

2019 SLOW FLOWERS FLORAL
INSIGHTS & INDUSTRY FORECAST

TRACKING FLORAL FUTURES



CONNECTING HUMANS WITH THE NATURAL WORLD



METHODOLOGY

First-Person Interviews/Primary Research
Slow Flowers Podcast Episodes
Florists Review Content
Major Industry Events with Leading
Designers and Vendors
Farm Tours
Studio Visits
Consumer Research



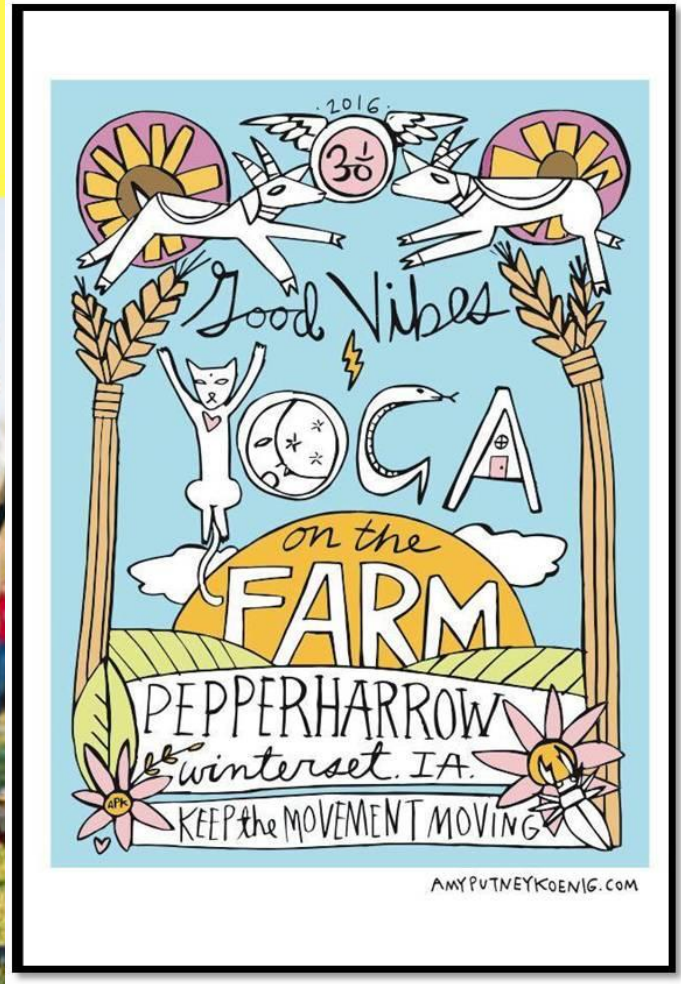
#1 EXPERIENCES

Not Conveniences.

Engaging floral consumers in authentic, tactile, visceral experiences where they connect with you, your story, your farm and local and seasonal flowers.

- Events
- Workshops
- Tours
- Retail

EVENTS



Yoga on the Farm at PepperHarrow Farm in Winterset, Iowa

WORKSHOPS



Four Maryland Flower Farms Partnered with a florist and an event designer to produce a DIY Flower Crown party for American Flowers Week

TOURS



Jello Mold Farm hosts Town & Country Markets' floral department managers

RETAIL



Field & Florist -- from rural flower farm to urban floral boutique

2 ARTISAN

Not Mass-Production.

Value-added perception versus price-sensitive commodity.

- Fashion & Couture
- Design & Lifestyle
- Handcrafted & Curated



FASHION



2018 American Flowers Week Dahlia Dress from
Aztec Dahlias and Full Bloom Farm & Floral Design

DESIGN



One-of-a-kind, Succulent Jewelry with Susan McLeary, Passionflower

HANDCRAFTED



Foraged Wreaths inspired by Game of Thrones, from Carly Jenkins, Killing Frost Farm

CURATED



Specialty and Heirloom Mums, Carly Cavalier, Cairn Farm



#3 FLORAL EXPRESSION

Not Floral Arrangements.

