

# SAF 2022 Year in Numbers



## SAF HELPED YOU CONNECT, LEARN AND GROW

435  
Thousand

Users saw SAF's posts on Facebook, Instagram, Twitter and LinkedIn.

2,065

New users followed SAF's social media accounts.

1,257

Questions answered via LiveChat on SAFnow.org.

1,105

Floral professionals registered for SAF's virtual events.

907

Floral members from all segments attended SAF's in-person events.

533

Floral industry members created user accounts on SAF's learning hub.

200+

New members joined SAF.

13

Virtual events focused on economic outlooks, mental health, sustainability and more.

## SAF HELPED YOU DRIVE SALES AND PLAN FOR FUTURE GROWTH

584

Businesses from 49 states and three countries held Petal it Forward events to spread the power of flowers.

320

Free banner ads and social media graphics made available online for members to download.

200+

Exclusive stories on industry news, trends, and best practices delivered weekly through the SAF Now digital newsletter.

159

Young floral pros attended Next Gen Live!, the first event designed for the next generation of industry leaders.

150

Floral industry experts shared their best practices and advice at SAF events and in publications.

93

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

20

New courses and resource packages added to SAF's learning hub.

## SAF PROTECTED YOUR NEEDS ON CAPITOL HILL AND IN THE MEDIA

\$1  
Million

Increase in research funding as a result of SAF's efforts during Congressional Action Days.

\$52  
Thousand

Raised for SAFPAC, a record setting amount for SAF's advocacy efforts.

70+

Targeted meetings took place with legislators and regulators who have influence over floral industry issues.

35

Requests to remove negative floral references from consumer advertising.

30

Media outlets contacted SAF for interviews and information about our amazing industry and the people in it.

22

Gold Club members contributed \$1,000 or more to SAFPAC.