

The U.S. Floriculture Industry

FLORAL INDUSTRY FACTS

Floriculture Items Sales at All Retail Outlets (Flowers, Seeds and Potted Plants): **\$69 Billion**

Source: U.S. Bureau of Economic Analysis Personal Consumption Expenditures 2024

U.S. Per Capita Spending (Flowers, Seeds and Potted Plants): **\$260.97**

Source: U.S. Bureau of Economic Analysis 2024 and U.S. Census Data

Total Operations with Floriculture Workers Nationwide: **6,527**

Source: U.S. Department of Agriculture's National Agricultural Statistics Service 2023 Floriculture Crops Survey

Floral Industry Businesses by Segment:

Retail Florists: **11,744**

Floral Wholesalers (estimate): **600**

Domestic Floriculture Growers: **10,216**

Source: US Department of Commerce /Sundale Research & U.S. Department of Agriculture's National Agricultural Statistics Service 2023 Floriculture Crops Survey



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TOP STATES FLORICULTURE SALES

Florida	\$1,208
California	\$983
Michigan	\$695
Texas	\$319
New Jersey	\$308
New York	\$236
Ohio	\$233
Pennsylvania	\$215
Connecticut	\$170
North Carolina	\$168

Sales in millions

Source: U.S. Department of Agriculture's National Agricultural Statistics Service 2023 Floriculture Crops Survey

TOP STATES FLORICULTURE OPERATIONS

California	746
Pennsylvania	702
Michigan	681
New York	680
Florida	675
Ohio	513
Wisconsin	474
Washington	350
Texas	341
North Carolina	320

HEALTH BENEFITS OF FLOWERS

- 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 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.



ABOUT SAF:

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.

MISSION:

To connect and cultivate a thriving floral community.

VISION:

Enriching every life through the power of flowers.

2025 ISSUES OVERVIEW

FUNDING TO ENSURE HIGH-QUALITY, EFFICIENT FLORICULTURE PRODUCTION

Established in the 1980s, the Floriculture and Nursery Research Initiative (FNRI) secured federal funding after a decade of advocacy and now thrives through a strong partnership between the floral industry, academia, and government. Funding is equally distributed between universities and ARS facilities, supporting innovations in plant breeding, greenhouse production, and technological advancements. The last increase for the Floriculture and Nursery Research Initiative (FNRI) was in FY-2023, despite increased staffing and laboratory costs. In light of the current fiscal climate, however, rather than asking for additional funds, SAF is asking to maintain funds at the current level.

SAF asks Congress to submit Fiscal Year 2026 appropriations request to the Agriculture Subcommittee to maintain funding for the FNRI at the Fiscal Year 2024 level.

AFFORDABLE ACCESS TO PRODUCT

Tariffs on agricultural inputs, such as potassium used in fertilizer – more than 80% of which is imported from Canada – would put considerable strain on our grower segment. In addition, floral industry businesses have benefitted greatly from duty-free imports of cut flowers through trade agreements and the Generalized System of Preferences (GSP), implemented nearly 50 years ago. More than 85% of cut flowers purchased in the U.S. are grown in other countries and almost 95% qualify for duty relief. These savings – about \$40 million per year -- help our industry's small businesses manage rising costs and invest in growth. However, GSP authorization lapsed in 2020, increasing costs amid inflation. Outdated Competitive Needs Limitation (CNL) rules and new tariffs further threaten the industry.

SAF asks Congress to 1) support duty-free access for agricultural inputs and floral products from free trade agreement partner countries and 2) pass legislation reauthorizing the (GSP), provide retroactive reimbursements and modernize CNL rule.

ACCESS TO STABLE, SECURE AGRICULTURAL WORKFORCE

Severe labor shortages threaten floriculture's future and rural economies reliant on agriculture. Growers face slim profit margins due to labor-intensive work and misguided federal policy on agricultural labor. Each farm job supports multiple supply chain roles, amplifying the crisis. SAF advocates for H-2A program reforms, as employers face costly, complex hiring and rising Adverse Effect Wage Rates (AEWR), with states like Florida and Georgia seeing nearly 10% increases. Despite past legislative efforts, Congress has failed to act. The status quo is unsustainable.

SAF asks Congress to pass legislation to address the labor crisis by ensuring employers have access to a stable and secure workforce now and in the future.

MAINTAIN PORTS OF ENTRY INSPECTION FUNCTIONALITY

USDA's APHIS Plant Protection and Quarantine (PPQ) protects U.S. crops from harmful pests while ensuring safe agricultural imports. This critical work requires skilled specialists to screen plant materials. In 2024, over 85% of cut flowers and 80% of cuttings, worth \$3 billion, entered the U.S., all requiring inspection. Staff cuts at USDA-APHIS have already slowed processing, and a planned Reduction in Force (RIF) threatens further delays and shortages, straining small businesses. Most floral processing is funded by user fees, not taxpayers, and should be protected from budget reductions.

SAF asks Congress to help maintain efficient plant inspections by supporting USDA's inspection and processing of imported floriculture products at U.S. ports of entry through Appropriations and by communicating such support to the Administration.