Sensory, Mood-setting,
Creating Moments and
Sense of Place

- Uncommon Ingredients
- Seasonality/Place
- Story/Narrative
- Botanical Curiosity

UNCOMMON INGREDIENTS



The Blueberry Factor

SEASONALITY/ PLACE



Autumn Leaves:
The Fifth Season
Debra Prinzing, Slow Flowers

STORY/NARRATIVE



Emily Calhoun, Florigraphy NM

BOTANICAL CURIOSITY



Tumbleweed Installation, Dundee Butcher, Russian River Flower School

#4 ENVIRONMENTAL

Not Synthetic.
Natural, Tactile, Organic.

- How Flowers Grow
- Access & Process
- BTS
- #Unfiltered



HOW FLOWERS GROW

Tulip Chandelier, Faye Zierer
Krause, Flora Organica Designs



ACCESS & PROCESS



Plants at all stages fascinate and provide another way to sell/brand/market

BEHIND THE SCENES



Floral Tourism & U-Pick

#UNFILTERED



jacklilyfloral • Following

jacklilyfloral This was last year, but we look just as sexy this year. But, that's not what I came here to say...MORE importantly, @lemeragardens and I are featured on @dkprinzing's @myslowflowers podcast today! Ever wondered a bit more about me and my boss mama? This is your opportunity to hear us telling our stories with the lovely Debra while sipping tea in bed last Sunday morning. Look up episode 359 on #slowflowerspodcast.

cboehnke ❤️❤️❤️

camilathorndike Can you leave a link here??

jofeinberg 😊😊

killingfrostfarm Yay! Can't wait to listen

margaretjoanflorals love the podcast!!!!

tebevnalsenevents Downloading now!



150 likes

JULY 25

Add a comment...



The Good, the Bad and the Reality! LeMera Gardens & Jack Lily Floral



#5 VERTICAL

Not Silo or Compartmentalized.

- Be Your Own Source
- Crossover, not Barriers
- Product Development
- Brand Extension

SELL TO YOURSELF



Florists Growing Their Own: Mindy & Josh Staton, Two Little Buds

CROSSOVER MARKETS

Flower Bar & A
Brew Pub
April Lemly,
Kamama Flowers



PRODUCT DEVELOPMENT



Plant-based Textiles, Ribbons, Accents (Nettle Textiles for Ponderosa & Thyme)

BOTANICAL BRAND EXTENSION



Marigold & Mint
Candles

Gretel's Handmade
Soaps



#6 RELATIONAL

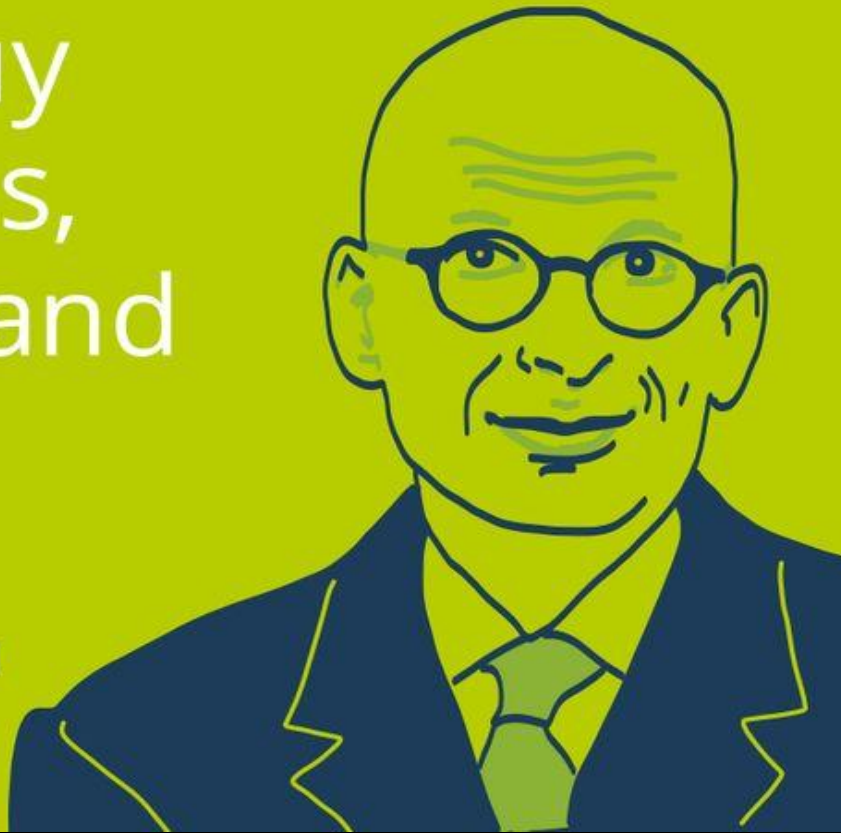
Not Transactional.

