

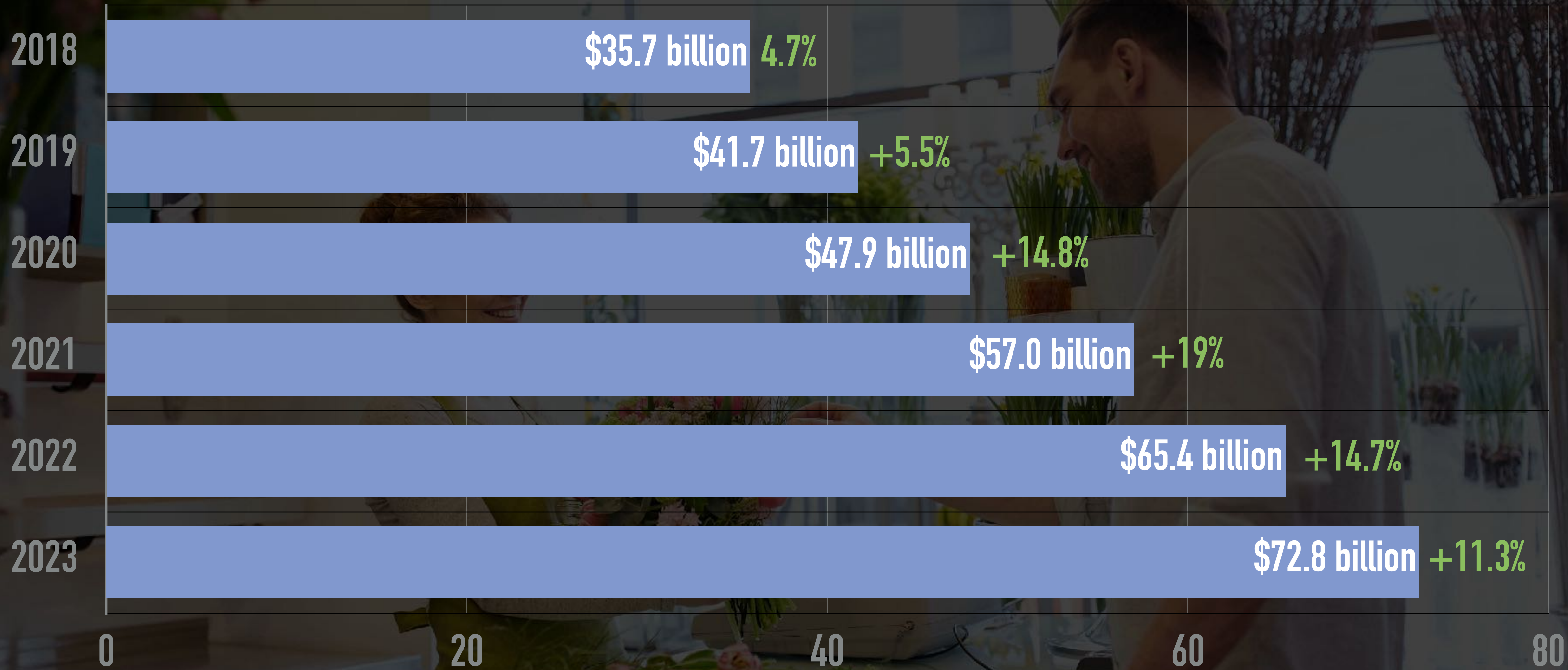
# STATE OF THE INDUSTRY

# SAYS WHO??

- ▶ **USDA's National Agricultural Statistics Service**
- ▶ **Bureau of Economic Analysis**
- ▶ **US Census Bureau**
- ▶ **Department of Commerce**
- ▶ **Sundale Research**
- ▶ **Various marketing resources**
- ▶ **YOU**
- ▶ **SAF Volunteer Leadership**



