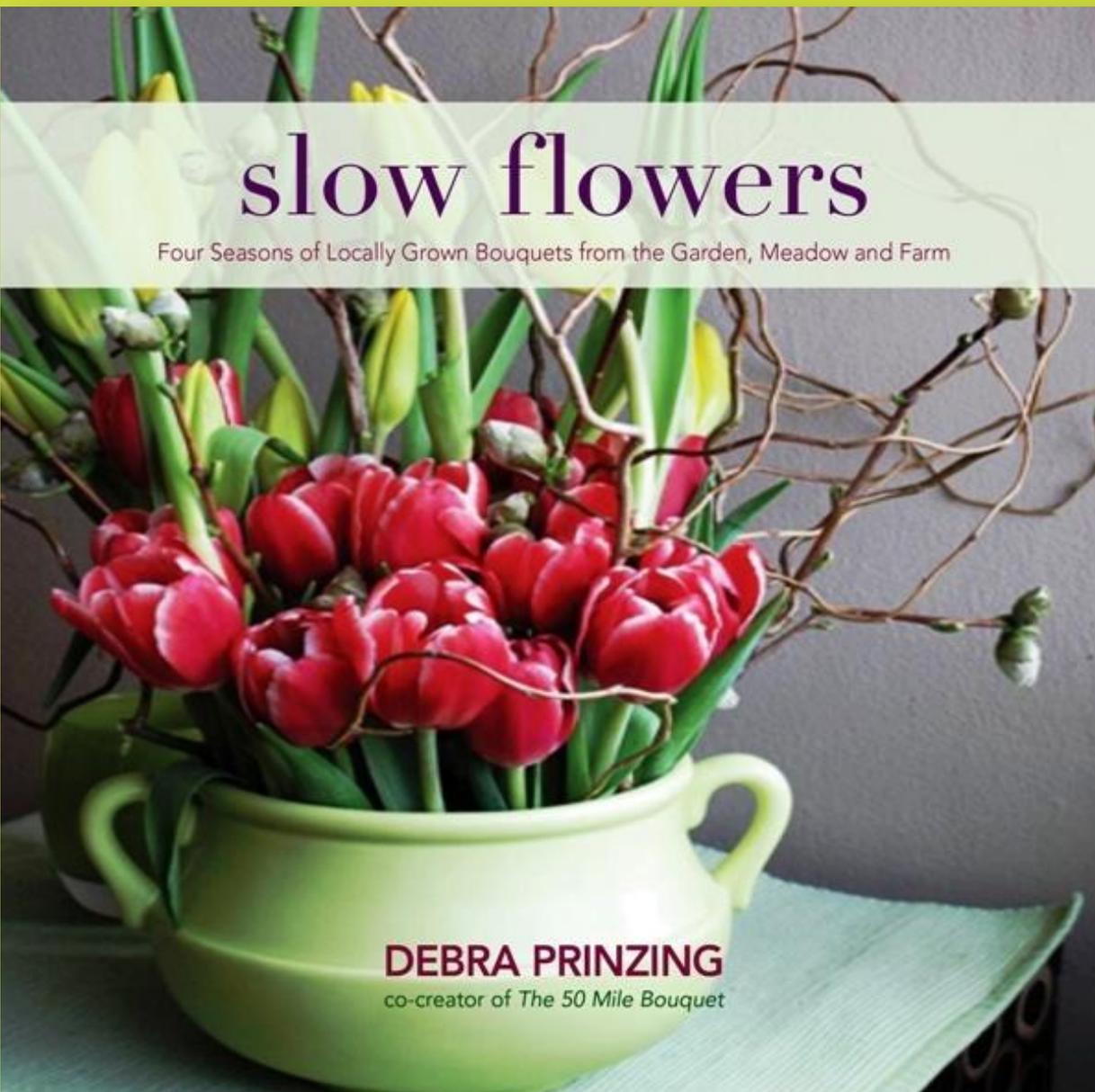


# Our Values

VALUE ONE

To recognize and respect the seasons by celebrating and designing with flowers when they naturally bloom.





# slow flowers

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

**DEBRA PRINZING**

co-creator of *The 50 Mile Bouquet*

# Take the Slow Flowers Challenge 2015

*seasonal*

*local*

*sustainable*

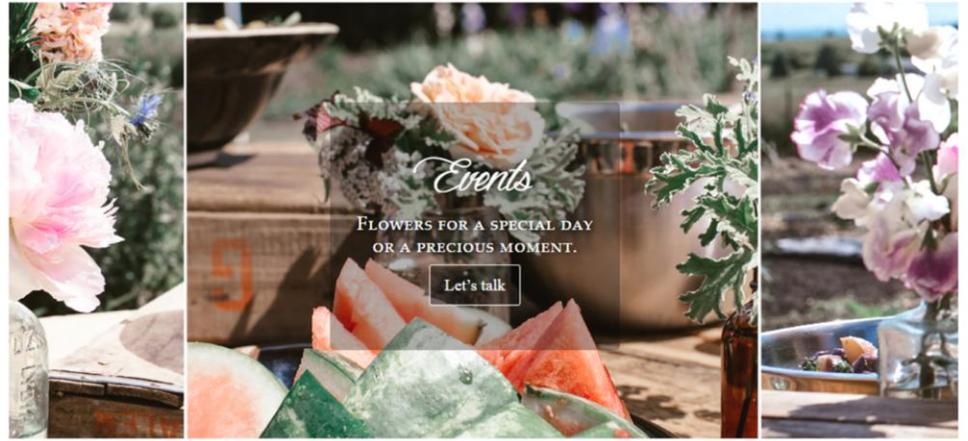
[www.debraprinzing.com](http://www.debraprinzing.com)