- Meaningful
- Authentic
- Community-Focused
- Bottom-Up/Grass-Roots/Responsive



People do not
buy goods and
services.
They buy
relations,
stories and
magic.

Seth Godin





MEET THE FARMER.

After working for eight years on a variety of farms across the country, Phoebe started laying the groundwork for Weatherlow Florals in the fall of 2015. The initial 2016 season was an exciting trial year, both for learning to run a new business and for focusing just on flowers. Her past farm experience has included vegetable and livestock farming, as well as edible and cut flower production. Of all that farming has to offer, Phoebe most enjoys the tangible outcome after a day of hard work – neatly weeded rows of seedlings and buckets of lovely blooms! During the off-season, she can be found traveling, visiting other farms for inspiration, and pouring over seed catalogs. Phoebe lives in Dartmouth MA with her farm dog, Daisy.

MEANINGFUL CONNECTIONS



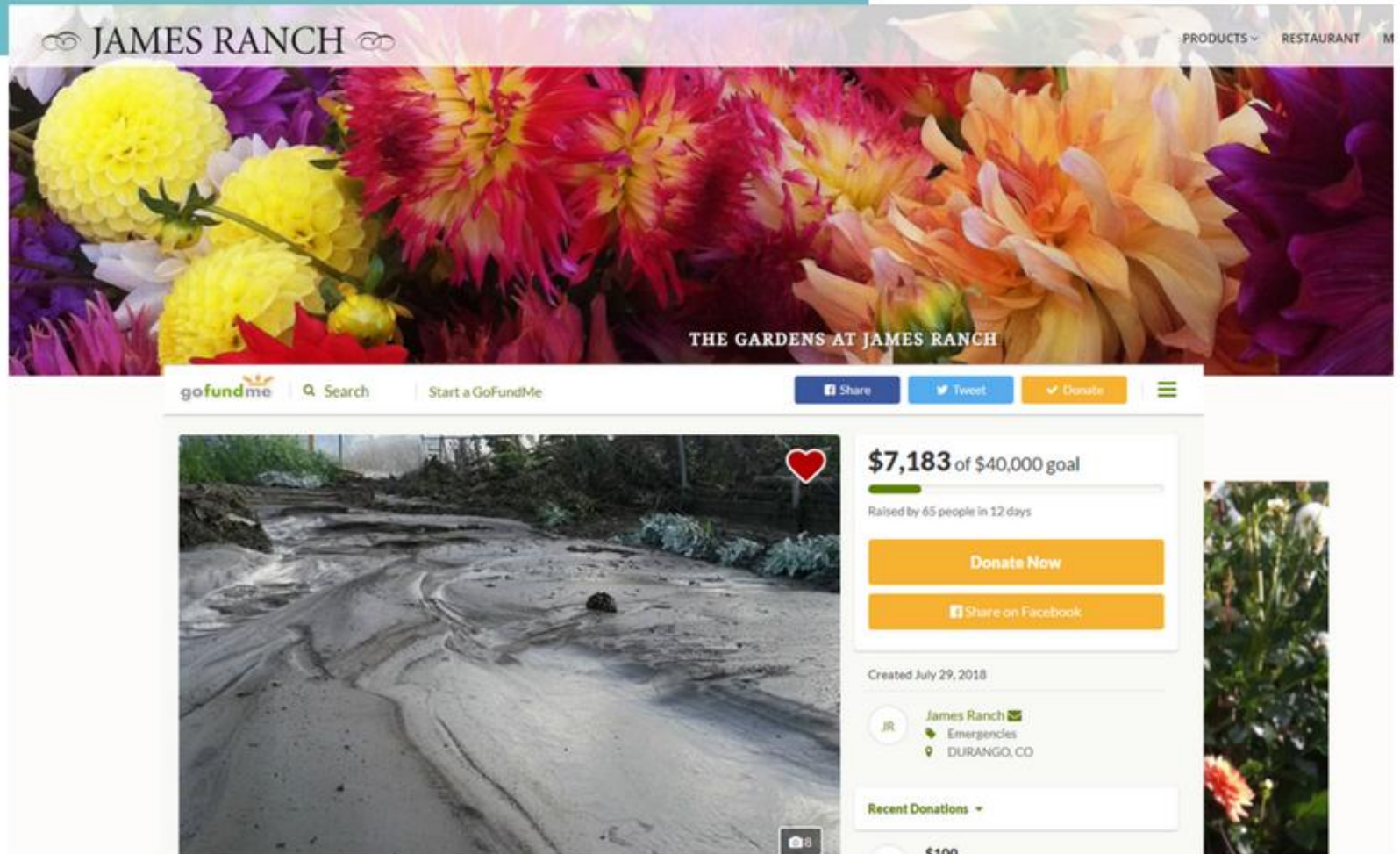
The Local Bouquet's Farmer-Florist Design Workshops

