

SAF 2021 - YEAR IN NUMBERS



SAF protected your needs on Capitol Hill

\$250,000 In USDA aid made available to growers in round 3 of the Coronavirus Food Assistance Program.

\$35,000+ Record-setting amount of money raised for SAFFPAC to make connections with lawmakers and strengthen advocacy efforts.

20 SAFFPAC Gold Club Members, contributing \$1,000 or more to SAFFPAC.

11 Targeted meetings with legislators and regulators who have influence over floral industry issues at virtual Congressional Action Days.

4 Legislative and regulatory issues SAF advocated for during CAD 2021: more research funding, cost savings on imports, maintaining the minimum wage, preserving agriculture's workforce.



SAF brought you together to learn and grow

330,000 Users saw SAF's Instagram and Facebook posts.

1,331 Questions answered via LiveChat on SAFnow.org.

1,235 New users followed SAF's social media accounts.

802 Registrations for SAF's Virtual Events.

744 Floral industry members created user accounts on Career Connection.

8 Virtual events focused on the post-pandemic outlook, supply shortages, planning, labor, capitalizing on the plant trend and more.

7 Courses added to the Career Connection learning hub – covering onboarding, design, marketing, care and handling and more.



SAF helped you drive sales and plan for future growth

475 Petal It Forward events in 45 states and 3 countries to spread the power of flowers.

472 Floral members from all segments attended SAF's in person events – Orlando 2021 and Baltimore's Profit Blast – to network and learn.

300 FREE banner ads and social media graphics.

200+ Exclusive stories on critical industry news developments, industry trends and best practices delivered through SAF's weekly SAFNow digital newsletter.

143 Floral industry subject matter experts generously shared their best practices and advice at SAF events and in SAF publications.

81 Suppliers and vendors participated in SAF's in-person events to give you access to the newest products and services.

9 Surveys shared insights on consumer buying behavior and the overall economic outlook for Valentine's Day and Christmas.