# TOTAL SPENDING ON FLORAL PRODUCTS



# US FLORICULTURE CROP PRODUCTION

2023 VS 2022



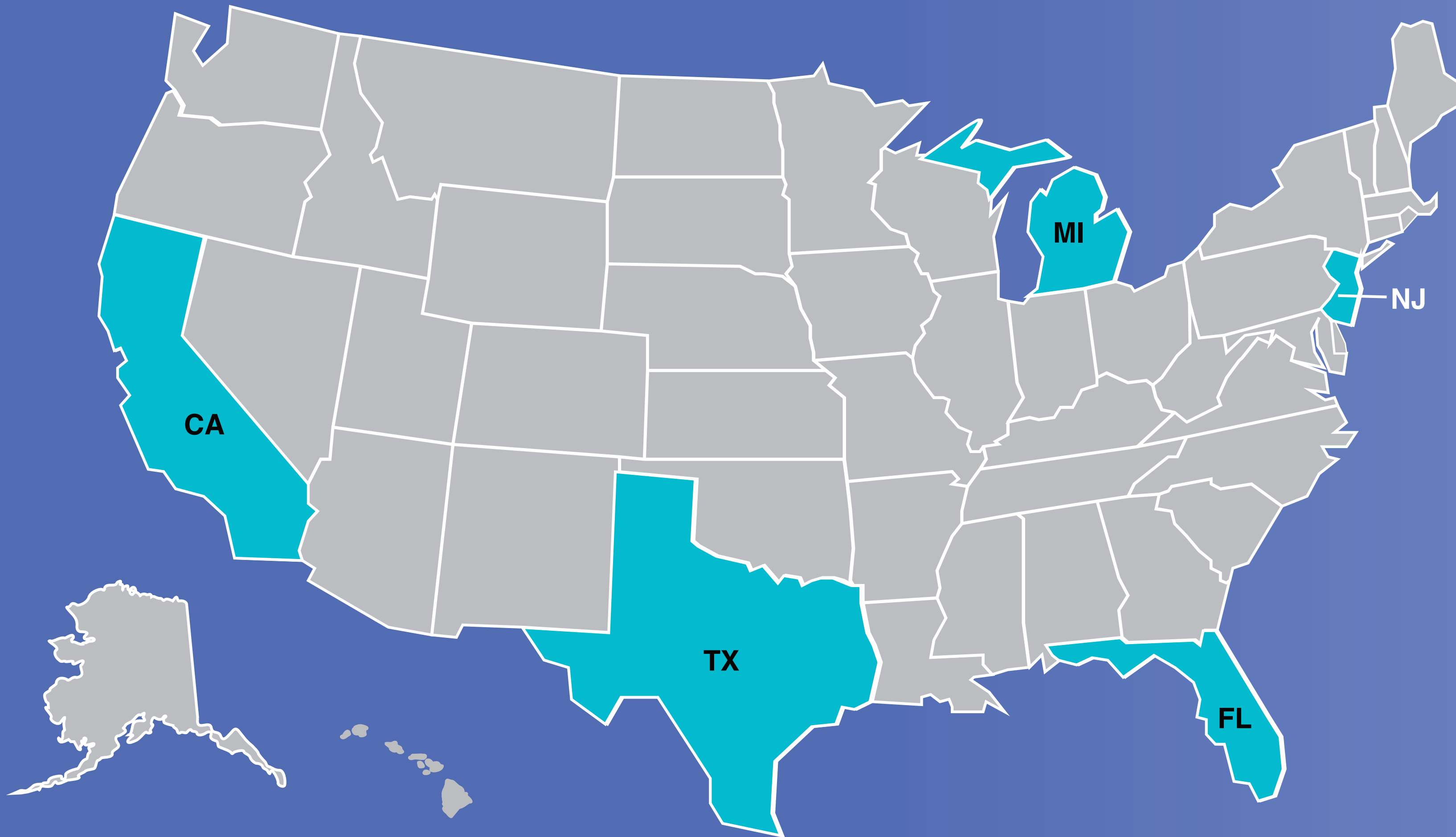
TOTAL VALUE  
**\$6.7 BILLION**  
+0%



NUMBER OF PRODUCERS  
8,951  
**10,216**  
+14.2%



# US FLORICULTURE CROPS WHOLESALE VALUE



**FLORIDA: \$1.2B +3.2%**

**CALIFORNIA: \$983M +2.6%**

**MICHIGAN: \$695M -2.3%**

**NEW JERSEY: \$319 +14%M**

**TEXAS: \$319M +14.1%**

USDA/NASS Floriculture Crops 2023

# 2024 CUT FLOWER IMPORTS YTD

TOTAL: \$1.12 BILLION (+7.2%)

COLOMBIA

\$695.8M (+9.4%)

ECUADOR

\$312.6M (+9%)

CANADA

\$64.5M (+.14%)

THE

NETHERLANDS

\$52.6M (+6.7%)