COMMUNITY FOCUSED



Lowcountry Flower Growers' "Bloom Battle"

AUTHENTIC



Mountain Belle Flower Farm's Appeal for Flood Relief, Durango, Colorado



VEGETABLES

FRUITS

FLOWERS

GRASSROOTS

Free Standard Shipping for Orders Over \$200*

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

FLOWER LIBRARY

[INSTRUCTIONAL VIDEOS](#)

[PLANNING TOOLS & CALCULATORS](#)

[HARDINESS ZONES](#)

[ASK A GROWER](#)

[VEGETABLE LIBRARY](#)

[TOOLS & SUPPLIES LIBRARY](#)

[FLOWER LIBRARY](#)

[HERB LIBRARY](#)

[FARM SEED LIBRARY](#)



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

Connecting with Ultimate Customer - Five Green Acres



#7 PLANTED

Not Faux or Disconnected from Nature.

- Horticulture-Based
- Plant Geeks
- Interior Plant Craze
- Agricultural Roots

HORTICULTURE-BASED



Old-School Gardening: The 8 Most Reliable Flowers and Veggies to Grow From Seed

Nothing beats the satisfaction of starting with a few packets of seeds. To boost your odds, we asked horticulture pros which varieties germinate most gloriously



SPRING LOADED Some plants benefit from germination in cells, but many seeds respond better sown directly into the garden.
PHOTO: F. MARTIN RAMIN/THE WALL STREET JOURNAL

