

A large field of cosmos flowers in shades of pink and white, with green foliage. In the background, a rustic wooden barn with a corrugated metal roof is visible under a cloudy sky. The scene is captured in a soft, natural light.

2022

FLOREAL REAWAKENING

SLOW FLOWERS FLORAL INSIGHTS AND INDUSTRY FORECAST

DEBRA PRINZING

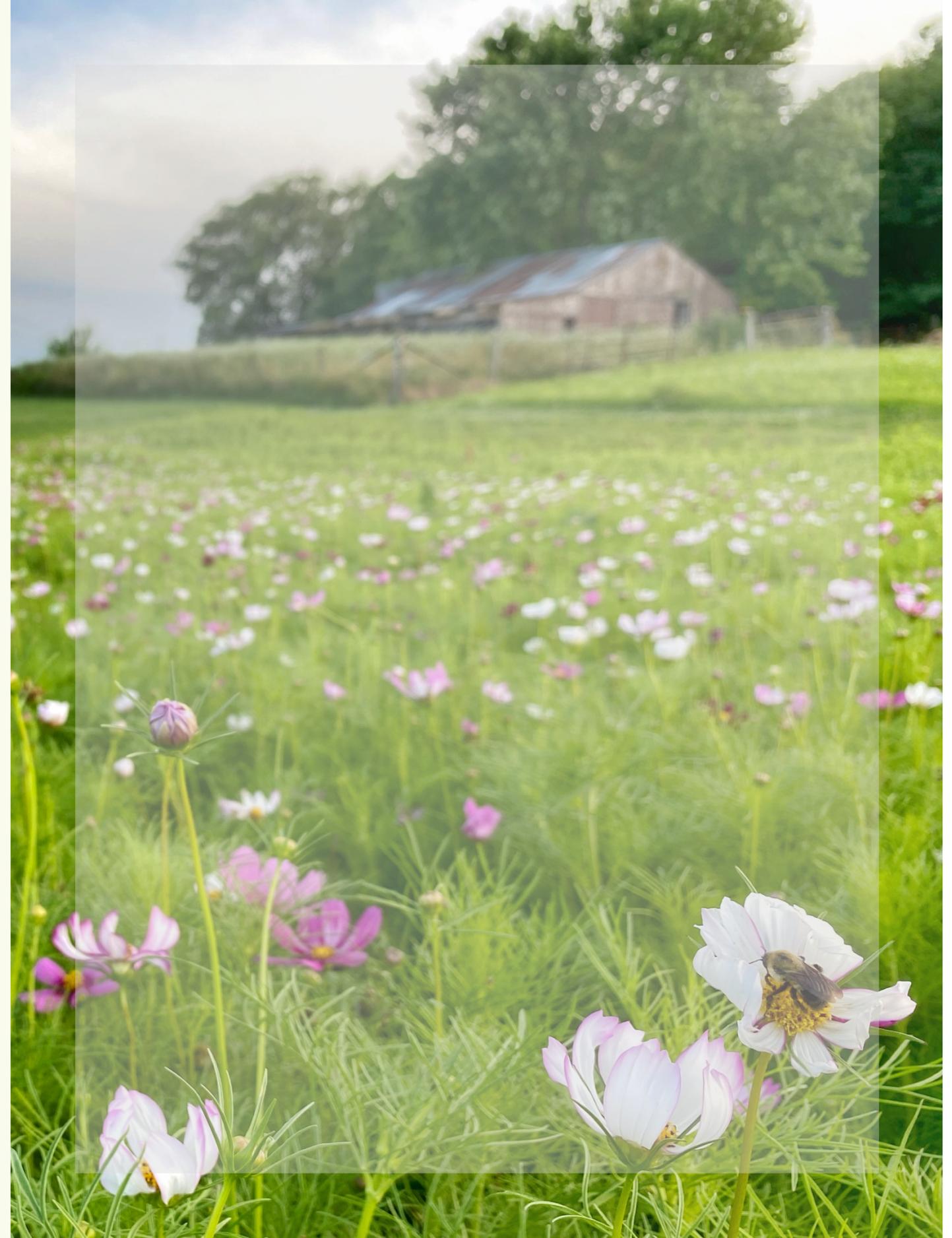
ROBIN AVNI

ABOUT

For the eighth year, Slow Flowers Society heralds the New Year with predictions of emerging themes, topics and categories for the floral marketplace.

