



**FLOWER FARM  
MARKETING**





# Increased Interest

## Association of Specialty Cut Flower Growers

- 1,600 Members (April 2019)
- 2,500 Members (Fall 2021)

## Floret Course Scholarship

- 3,107 Applications (2018)
- 4,000 Applications (2019)
- 6,464 Applications (2021)





# ●●● Floral Industry

- \$10-13 Billion Dollars in the US

- 85% International Imports

- 15% American Grown

- 10% (of 15%) Produced by  
Small Farms





2020



📷 Surplus flowers are destroyed at an auction site in Honselersdijk, the Netherlands. Photograph: Piroshka van de Wouw/Reuters



2020



With Mother's Day approaching it would normally be the moment for millions to 'say it with flowers' – but the virus has put paid to that.  
(Kenzo Tribouillard/AFP)



2020



Workers throw flowers into a crusher after they did not sell at auction in Aalsmeer, the Netherlands, on Friday. Ily Njiokiktjen for The New York Times



2020





# ●●● Changes

1. Consumers more likely to buy directly from the producer.
2. Wholesalers in short supply forcing florists to change buying habits.

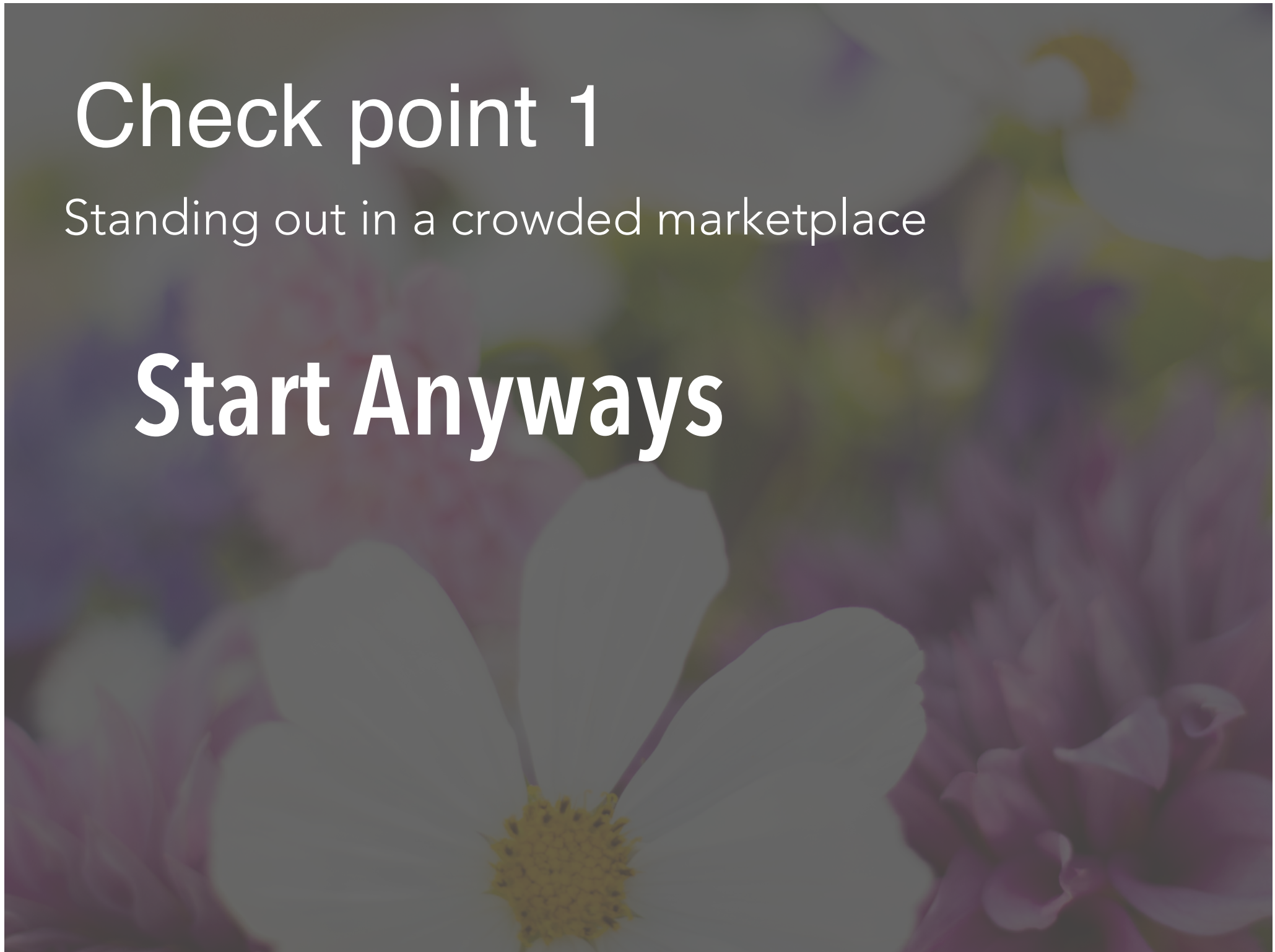




# Check point 1

Standing out in a crowded marketplace

## Start Anyways





# Check point 2

Standing out in a crowded marketplace

## **Make Friends**





# ●●● Make Friends

## Customer Examples

- a. Childhood Friends
- b. Church Members
- c. Neighbors
- d. Co-Volunteers
- e. Co-workers