By Cynthia Kling

Updated March 24, 2018 11:42 a.m. ET

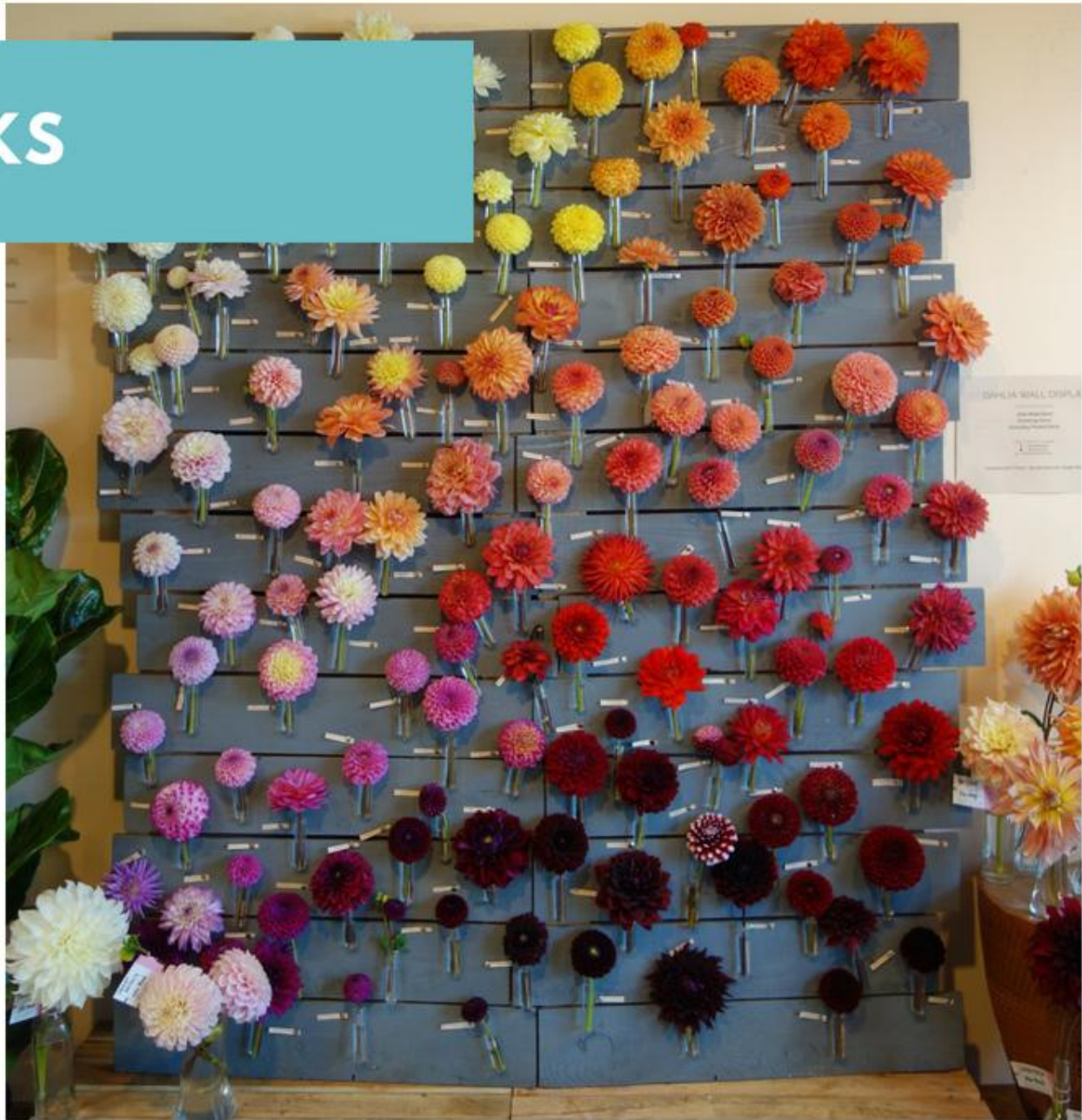
THE INFLUENTIAL ENGLISH garden designer and artist Gertrude Jekyll famously scattered nigella seeds in her Victorian clients' gardens. This method nearly guaranteed that the flower, also known as "Love in a Mist," would blossom two or three months later, unfolding in a bold blue she was crazy about.

Today, top gardeners are turning to the seed packet, dismayed by the predictable plant selections in mass-market nurseries or big-box stores. Varieties available in seed form are "more interesting," said Worcester, Mass., horticulturist Matt Mattus, singling out Scabiosa and poppies as beautiful and cooperative flowers to sow directly.

Connecting Flower Farming with Cutting Gardens and Consumers

PLANT GEEKS

Seattle Wholesale Growers
Market #dahliawall
4th Year and it continues
to mesmerize florists and
public shoppers



INTERIOR PLANT CRAZE



Los Angeles Times

**They don't own homes.
They don't have kids. Why
millennials are plant addicts**



Flower Farmers -- Grow & Propagate More Cacti, Succulents,
Begonias, even Tropicals

AGRICULTURAL ROOTS



Jimmy Lohr & Jonathan Weber, Urban Florists & Micro Flower Farm Owners,
greenSinner, Pittsburgh

#8 TRANSPARENT

Not Obscured.