Our report has become an important gauge for our members, as well as for the greater floral marketplace and business media, as we evaluate prevailing cultural shifts, notable changes, and breakout ideas influencing flower farming, floral design and consumer attitudes about flowers.

Floral Reawakening reporting framework illustrates each insight with examples from the broader culture and the Slow Flowers Community; plus, we'll share what this insight means for your floral enterprise.





INSIGHT
01

NOW OR NEVER

"What am I doing with my life?" is a frequent refrain, especially in the face of the pandemic, economic challenges, and social justice issues we face today. As each of us evaluates our mission and purpose, it's important to recognize that Covid has taught us that nothing's guaranteed. Enforced "pause time" provided moments (weeks? months? seasons?) of reflection, as well as introspection. Unfulfilled dreams surfaced and called many to take the leap to a new life, profession, creative pursuit or purpose.

PLANT YOUR BOUQUET

Increasingly, flower farmers and cut flower growers see the potential in sharing their expertise with customers who want to plant flowers for their own use. The new twist: Gardeners and floral enthusiasts want the same unique cultivars that the pros grow, opening up opportunities for flower farmers to introduce collections of starter plants. And while demand for flower seeds is also on the rise, aspiring flower gardeners want to jump-start their flower patches with 4-inch pots of perennials or pre-started seedlings -- satisfying the instant gratification urge.



INSIGHT
02



INSIGHT
03

SUPPLY CHAINS BOOST LOCAL

"At the consumer level, we're seeing a resurgence in hyper-local pride as people want their purchases to benefit businesses in their communities. As one writer put it: "I didn't really need to source from China; I had everything right here." The COVID-threatened global supply chain has disrupted all businesses and the answer for many flower farmers and florists is in their own backyard. More of us are motivated to seek out and forge new relationships and in the process, we're all becoming more vocal Slow Flowers and local farming advocates.

BEYOND THE PALE

Remember the recent shortages of white and blush roses? Given shipping issues and delivery problems, this limitation will continue. It's time to embrace other hues on the floral spectrum. We're seeing new color shifts reflected in fashion, home interiors, film and television, advertising and consumer goods. Back in 2017, our Forecast noted "Beyond Blush," so the move from pale has been happening over a five-year period.

We've noted palette changes in recent reports:

Polychromatic (or rainbow palettes, 2020) and Color Wheel Opposites (contrasting floral combinations, 2021). What does 2022 portend?





INSIGHT
05

GROUNDING RITUALS

Floral Wellness was a top theme of our 2021 Forecast, along with the continued urge to steep ourselves in nature -- soul, body, and spirit.

Whether we're seeking practices to stay sane or to create new (better) habits, acknowledging a gratitude and thankfulness with intention is visceral. Walking the farm (or the garden) at dawn and dusk to anchor ourselves, taking stock of our beloved crops, and observing the seasons -- all are literally grounding practices that ensure a sense of peace and calm. Finding those moments are highly sought after. Is it any wonder that so many rituals are nature-based?

FOREVER FLOWERS

Non-edible agriculture gains relevance as a legitimate facet of farming, translating into countless and inventive uses for botanical crops. Plants grown for fiber, pigment, surface design, as well as for drying, pressing, and edible uses (cooking, baking and mixology) and other art media, mean your flowers have a beautiful and beneficial afterlife.

The message: Find a use for your flowers and extend the season through a new medium or application. What's more organic than plant-based artwork?!



