

The U.S. Floriculture Industry

The National Picture

Floriculture

Floriculture includes fresh cut flowers, cut cultivated greens, potted flowering plants, foliage plants and bedding/garden plants.

Nursery and greenhouse crops account for over \$14.5 billion in farm gate (wholesale) sales and are larger than cotton and tobacco combined.

Source: Figures are based on Society of American Florists research and data from federal and state government agencies. The Census of Agriculture (2017) is conducted every five years.



Top 5 Fresh Cut Flowers

1. Roses
2. Chrysanthemums (pompon)
3. Carnations (Standard)
4. Alstroemeria
5. Lilies

Top 5 Bedding/Garden Flowers

1. Geraniums
2. Petunias
3. Impatiens
4. Pansies/Violas
5. Begonias

Size of the Floriculture Industry at Retail

- Total Floriculture Sales (including flowers, plants and related items) at all floral outlets (retail florists, mass marketers, other outlets): **\$35.2 billion** in 2017
- Per Capita Spending (flowers, seeds, potted plants category): **\$107.89** in 2017

Number of U.S. Floral Businesses

- Retail Florists: **13,188**
Total Sales: **\$4.7 billion**
- Wholesale Florists: **503**
- Floriculture Producers: **5,930**

Top Floral Holidays

(Based on consumer purchases of **fresh flowers and plants for holidays** at all outlets.)

1. Valentine's Day (30%)
2. Christmas/Hanukkah (26%)
3. Mother's Day (26%)
4. Easter/Passover (9%)
5. Thanksgiving (8%)

Health Benefits

- Rutgers University research has proven flowers improve emotional well-being.
- At Texas A&M University, researchers have found flowers and plants in the workplace improve idea generation.
- Research from the University of North Florida shows that flowers reduce stress.
- Other studies point to the positive role plants play in reducing stress and even in reducing crime in inner cities and housing projects.

Advances in Agriculture

- Advanced irrigation and fertilization systems first used by the floral industry revolutionized agriculture in arid climates.
- Tissue culture, first used on orchid plants in the 1950s, led to an entire biotechnology industry.
- The U.S. floral industry has taken a leading role in developing methods of non-chemical pest and disease control.



SAF is the only national trade association that represents all segments of the U.S. floral industry. SAF's membership includes nearly 2,500 small businesses — growers, wholesalers, importers, retailers and related organizations — located in communities nationwide.

Our Mission:

To connect and cultivate a thriving floral community.

Our Vision:

The power of flowers in every life.

Agricultural Labor: The devastating labor shortage is impacting flower growing operations today and jeopardizes the future success of the floriculture sector and the vitality of rural economies which rely upon agriculture as a primary economic driver. Small- and medium-sized growers are at a critical juncture because of the margin between profitability and loss due to the labor-intensive nature of this sector. The impact goes far beyond the farm gate, as each on-farm employee supports two to three other jobs up and down the food and agriculture supply chain.

SAF asks Congress to pass legislation to address the agricultural labor crisis by providing legal status for current agricultural employees and ensuring employers have access to a stable and secure workforce now and in the future.

Generalized System of Preferences (GSP): The Generalized System of Preferences (GSP) has been in place for more than 45 years promoting opportunity for the least economically developed countries abroad and supporting U.S. businesses that rely on imported products to sustain and grow their businesses. U.S. businesses that rely on imported goods from GSP approved countries — including the floral industry — benefit from a stable GSP. The U.S. floral industry imports nearly 80 percent of cut flowers sold, of which nearly 95 percent come in duty free. Without a stable GSP, costs for imported flowers would go up. SAF is asking that Congress support reauthorization of the GSP, which expired December 31, 2020.

SAF asks Congress to pass legislation reauthorizing the Generalized System of Preferences (GSP), which supports the floral industry by containing costs and providing importers and retailers with greater price certainty.

Floriculture & Nursery Research Initiative: FNRI is vital to the floral industry's efforts to respond to pest and disease problems, tackle the challenge of climate change, enhance the efficiency of production practices, develop and promote sustainable growing practices and broaden the message of the positive environmental and social impact of our crops. Funding has been flat since FY 2018 and increased salaries and laboratory expenses have eroded the program's ability to tackle the challenges of the day. In addition to dealing with increased costs, FNRI has the capacity to modernize the industry through advanced drone systems.

SAF asks Representatives and Senators to submit an appropriations request to increase funding for the Floriculture & Nursery Research Initiative to the Appropriations Subcommittee on Agriculture. The increase will help modernize the initiative.