MEXICO

23.1M (-26.5%)





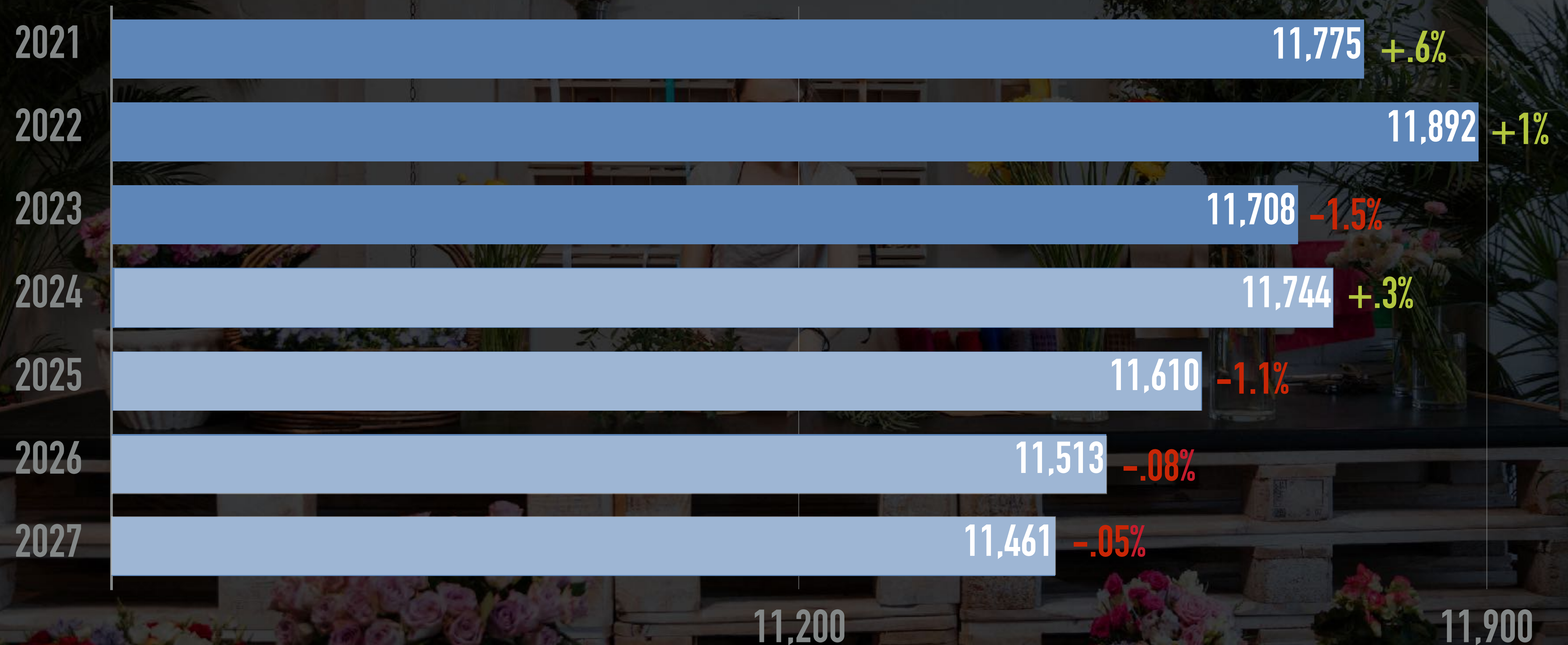


# WHOLESALE DOORS

## 600 DOORS 400 OPERATIONS

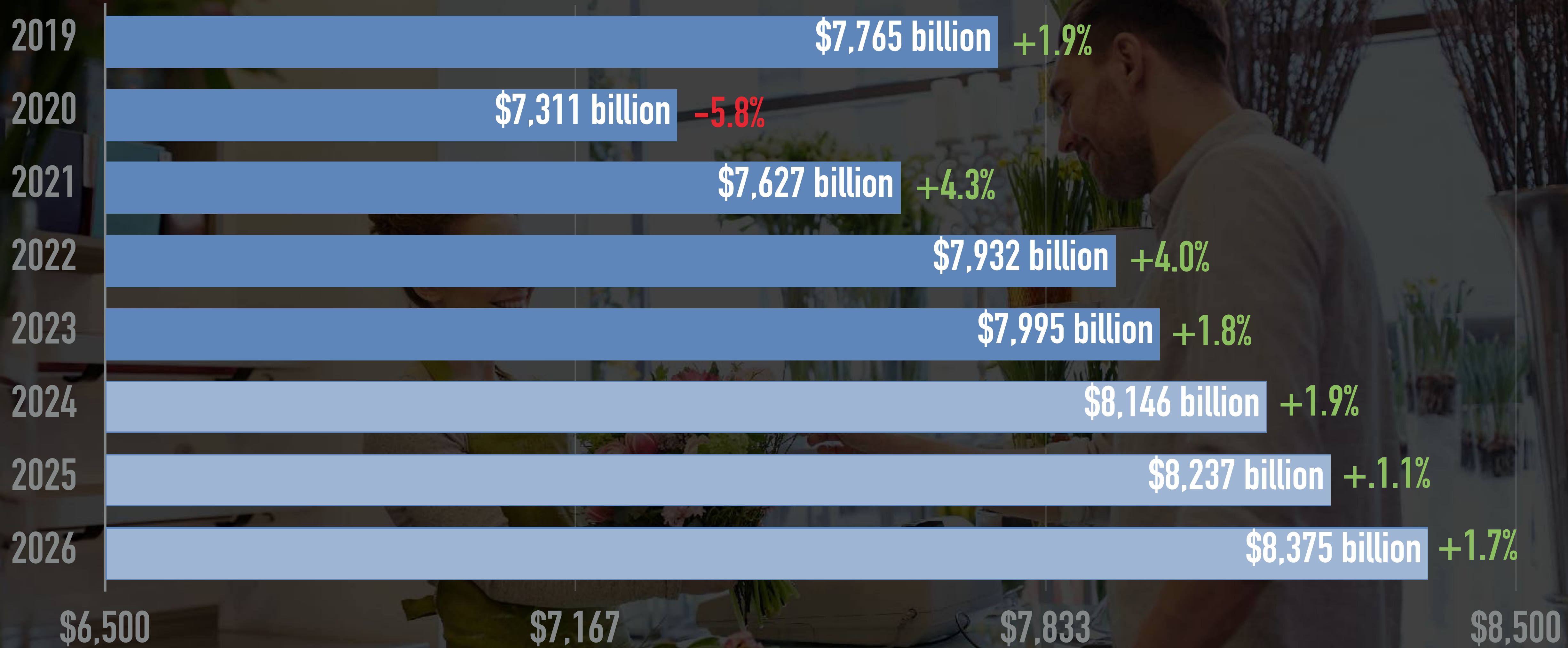


# NUMBER OF RETAIL FLOWER SHOPS



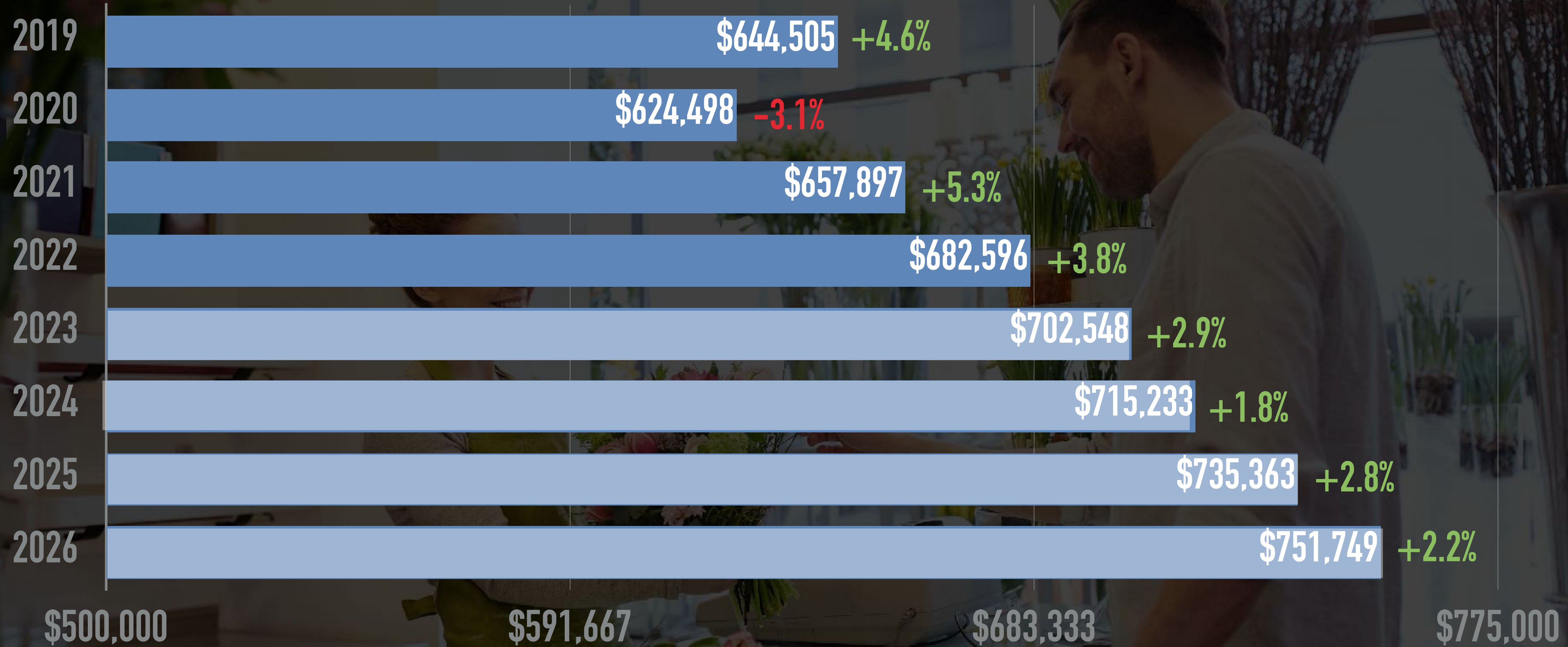


# RETAIL FLORIST SALES





# AVERAGE SALE PER FLORIST