INSIGHT
06

BLACK FLORA

INSIGHT 07

Profiles of Inspiring Black Flower Farmers + Florists

TERESA J. SPEIGHT

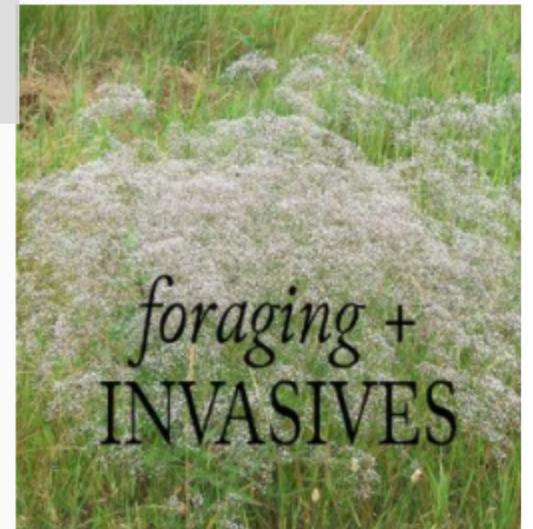
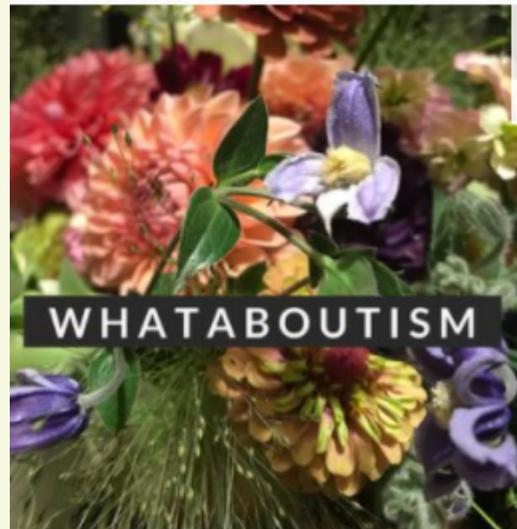
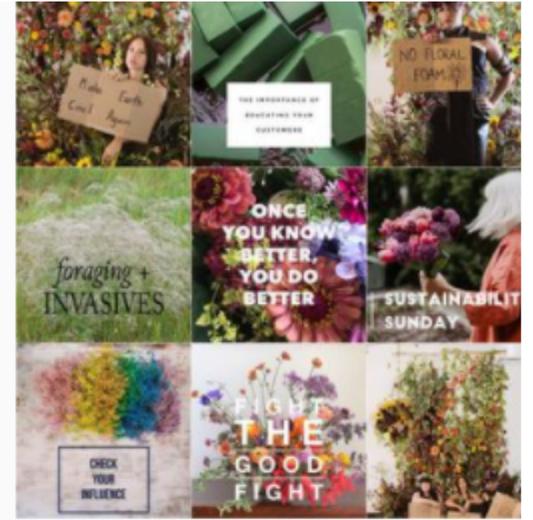
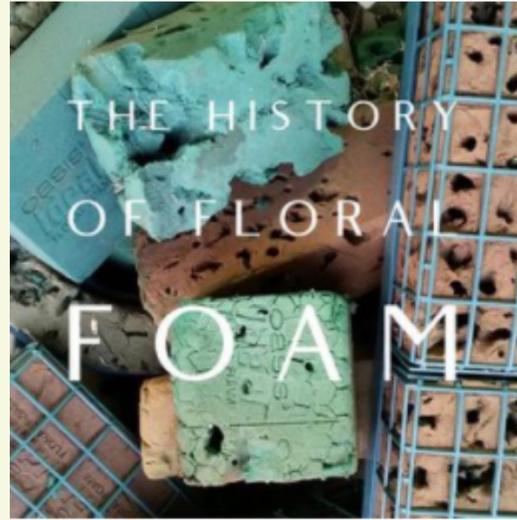
BLACK FLORA

2022 will witness further emphasis on BIPOC representation across the green profession, as the voices of flower farmers and floral designers of color are amplified. Nurturing the inclusion of more diverse points of view infuses the marketplace with energy, meaning and a recognition that gardening, flower growing and floral design have long been too one-dimensional. In terms of human sustainability, this embrace of equity and inclusion is essential to the future of agriculture, land access, food access, and access to the marketplace for all.

SUSTAINABILITY AND THE CLIMATE

Climate change touches every aspect of our lives and people in agriculture are more aware of its impact than many. In 2021, we highlighted the numerous ways growers are addressing climate concerns in an extensive report called "Heat & Drought," which examined how five flower farmers across the U.S. are adapting to changing and challenging climactic conditions.

As flower farmer Marybeth Wehrung of Stars of the Meadow in Accord, New York, noted, small and large daily actions are needed. "Climate change is not a concept; it is real and it is here. It is altering our ability to continue to farm in the same old way and still make a living, as well as the way we care for our health and our work. We have to normalize the conversation toward the reality rather than push it away."





INSIGHT
09

ARE THERE FLOWERS IN THE METAVERSE?

We're not quite ready for a simulated digital floral environment, but it's important to close this forecast with an acknowledgement of our technology dependence and the future of technology in the floral world. The metaverse is a virtual reality (digital) space in which users can interact with a computer-generated environment and with other users. It's all about immersive experiences, but virtual rather than physical. We know a lot about immersive floral experiences, because that's how our customers and communities connect with what we grow and design with. The magnificent sensory response to real flowers is undeniable and truly human.

THANK YOU!



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