- Minimized
- Negative Space
- Relaxed
- Varied Stem Lengths



MINIMAL/MINIMIZED FLORAL DESIGN

Smaller bouquets
Simple posies
Single stems
Less is More



MINIMAL/MINIMIZED FLORAL DESIGN



Gift Posies by Teresa Sabankaya, Bonny Doon Garden Co., Santa Cruz

NEGATIVE DESIGN SPACE

See-through arrangements
"Veil" plants





Design by Jessica Gring, Odd Flowers, Seattle



Design by Jessica Gring, Odd Flowers, Seattle



Design by Jessica Gring, Odd Flowers, Seattle

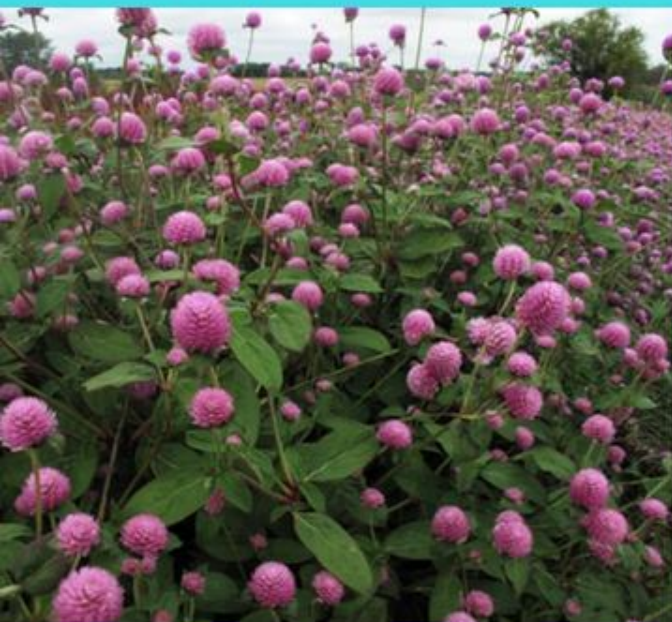


#9 MULTISEASONAL

Not Single-Use.

- Fresh & Dried
- Flower & Seed Head
- Foliage & Bloom

ALL-SEASON HARVEST



"I love the things that give you two or three opportunities to harvest. Whether it's the flower in the spring or the pod in the fall, it's always great to have some kind of backup plan for a flower,"
Charles Little, Charles Little & Co., Eugene, Oregon

FLOWER & SEED HEADS



Left: Dried Flower Bouquets; Right Echinacea cones (Charles Little & Co.)

FOLIAGE AND BLOOM

2X



Oak Leaf Hydrangea

#10 COMMUNITY

Not Solitary

- Collaborations
- Pop-Ups
- Cross-Promotions
- Shared Resources



COLLABORATIONS



The Local Flower Collective - Toronto Wholesale Flower Hub & Rental Studio

POP-UPS/MARKETS



Chophouse Row Night Market, Urban After-Hours Makers' Market (Seattle)

FLORAL CROSS-PROMOTIONS

The Gardener-Florist

Designer cutting garden becomes a unique partnership with bulb-and-plant-seller.

Longfield Gardens sells flowering bulbs to everyone from home gardeners who order tulip and narcissus bulbs and dahlia tubers via an online shop, to big-box stores who want to market bulk bags of bulbs via a private label program.

Engaging with floral designers and flower farmers is relatively new for the Lakewood, N.J.-based bulb-seller. According to Kath Laliberte, a horticulture consultant working with Longfield Gardens, while targeting the home gardener is a priority, florists and small-scale flower farms represent an emerging category to which it's paying attention.

"Especially when certain varieties are in short supply, like this summer's 'Labyrinth' dahlia, flower farmers start looking around for who else is selling it — and that's often when they find us," she says. "Those flower farmers have been great because they're flooding Instagram and Pinterest with images, and their followers are saying 'I have to have that flower in my life, whether I grow it myself or buy it.'"

The timing was perfect when florist and flower blogger Alicia Schwede of Flirty Fleurs teamed up with Longfield Gardens a few years ago. Alicia and her husband had just purchased a new home in Arlington, a

semi-rural area located about 50 miles north of Seattle. With the house came her first-ever garden on a full acre of land and Alicia wanted to grow some flowers. "I'm a gardener-florist," she laughs. "I'm not a farmer. I don't want to do this every day. But I do like to grow and admire my flowers, and use them to make arrangements."

Her beginner's garden has swelled to more than 400 dahlias (up from 50 two years ago), romantic roses, late winter bulbosres, "a ridiculous amount of hydrangeas," and as many unique foliage as possible, especially vines, including alibia, climatis, porcelain vine and honeysuckle.

While primarily a blogger and floral educator, Alicia hasn't completely abandoned weddings. Through her design business, Bella Fiori, she periodically says yes to couples. "I do use my own dahlias for weddings, and I've found that growing them is a bonus. I needed white dahlias recently and nobody else had them but me."

The marriage of a florist who wants to grow flowers and an online plant retailer curious to see what floral designers would do with its varieties has led to the Flirty Fleurs Collections of spring-flowering bulbs, including tulip, narcissus and hyacinth. Longfield introduced Alicia's first selection last fall — a red-and-white-themed tulip



Custom Bulb Collections: Flirty Fleurs + Longfield Gardens



bouquet — and added three more designer options this year. Alicia planted, harvested and styled each arrangement, photographing the designs for Longfield's online store.