Crowley House  
FLOWER FARM

[HOME](#) [ABOUT](#) [WEDDINGS](#) [EVENTS](#) [WORKSHOPS](#) [CONTACT](#)





## the flower co-op

Seattle Wholesale Growers Market

665 South Orcas Street, Seattle

Wholesale to Professionals

Monday through Friday 6 am to 1pm

Public Hours

Tuesdays and Fridays 10 am to 1pm





# SUPPORT LOCAL GROWERS

#farmerfeature





**FIRST & BLOOM**



CART (0)

*From America  
with love.*

Love just a little more by supporting your local farmers.



VALUE TWO

To reduce the transportation footprint of the flowers and foliage consumed in the marketplace by sourcing as locally as possible.





65%

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

\*up from 58% in 2021

2022 National Gardening Survey  
& Slow Flowers Society



# 61%

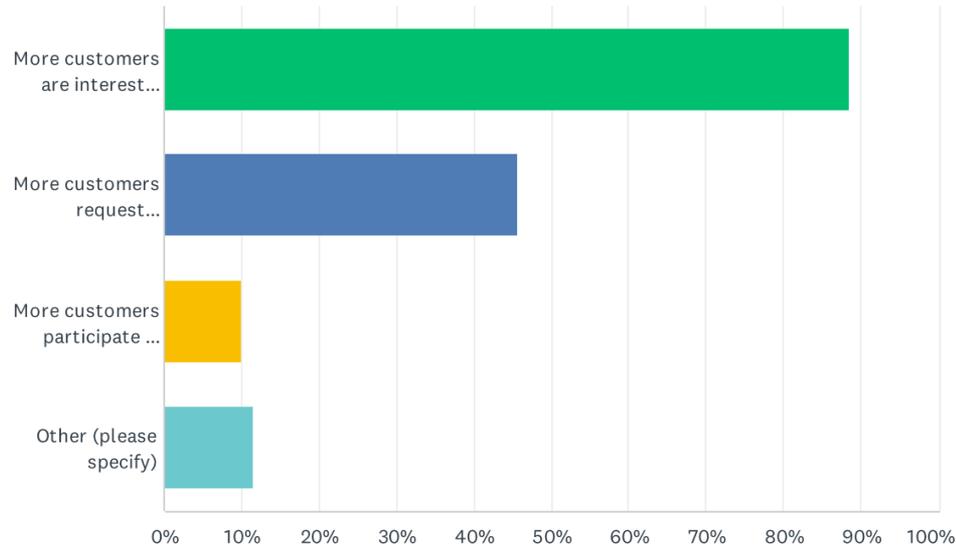
Americans say buying  
**domestic, U.S.-grown**  
cut flowers & flower  
arrangements is very or  
somewhat important