# Q1 + Q2 SALES



**29% Up**



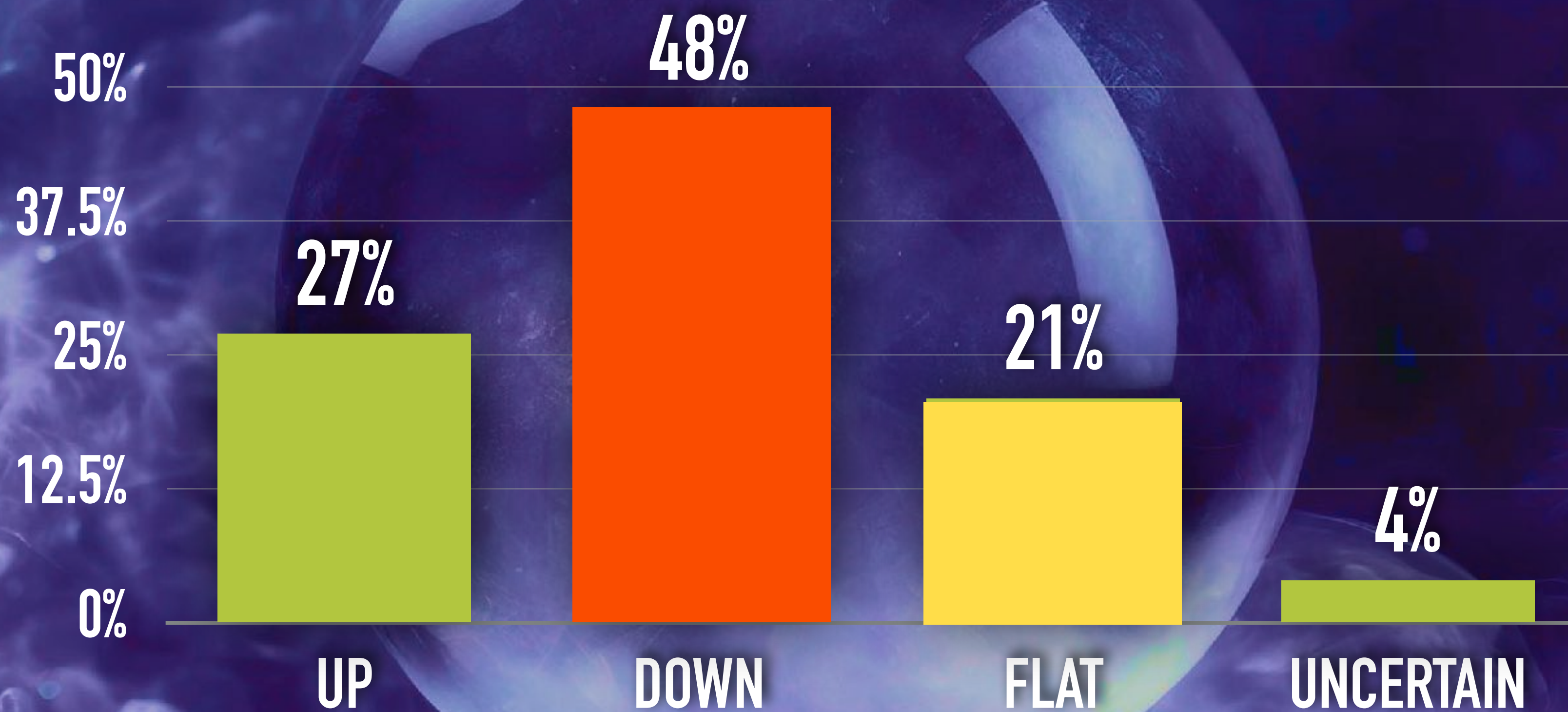
**25% Flat**



**45% Down**



# 2024 YEAR END PROJECTIONS





**“I AM NOT  
TAKING HOME  
A PAYCHECK.”**

**“I HAVE A  
‘FOR SALE’ SIGN  
ON MY LAWN.”**



**“OUR WHOLESALE  
DIVISION IS  
EXPERIENCING  
RAPID GROWTH.”**

**“OUR FALL SCHEDULE  
IS VERY FULL,  
INCLUDING MULTIPLE  
EVENTS THAT ARE WAY  
HIGHER THAN OUR  
AVERAGE WEDDING.”**



# AOV VS. UNITS



60%



19%



**“WE HAVE INCREASED PRICES  
AND IT HASN'T AFFECTED  
BUSINESS.”**



# WHAT REALLY COUNTS: 2019



66%



52%



46%





**29% Up**





# MARKETING IS IN HIGH GEAR



- 
- ▶ **SECRETS OF A GROWTH-ORIENTED CULTURE**
  - ▶ **MAXIMIZE MARGIN... MINIMIZE WASTE**
  - ▶ **UNLOCKING THE KEY TO DOUBLE DIGIT GROWTH**
  - ▶ **IDEA SWAP: MARKETING & GROWTH**



# Summer Collection

Fresh-cut seasonal blooms celebrating summer.

