

SAF 2020 - YEAR IN NUMBERS



SAF advocated for your needs on Capitol Hill

\$5,000,000 in savings for industry businesses following SAF-backed addition of roses to GSP

\$250,000 in USDA aid made available to eligible growers as a result of SAF's advocacy

76 Lawmaker office visits during SAF's Congressional Action Days, advancing **6 core industry issues**

50 Letters educating state governors on the essential, safe nature of floral operations during COVID



SAF brought you together to learn and grow

7,343 Registrations for SAF's Virtual Events.

2,220+ Timely member questions answered via LiveChat at safnow.org

115 New SAF members representing all industry segments

28 COVID webinars targeted to pandemic business solutions

4 Peer-to-peer virtual roundtables enabling industry members to share challenges and opportunities

1 Dedicated place for young professionals in the industry to connect: SAF's NextGen Facebook page



SAF helped you drive sales and plan for future growth

565 Petal It Forward events in 44 states and 3 countries

230+ Stories on critical industry news, trends and practical tips

200+ Industry experts shared best practices via SAF events and publications

200+ Customizable social media banners and graphics, tailored for SAF members' immediate local marketing

4 New Virtual Events focused on future growth opportunities: Reinvention Summit, SAF Annual Meeting, Countdown to Christmas and Gear Up for Valentine's Day