\*up from 57% in 2021

2022 National Gardening Survey  
& Slow Flowers Society

### Q36 What type of local support are you currently experiencing? (Check all that apply).

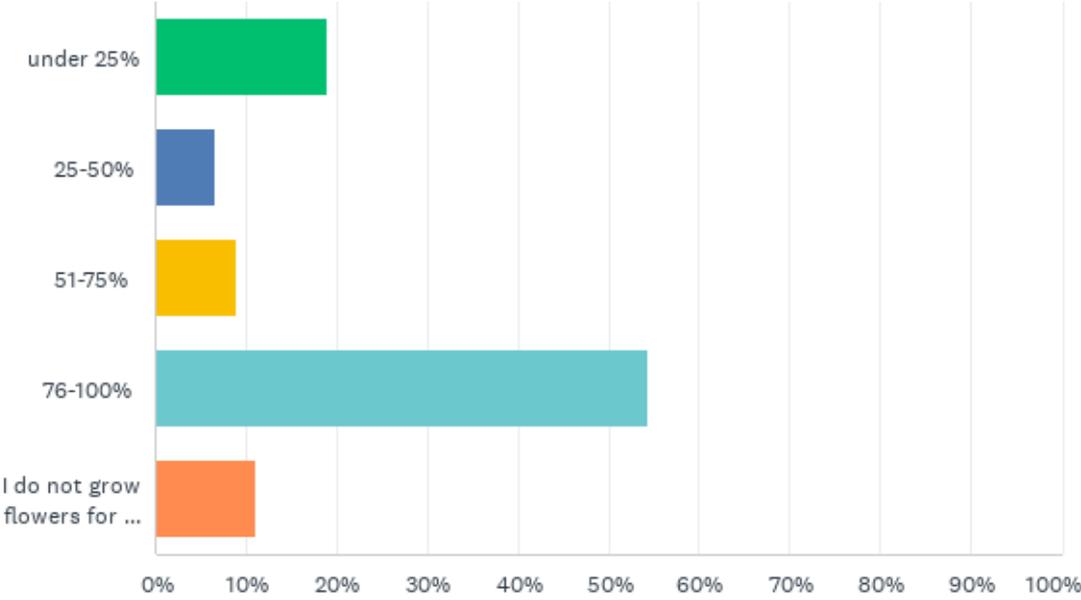
Answered: 70 Skipped: 37



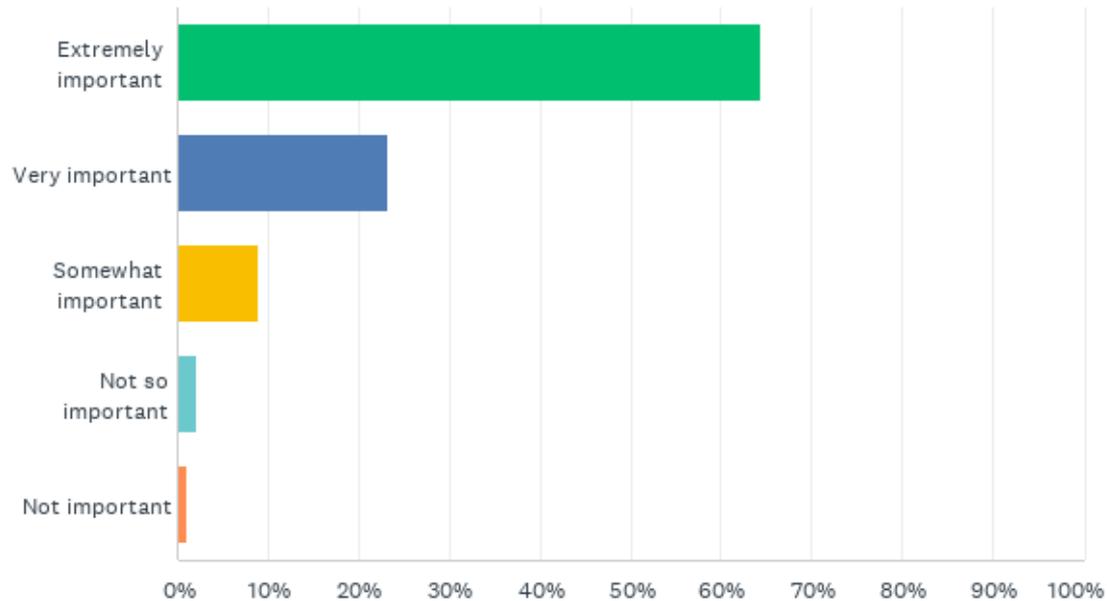
ANSWER CHOICES	RESPONSES	
More customers are interested in my floral enterprise because it's local	88.57%	62
More customers request locally-grown flowers for their designs	45.71%	32
More customers participate in virtual programs that allow them to stay at home and experience flowers (virtual DIY classes, floral design kits, etc.)	10.00%	7
Other (please specify)	11.43%	8
Total Respondents: 70		

**Florist** (flôr'ĩst)  
-noun  
One in the business of raising or  
selling flowers and ornamental plants.

# Q11 What percentage of the flowers used in your designs do you grow yourself?



## Q15 How important is it to you and your business to purchase U.S.-made products for use in your floral designs?



# Where Do Your Flowers Come From?

Your own cutting garden

Wild-gathered by  
the roadside

Buying direct from the  
farmer or picking yourself

Ordering from a farm  
one or two state away,  
or American Grown flowers





MAYESH  
IS PROUD TO OFFER

**Local + American  
Grown Product**



Grocery accounts for 50% of all floral sales  
– and grocery customers want locally-grown flowers.





# LOCAL



METTER  
Georgia

WilMor  
Farms

Rita and Josie Williams

Specialty cut flower farm committed to supplying  
fresh, sustainably grown local flowers.



Medium Mixed Flower Bouquet  
\$14.99

Large Mixed Flower Bouquet  
\$24.99

Flower Bunch B  
\$11.99

Flower Bunch C  
\$12.99



# Define LOCAL on Your Own Terms

Create your personal guidelines  
for sourcing locally, be it your own cutting garden,  
the Farmer's Market,  
or from a grower one state away.



# What Does Local Mean?

The locality or region in which the final product is marketed, so that the total distance that the product is transported is less than 400 miles from the origin of the product; or the state in which the product is produced.

Consolidated Farm and Rural Development Act, H.R. 2419 (2008)



### VALUE THREE

To support flower farmers small and large by crediting them, when possible, through proper labeling at the wholesale and consumer level.



# Flower Farmers: Rock Stars of the floral world!

## Our Growers

We're flower farmers from across Washington, Oregon and Alaska — and we're passionate about what we do.