To create the planting recipes, she pored over the Longfield website and selected specific flowers as inspiration. For example, the Spring Collections began with a double orange and yellow tulip called "Doodle Ginkobunk," while a double peach and white narcissus called "Tebanlung" inspired her Summer Collection. "I made a little layout so I could see how the colors and varieties looked together, and then I planted the bulbs in sections of my garden," she says. With nearly 1,500 bulbs in her beds and borders, Alicia learned plenty about growing bulbs. "I now realize I have to look up the bloom times, since a few of the colors I had imagined putting together did not line up."

Longfield, like most bulb companies, provides specific details on flower height as well as bloom time (early-, mid- or late-season), Kath points out. "I'm a big fan of having the earliest and latest blooming choices in your garden so you can have a longer tulip display."

Both women hope that the Flirty Fleurs-Longfield collaboration will stimulate more flower lovers to try bulb growing.

"For us to have a designer niche and in brand Alicia's selections as the Flirty Fleurs Collection is a way to get our name in front of her audience," Kath says. "Those people might buy the collection or just use it as inspiration; they might just buy one variety or do variations on a theme. All we want to do is help more people grow more flowers."

Alicia sees many advantages for florists wanting to grow their own small flower patch. "I think a lot of people are looking for something to set themselves apart. If we are all using the same channels in social media, and if we design with the same flowers and foliage supplied by the same wholesale sources, then it's hard to differentiate one designer from another. Growing flower varieties that you can't find through most wholesalers is one way to do that."

Details

Longfield Gardens: longfieldgardens.com
 Flowers for the Flirty Fleurs Collection
 Longfield will do a bulk-order of the two-year-old 'Doodle Ginkobunk' tulip for a special list
 Flirty Fleurs: flirtyfleurs.com



SHARED RESOURCES: CO-FARMING



Melissa Glorieux, Aster B. Flowers, Essex, Massachusetts

BONUS THEMES





#11 CANNABIS NATION

Not Taboo Topic

- Value-Added Crop
- Distinct Demographic
- Growth Category
- Novelty





Cannabis Foliage. Bouquet Design by Melissa Feveyear, Terra Bella Flowers



GARDENING

Green Thumb: Sunset mag's former Garden Editor Johanna Silver tries cannabis horticulture

A mainstream expert learns 'everything in cannabis gardening is just a little bit strange'

Mainstream-ish Media Has a New Gardening Twist on Cannabis



I found a use for my male #cannabis plants....
Starting a weed delivery service! This is how that works, right?!

#12 TWO BUSINESS OPTIONS

#GROWNNOTFLOWN

or

#SHIPPING FOR DOLLARS

- How to Grow Your Biz and Be True to Your Brand
- Flowers & Tech
- Satisfying Demand
- Extending Brand



#SHIPPINGFLOWERS



#2 Flower Farmers Launch Direct-Ship Wholesale Programs

Shipping to designers in markets that don't otherwise have access to their unusual flowers, **Gretel and Steve Adams of Sunny Meadows Flower Farm** in Columbus, Ohio, "have opened door to get our product to florists

without having to physically deliver," Gretel explains. Recently, their farm joined a shipping cooperative to take advantage of discounted overnight rates, an essential part of keeping their pricing competitive.

After a season of testing packaging methods and learning to navigate the FedEx system, Sunny Meadows expects to unveil **The Columbus Flower Company's** national wholesale flower shipping program this spring, beginning with its huge ranunculus harvest. "We'd like to be able to send flowers to designers in New York or Los Angeles or places that don't have access to a good flower market," she says.

Gretel, also a wedding and event designer, feels she can add value for florists who order from the farm. "My favorite clients are florists who give me an inspiration board and a budget and I'll pull a mix of ingredients that I myself would use."

In Weyers Cave, Virginia, **Jessica Hall** and her family run two businesses, **Harmony Harvest Farm** (specialty cut flowers) and **Floral Genius** (pin frogs and other flower frogs). Jessica also reports of plans to ship flowers in 2018, borrowing lessons learned from shipping flower frogs across the U.S. to Floral Genius's wholesale accounts.

Harmony Harvest spent 2017 trialing packaging, stem hydration and shipping methods to determine best practices for a farm-to-florist wholesale program.

"I believe there is a collective army (of smaller flower farms) that can take care of the U.S. need; they might be able to grow those flowers and see that it's possible to ship. I'm going to figure it out and hopefully that will change the industry," she says.

Questions?

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