

# Where Do Your Flowers Come From?

Currently, the U.S. imports around 80% of flowers sold. With the support of consumers, American flower farms could be filling many more vases across the country.

**74%**

of consumers don't know the origins of their flowers

**58%**

of consumers would prefer American Grown, if given a choice

**58%**

of U.S. flower farms have gone out of business since 1992 mostly due to low-cost imports.

**Flower Farmers** Flower farms, large and small, are located in all 50 states. Mostly family owned, they use many sustainable practices to grow thousands of beautiful varieties to supply the distribution channels of the floral industry.

**Wholesalers** Many wholesalers purchase flowers globally in a marketplace where country-of-origin labeling is not required or enforced. Some wholesalers source from domestic flower farms, but the majority do not.

**Grocers** Grocery stores and supermarkets purchase large quantities of flowers by the bunch or in mixed bouquets. They typically source from wholesalers, although some import flowers directly. Some also source flowers from U.S. flower farms.

**E-commerce** Most large online floral retailers buy directly from South American farms and ship those bouquets to U.S. consumers. Others act as the marketing middleman for florists who fulfill orders with mostly imported flowers.

**Florists** Florists purchase flowers and greens from wholesalers and flower farms. Only those who buy directly from U.S. flower farms or from wholesalers who label the source of flowers can honestly tell customers where their flowers were grown.

**YOU: the floral consumer**



## Flower Power

The floral market is booming! U.S. flower farms can meet the demand and supply an increasing market of consumers who care about American Grown blooms.

There are 5,903 flower and foliage farms in the U.S., a 16% increase since 2007. They are large and small and located in all 50 states. These farms use many sustainable practices to grow thousands of fresh, seasonal, unique and fragrant varieties.

### Big Money

**\$7-\$8 billion**

Retail Value of U.S. Cut Flower Purchases

### America's Cut

**\$496.2 million**

Retail Value of Fresh Cut American Grown Flowers & Foliage



**80%**

of flowers are imported

Colombia	65%
Ecuador	17%
Netherlands	5%
Canada	4%
Other countries	9%

**20%**

are grown in America

California	76%
Washington	6%
New Jersey	4%
Oregon	4%
Hawaii	2%
North Carolina	2%
Florida	1%
Other States	2%

### TOP 6 IMPORTED CUT FLOWERS BY STEM

Roses	1.6 Billion
Carnations	352.9 Million
Pom Pom Mums	348.5 Million
Lilies	266.9 Million
Mini Carnations	200.2 Million
Chrysanthemums	132.2 Million

## Imported Flowers

Miami International Airport handles

**91%** of the fresh flowers imported per year

**200,132** TONS of flowers land in Miami each year

**40,000**

boxes of flowers ARRIVE DAILY

During the weeks of Valentine's Day and Mother's Day

**80,000-120,000** boxes of flowers ARRIVE DAILY

That Equals:

## SEVEN Daily Flights SIX Days per Week



### Imported Bouquets

Mixed Bouquets 691 Million  
Rose Bouquets 310.5 Million

### Valentine's Day Roses

224 Million Roses Sold in 2012  
Only 2% were American Grown

Over **1.6 billion** stems of roses are imported annually into the United States. That is in stark contrast to our country's domestic production at just over **30 million** stems per year.

## Why Buy American-Grown Flowers?

You support local jobs and the economy.

Your flowers create a smaller transportation footprint.

You help preserve farmland in all 50 states.

You know the source of your purchases through honesty and transparency in flower labeling.

You connect with farmers and their flowers.

You promote more sustainable and environmentally-sound practices.



### How can you help?

Ask your florist, grocer or wholesaler to supply American Grown flowers.

Look for origin-specific labels, including Certified American Grown, state-grown producer labels, and the "I pledge allegiance to American Flowers" badge.



### CHECK OUT THESE RESOURCES:

slowflowers.com · americangrownflowers.org  
fieldtovase.com · ascfg.org · ccfc.org  
Visit slowflowers.com/content/press.html for sources to data quoted here  
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**Slow Flowers**

the conscious choice for buying and sending flowers