**FREE WEBINAR:**  
**Producer Co-ops**  
for  
**Small-Scale Farmers**  
11.04.21 @ 2PM ET

A promotional graphic for a webinar. At the top, it says 'FREE WEBINAR: Producer Co-ops for Small-Scale Farmers' in orange and white text, with the date and time '11.04.21 @ 2PM ET' below. The background is a blue sky with mountains. Below the text is a circular portrait of a woman. The middle section is an aerial photograph of a farm with a large field of rows of crops, a dirt road, and several buildings. At the bottom, there are four circular portraits of other individuals: a woman with blonde hair, a man in a grey cap, a woman in an orange beanie, and a man in a blue beanie, followed by a woman with curly hair.



Connecting farmers



with local florists.



**rooted farmers**

• GROWING TOGETHER •



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[Event Orders +](#)

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## Local Grown Flowers in a vase

\$ 149.00

Brand Gorgeous and Green

Size

Standard Plus ▾

1

ADD TO CART

Order a unique Locally Grown flower arrangement for gift delivery to the East Bay. Every arrangement will be uniquely made featuring lush and beautiful local grown flowers in a ceramic, heavy glass or metal vase. We may use reds, peaches, pinks, corals, oranges, golds, blues, purples, magenta, burgundy and other rich tones and complementary colors. We tend to

All Posts



Ryan Higgins ✓ · Sep 22, 2021 · 2 min read



## Spotlight on Our Growers: Daisy Dukes Farm

Updated: Sep 23, 2021



Christian poses with one of her amazing dahlias



# OUR FARMERS

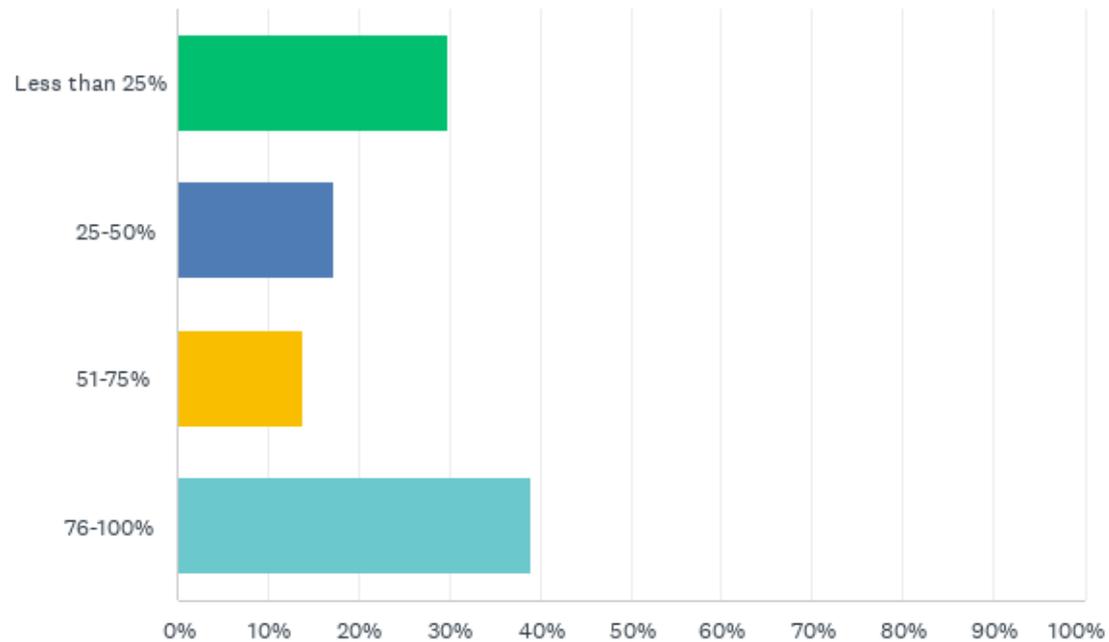
All of our flowers are grown and distributed on Long Island.  
Check out the map to see exactly where our flowers come from.

*Beauty Grows Nearby.*

*Important Note: Most of our farmers are wholesale-only and are not open to the public. Please contact us with any questions.*