Home > Summer Flower Collection



BAROQUE



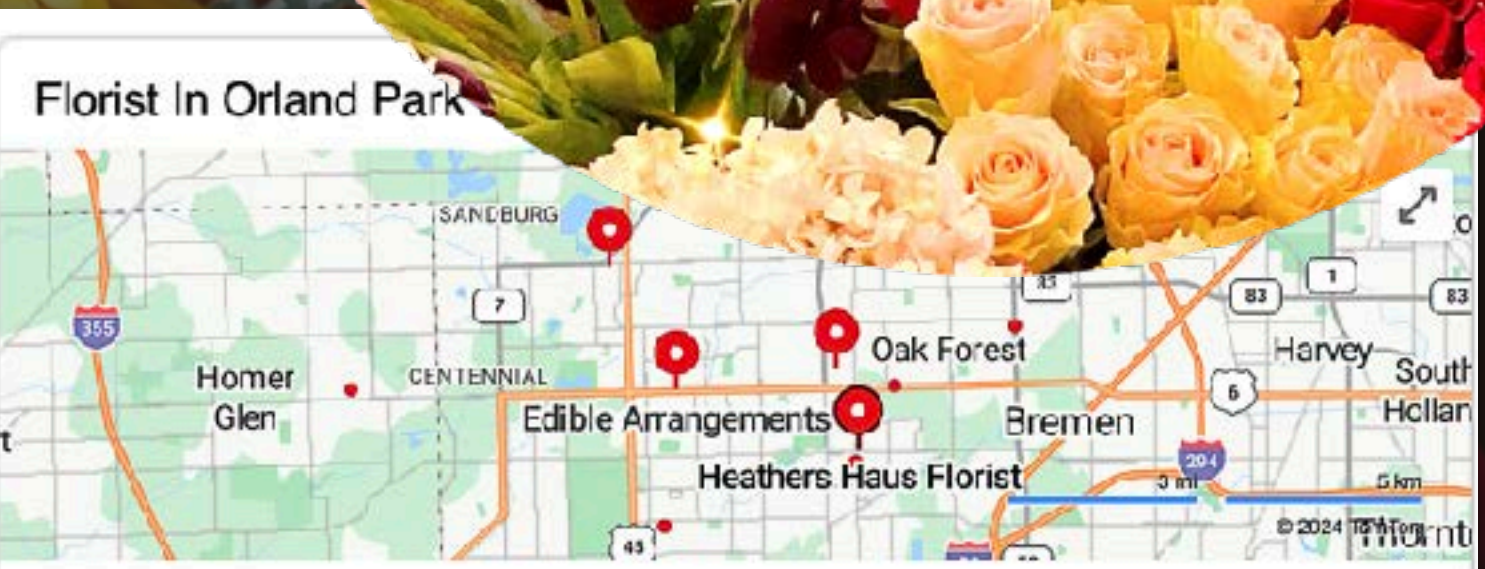
SIZE



STOCKH



381 likes  
bedfordvillageflowershoppe Our delicate bouquets 💕  
... more



- Edible Arrangements**  
Ad • Gift shop  
9040 W. 159th Street, Orland Park · (708) 873-9540  
1 Hour Pick Up - Same Day Delivery - Free Next Day Delivery  
WEBSITE DIRECTIONS
- Heathers Haus Florist**  
★★★★★ Facebook (215) · Florist  
18633 Oak Park Ave, Tinley Park · (708) 532-1890  
Open · Closes 6 PM  
"Amazing gift ideas and one of a kind real flower jewelry."  
WEBSITE DIRECTIONS
- Mitchell's Orland Park Flowers**  
Florist  
14309 Beacon Ave, Orland Park · (708) 349-3451  
Open · Closes 6 PM  
"The flowers were delivered on time, and they were beautiful."  
WEBSITE DIRECTIONS





# QUALITY





**“OUR CUSTOMERS REGULARLY COMMENT  
ON THE LASTING QUALITY OF OUR FRESH  
FLORAL PRODUCTS.”**

**“CONTINUING TO FOCUS ON QUALITY,  
LONG-LASTING PRODUCT.”**





# CUSTOMER SERVICE





**“WE ARE A SERVICE PROVIDER.  
WE PROVIDE EXCELLENT SERVICE.”**





# STRONG TEAMS






**“WITH PROPERLY TRAINED STAFF,  
WE ARE ALWAYS GOING TO STAND OUT  
FROM THE COMPETITION.”**





# EMBRACE CHANGE



A woman is sitting on a black utility vehicle, which is a flower cart. The cart has a large sign on top that reads "WEDDINGS • EVENTS • BALOONS • GIFTS & MORE!" and "SWANSTREETFLORIST.COM". The cart is loaded with several large bouquets of flowers. The woman is wearing a black top and shorts. The background shows a grassy area and some trees.

**“IT TAKES A CONSTANT EVOLVING AND  
RETHINKING OF BUSINESS,  
BUT WE LOVE CHANGE AND NEWNESS.  
IF YOU DON'T, IT'S GOING TO BE HARD  
TO KEEP UP WITH THE TIMES.”**





**STAY THE COURSE**






**“STAY CONSISTENT DOING WHAT WE  
HAVE BEEN DOING. REFINE PROCESSES.  
NO NEED TO REINVENT THE WHEEL  
THIS YEAR.”**





# CLARITY OF PURPOSE





**“OUR MAIN OBJECTIVE IS CREATING AN  
OUTSTANDING EXPERIENCE FOR PEOPLE —  
WITH THE FLOWERS, THE STORE, THE CUSTOMER  
SERVICE, THE BRANDING.  
IF THE EXPERIENCE IS MEMORABLE, THE PRICE  
BECOMES LESS OF A BURDEN.”**





**“BUSINESSES TARGETING CUSTOMERS BASED ON [CHEAP PRICES] ARE NOT OUR COMPETITION.”**

**“OUR REPUTATION IS OUR BEST MARKETING.”**

**“WE’RE FOCUSING ON WHAT MAKES US MOST PROFITABLE. NOT TRYING TO BE EVERYTHING TO EVERYONE.”**





# DETERMINATION



- 
- ▶ **SECRETS OF A GROWTH-ORIENTED CULTURE**
  - ▶ **MAXIMIZE MARGIN... MINIMIZE WASTE**
  - ▶ **UNLOCKING THE KEY TO DOUBLE DIGIT GROWTH**
  - ▶ **IDEA SWAP: MARKETING & GROWTH**



