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Pete Garcia, AAF Inducted into The Floriculture Hall of Fame, The Industry's Highest Honor, at SAF Orlando 2022

ALEXANDRIA, VA — Sept. 15, 2022— Pete Garcia, AAF was the 2022 inductee into the Society of American Florists Floriculture Hall of Fame, the floral industry's highest honor. The induction ceremony took place on Sept. 8 during the Stars of the Industry Awards dinner at the organizations 137th Annual Convention.

Pete's contributions to the advancement of floriculture and his tireless advocacy for floral research, scholarships, and grants exemplify his dedication to the industry throughout the past 60 years.

In his acceptance speech, Garcia thanked his family and his friends, whom he described as his extended family. "We hope that we have a left a footprint in the industry and that we're all successful through what we have accomplished together," he said.

Pete, the son of a Spanish immigrant, had a happenstance entry into the floral industry 66 years ago. In 1956, he left college to provide for his young family and found a job driving a delivery truck in Jacksonville, Florida for Carlstedt, eventually becoming assistant manager for the company.

In 1965, Victor Levy, a manufacturer's representative in floral supplies, was looking for a successor. Pete took over the southeastern zone, increasing business by \$1.2 million in the first year. Upon Levy's death in 1969, he became the owner.

In 1970, he incorporated as the Pete Garcia Company. Seeing a market need that was going unfilled, he formed his own manufacturing company to supply mouth-blown glassware made to florists. Pete's second strategy was negotiating exclusive sales agreements with other major suppliers.

Over the years, he formed, purchased, and sold more than 25 manufacturing corporations, which enabled him to achieve the gold standard of products that have improved aesthetics, user-friendliness, and workroom efficiency for floral designers. While growing his business, Pete also gave back to the industry, most notably through his service to the Wholesale Florists & Florist Suppliers Association and the American Floral Endowment.

He was instrumental in establishing the WF&FSA Trade Fair, served as WF&FSA president and created the Mike Garcia Scholarship, in honor of his late son, to reward WF&FSA members exhibiting enthusiasm, industry



dedication, and commitment to career achievement. Pete has also been an active supporter of the American Floral Endowment, an organization that he helped rebrand with AFE's a tree of life logo.

A persuasive fundraiser, Garcia convinced other hardgoods suppliers to contribute to floral research arguing that their wares only looked as good as the fresh product they showcased. Garcia served on AFE's board of directors for 10 years, culminating in his chairmanship from 1993 to 1995. In 2020, he and his family created The Garcia Family Scholarship for students.

He takes great pride in the achievements of his family members who continue to work alongside him and his wife for nearly 50 years. As his brother Ramon notes, "I am, as well as countless others, a product of my brother's unselfish and unconditional concern for continuing self-improvement and success." His son David is now the President of the company, and his daughter Kathy runs the graphic division.

Event photos will be available here: [SAF Photos's albums | Flickr](#)

About The Society of American Florists

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit SAFNow.org.