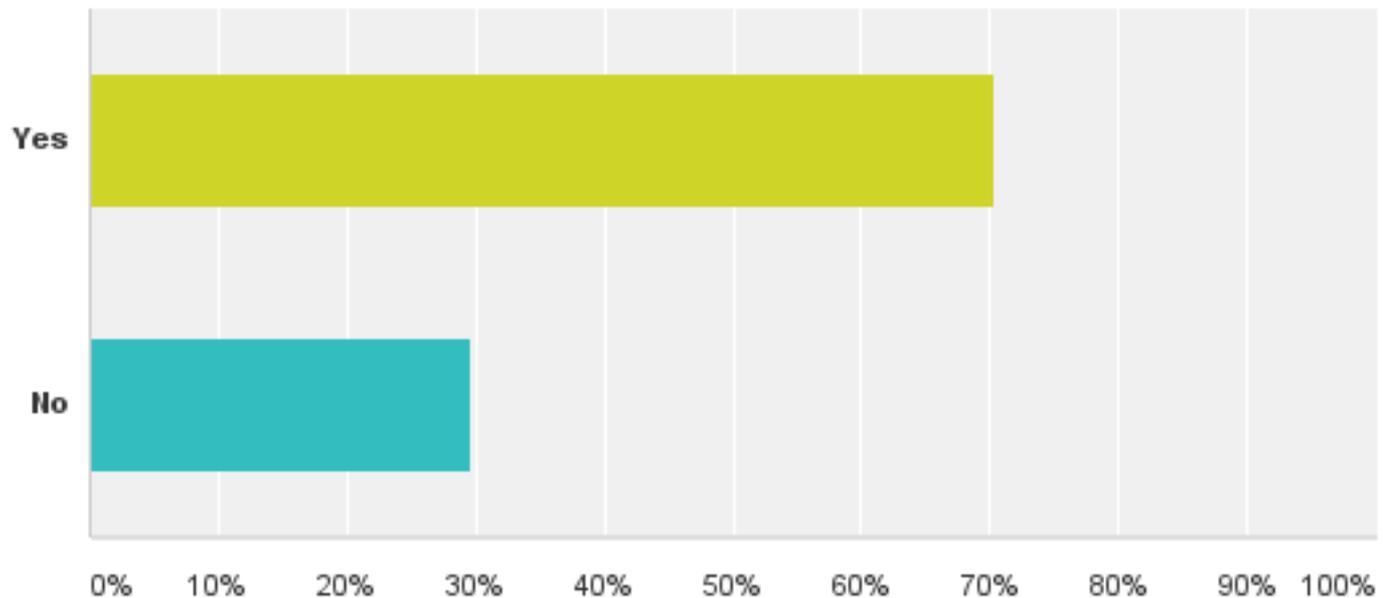


## Q12 What percentage of your cut flower purchases are through farm-direct channels?



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

Answered: 27 Skipped: 22





VALUE FOUR

To encourage  
sustainable and  
organic farming  
practices that  
respect people and  
the environment.



A woman wearing a wide-brimmed white hat and a light-colored top is standing in a field of tall, pink and white flowers. She is holding a large bouquet of flowers. The background shows a line of trees and a hillside under a clear sky. The image is overlaid with a semi-transparent dark green filter.

# Oregon's Organic Fresh Flower Farm



## Local Florists

### Ashland

Enchanted Florist  
250 Oak Street  
Ashland, OR 97520  
877 338 8475

Euforia Flowers  
449 E Main Street  
Ashland, OR 97520  
541 482 2322

Manzanita Home + Flowers  
55 North Main Street  
Ashland, OR 97520  
541 488 1588

### Medford

B. Cazwell's Floral Dezines  
326 Kennet Street  
Medford, OR 97501  
541 779 8448

Corrine's Flowers & Gifts  
1804 E Barnett Road  
Medford, OR 97504  
541 772 7673

Penny & Lulu Studio Florist  
18 Stewart Avenue  
Medford, OR 97501  
541 779 1112

### Grants Pass

Rogue Florist & Gifts  
328 SW 6th St.  
Grants Pass, OR 97526  
541 476 8831

### Eagle Point

Heaven Scent Flowers  
11146 OR-62  
Eagle Point, OR  
97524  
541 826 2536

# Sustainable

**United Nations'** Brundtland Commission **defines sustainability** as

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

# Understand Sustainability in the Flower Trade



Sustainability means being careful to not take more from the land than you originally put into it.

Free Standard Shipping for Orders Over \$200\*

[Grower's Library](#) / [Flower Library](#) / [Flower Farming](#)

## FLOWER FARMING

3 EASY, RELIABLE, PRODUCTIVE CUT FLOWERS: SUNFLOWERS, ZINNIAS & RUDBECKIA

5 FACTORS THAT DETERMINE VASE LIFE OF CUT FLOWERS

AMERICAN FLOWERS WEEK: COMBINING THE ART OF FLORAL DESIGN & COUTURE

CELEBRATING THE 8TH AMERICAN FLOWERS WEEK | JOHNNY'S 2022 BOTANICAL COUTURE

CELEBRATE THE 7TH AMERICAN FLOWERS WEEK | JOHNNY'S 2021 BOTANICAL COUTURE

COLLECTIVE SELLING MODELS FOR FLOWER FARMERS: FLOWER HUBS THAT WORK

5 COOL FLOWERS TO PLANT NOW | LISA



### Tips for Staging On-Farm Floral Workshops

*Above: Five Green Acres Floral Workshop • Photo credit: Treasure People Photography*

*Offering new channels of revenue & a valuable way to connect with your ultimate customer*

*by Debra Prinzing*

When I surveyed Slowflowers.com members for a recent [Floral Insights and Industry Forecast](#), I asked respondents to rank their top business goals for the coming year. More than half of those participating in the survey indicated an interest in "using my farm for



# Sustainable Growing

Field preparation

Organic fertilizer

Natural pest  
and disease control

Drip irrigation; water  
recycling

Cover Crops: vetch, peas  
and other legumes add  
nitrogen, suppress weeds  
and create a rich habitat  
for beneficial insects

Consolidated Farm and Rural  
Development Act, H.R. 2419 (2008)