# IN THE NEXT SIX MONTHS, WILL YOU PURCHASE FLOWERS AND/OR PLANTS **FOR OTHERS...**



**SAME FREQUENCY:**  
**53%**



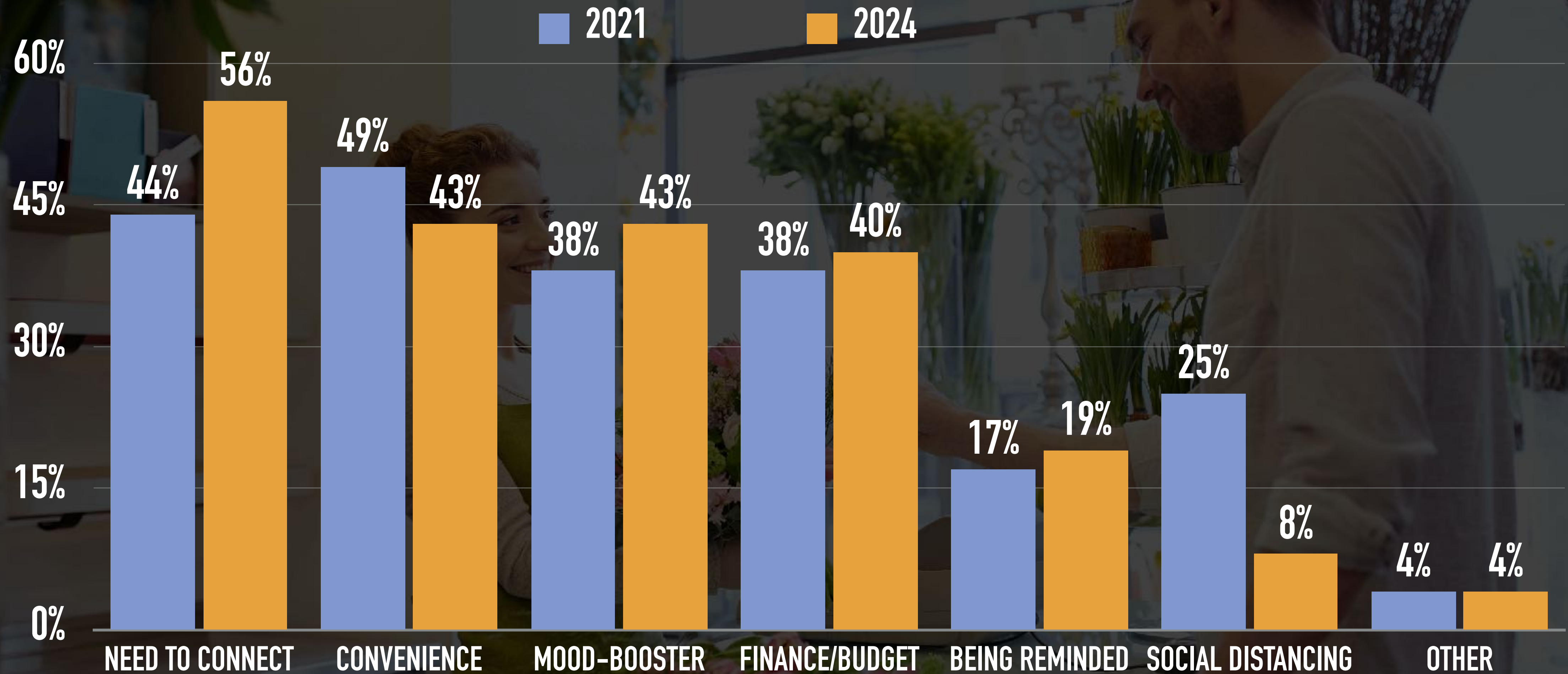
**MORE OFTEN:**  
**26%**



**LESS OFTEN:**  
**21%**



# TOP INFLUENCES FOR PURCHASING







**“THERE IS ENOUGH BUSINESS TO GO AROUND.  
I JUST WANT A HUGE CHUNK OF IT.”**



# SAF MISSION



**TO CONNECT AND CULTIVATE A  
THRIVING FLORAL COMMUNITY.**

# SAF VISION



**ENRICHING EVERY LIFE THROUGH  
THE POWER OF FLOWERS.**