# Check point 3

Standing out in a crowded marketplace

## **Build Community**





# ●●● Build Community

- a. Florists
- b. Fundraisers
- c. Farmer's Market
- d. Photo Shoots
- e. Social Media
- f. Boots on the Ground



# Check point 4

Standing out in a crowded marketplace

# Solve a Problem





# Solve a Problem

## Examples of problems you solve:

~~Half dead~~

Unique

Elegant

Customized

Sentimental

~~Big Box~~

Garden-touch

~~Overpriced~~

Tells a story

Local

Small Business



# Solve a Problem

## **Examples of problems you solve:**

Time	Fill the Gap for Florists
Thought	Poor Shippers
Love	
One-of-a-Kind	

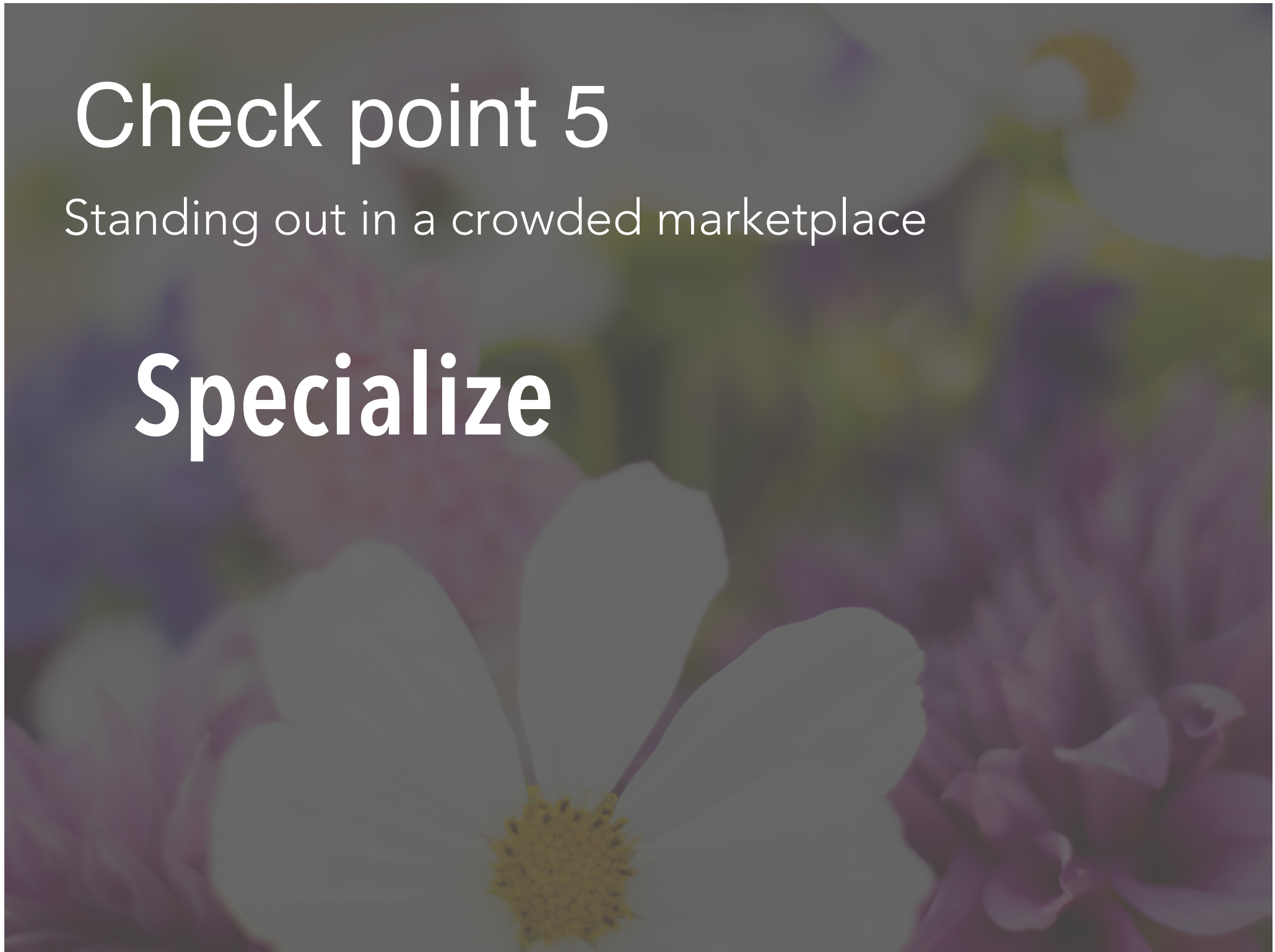




# Check point 5

Standing out in a crowded marketplace

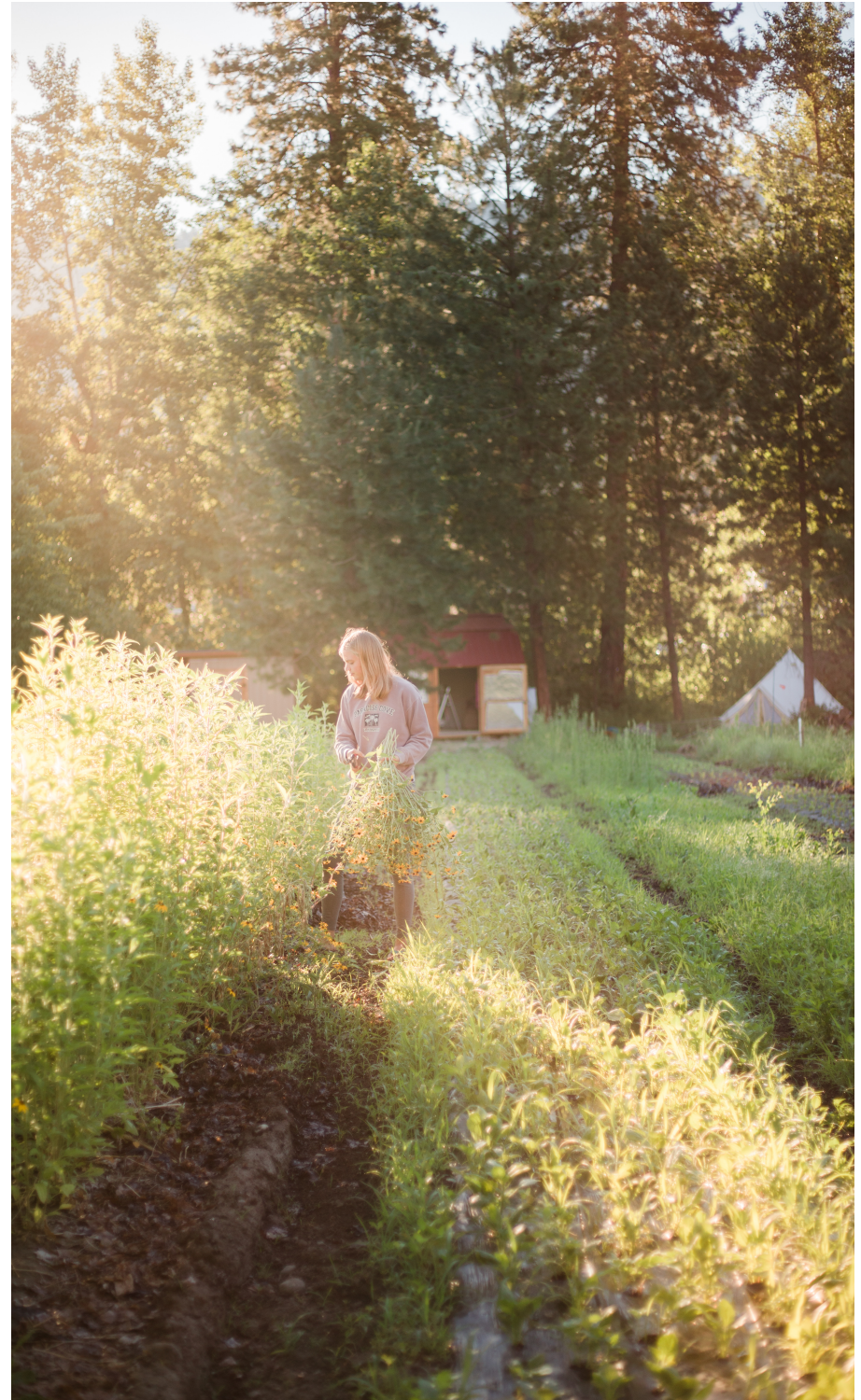
# Specialize





# Specialize

- Mono-cropping
- Season Extension
- Dried Flowers
- Weddings
- Funerals
- Ecommerce
- Hotels









●●● Q+A