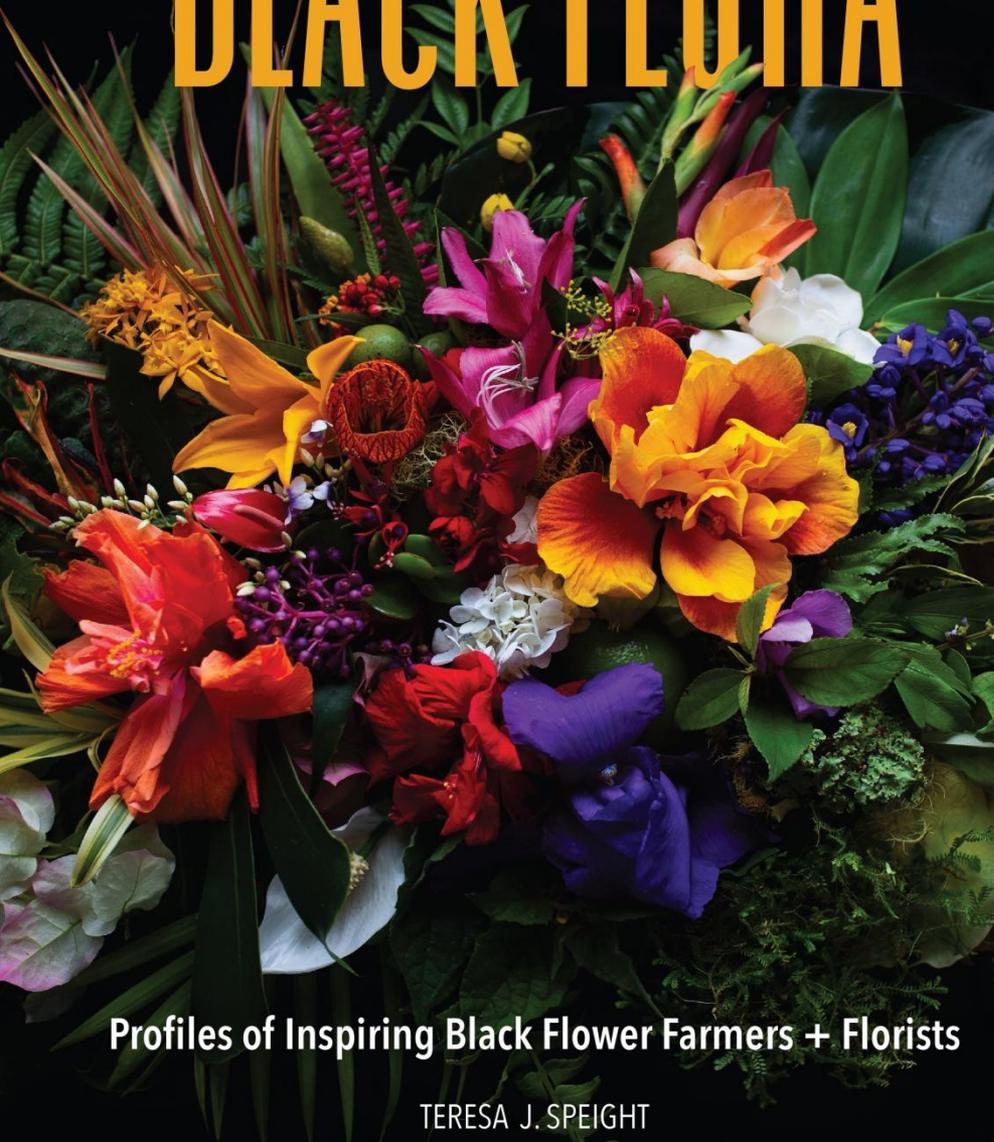


VALUE FIVE

To proactively pursue equity, inclusion and representation in the floral marketplace with as much support as we give to environmental sustainability.



# BLACK FLORA



KIARA HANCOCK



ISHA FOSS



GINA LETT SHREWSBERRY



TERI SPEIGHT

Profiles of Inspiring Black Flower Farmers + Florists

TERESA J. SPEIGHT



SARAH BARTLEY

“There is no easier way for me to engage with the world around me than to step out into the garden. Flowers have always surrounded me; I do not remember a life without them, and I never want to have it any other way.”

DEE HALL | FLOWER FARMER | NORFOLK, VIRGINIA



## Black Flower Farmers

Founded in 2021, Black Flower Farmers is a group of Black specialty cut flower growers from around the world who gather for mutual support, community, and networking.

About



Forever Green Flower Company



Grace Filled Gardens



Good Soil Gardens



David's Flowers



Eriqshaw Eight Farms



Fentimore & Rutland



Aishah Lurry, Patagonia Flower Farm

# Black Girl Florists

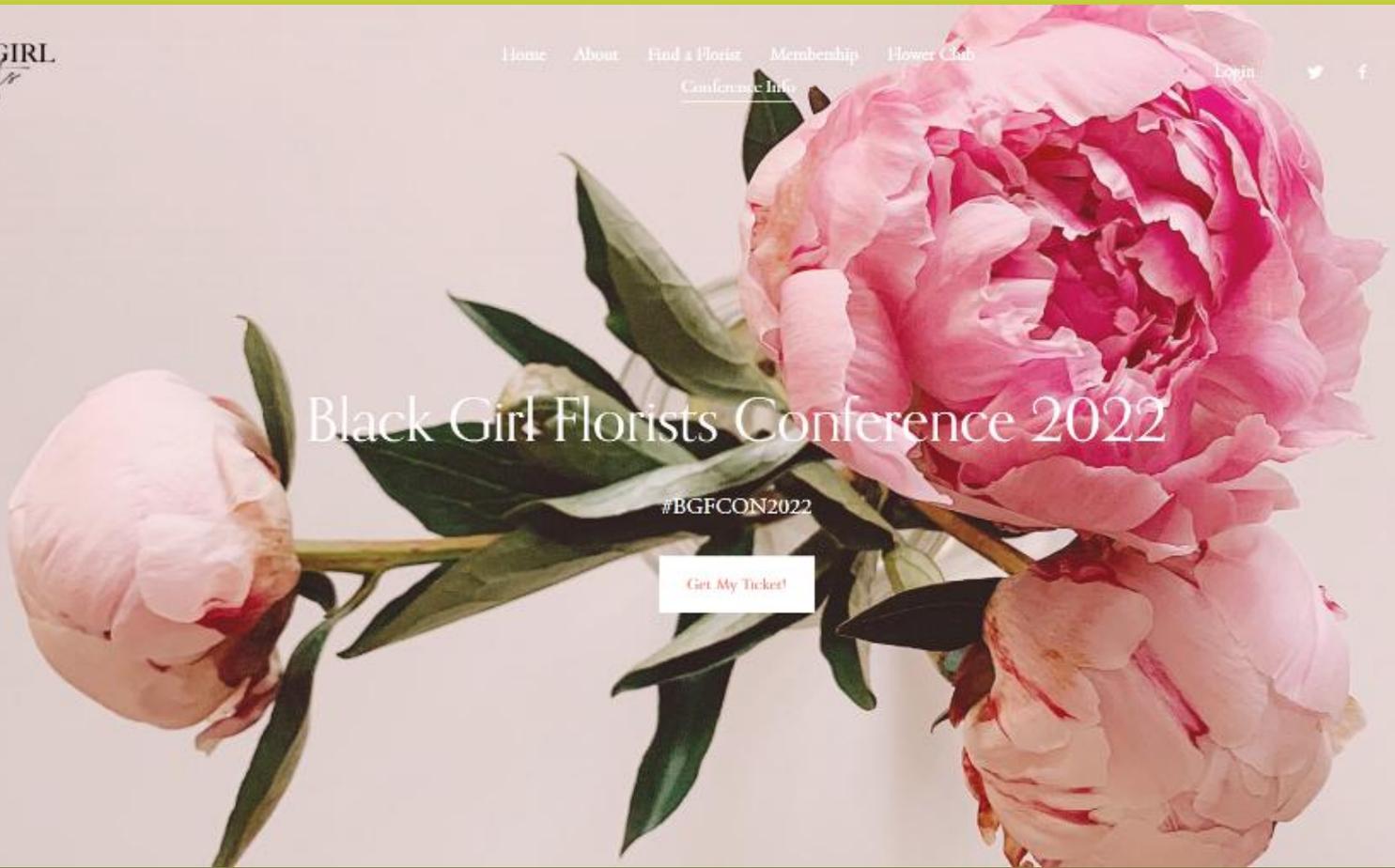
A COMMUNITY FOR BLACK WOMEN IN FLORAL DESIGN



# Black Girl Florists Conference 2022

#BGFCON2022

[Get My Ticket!](#)





floristsofcolor

Message



29 posts

654 followers

302 following

A collective

Brown, black and other people who work with flowers coming together to share our experience and our beauty.

Followed by pinkandpaisleyevents, ucsc\_flowers, lemonterraceflorals + 42 more



Black Flora



Inspire Cha...



Colorful Us

POSTS

TAGGED



VALUE SIX

To eliminate waste  
and the use of  
chemical products in  
the floral industry.



## The flower industry has a thorny environmental problem — and plastic is just part of it



CBCNEWS

### What on Earth?

Over the past few weeks, as a tribute to the late Queen Elizabeth, mourners laid [hundreds of thousands of bouquets](#) at royal residences and parks across the U.K.

As moving as some found it to see Buckingham Palace, Balmoral, Sandringham and Windsor Castle awash in a sea of floral tributes, others saw something else: plastic.

In central London's Green Park last Monday — one of many locations where people left flowers — workers bundled bags of discarded plastic wrappers and cellophane from bouquets left in honour of the Queen. In images posted in [the Daily Mail](#), volunteers were seen cutting wrappers from bouquets, and a large

NEWS

# The wreath placed on Queen Elizabeth II's coffin has flowers from her 1947 wedding

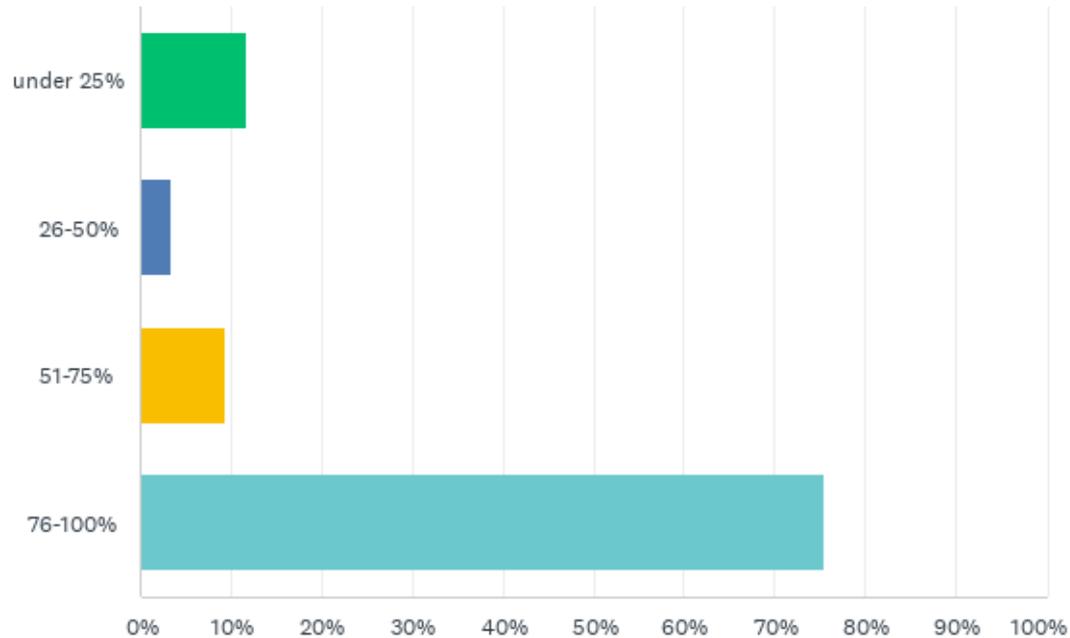
The foliage in the wreath is steeped with history and symbolism for the late queen.



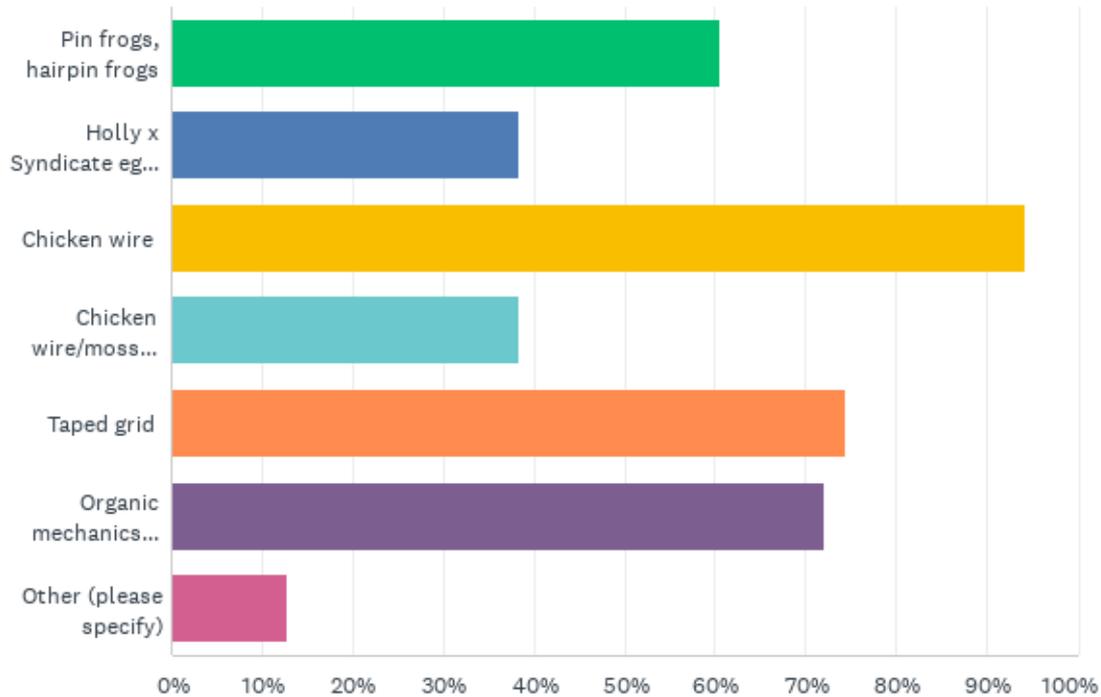
“Again at His Majesty’s request, the wreath is made in a totally sustainable way, in a nest of English moss and oak branches, and without the use of floral foam.”



## Q16 What percentage of your design work uses alternatives to floral foam?



## Q17 Which foam-free mechanics do you use in your designs? (Check all that apply.)



The logo for the Sustainable Floristry Network (SFN) consists of the letters 'SFN' in a white, serif font, centered within a dark grey square. The square is set against a background that is light green at the top and dark grey at the bottom.

SFN

We can't wait for the day the Sustainable Floristry Network closes its doors. On that day floristry will be carbon neutral, non-toxic and waste-free, with safe and fair conditions for all working in the industry. We'll get there when all sides of floristry come together, creating a system that equally supports our passion, our livelihoods and the planet.





**THANK YOU.**

*Slow Flowers*  
SOCIETY

[slowflowerssociety.com](http://slowflowerssociety.com)

[bloomimprint.com](http://bloomimprint.com)