



New Industry Entrants

Frequently asked questions about working in the floral industry.

Q: Why should I work in the floral industry?

A: The global cut flowers industry is expected to reach \$50 billion by 2030 and has a vast array of careers in several sectors. In addition to being an economically booming industry, flowers are also proven to promote positive health benefits. A career in the industry is the ultimate feel-good, successful career choice!

Q: Who are the key players in the floral supply chain?

A: From seed to centerpiece, a lot of hands touch each flower before it reaches a customer. The main players include breeders, growers, importers, wholesalers, and retailers. Aside from these specialized positions within each segment of the industry, there are also opportunities that involve every aspect of running a business, including human resources, marketing and accounting.

- **Breeders** develop new flower varieties based on color, vase life, disease resistance, etc.
- **Growers** cultivate those flowers (domestically or internationally).
- **Importers/Brokers** coordinate shipping and customs, usually through Miami
- **Wholesalers** source from many growers and sell to florists, studios, and retailers.
- **Retailers/Event Florists** design, sell, and deliver flowers to the end consumer.

Q: What are the scheduling expectations in the floral industry?

A: The floral industry operates on seasonal cycles with periods of peak volumes, particularly surrounding holidays such as Valentine's Day, Mother's Day and Christmas, with each segment experiencing the volume as flowers move through the supply chain (the process from which the flowers are bred, grown, harvested, transported and sold). Most retail florists operate on weekends, along with wedding and event florists who are servicing weekend events. Some travel may also be expected. Importers and breeders often travel internationally, while floral designers and freelancers may travel for events in expanded service areas or to educational conferences.

Q: What is the starting salary or wage range for entry-level positions in the floral industry?

A: Seed Your Future in 2022 conducted a salary survey of floral industry businesses. You can review the findings of that survey here: <https://research.seedyourfuture.org/key-findings-hss-2022/>

Q: What kind of training, certification, or formal education is required or recommended?

A: The floral industry has many positions that are entry-level and require little-to-no experience in the industry, and many retail florists and floral businesses provide on-the-job training. For those wanting to

further their careers, a range of training and certification is available, as well as higher education. For a comprehensive list of universities that offer degrees and advanced degree programs in floriculture, visit Seed Your Future. <https://www.seedyourfuture.org/where-to-study>

Q: How can I get started in the floral industry with no experience?

A: Retail florists always need help around holiday times - Valentine's Day, Mother's Day and Christmas. Reach out to your local florists to see if they are hiring for holiday or seasonal help. These are often entry-level positions that require no background or previous experience. You may be tasked with assisting the sales team with wrapping or packaging walk-in orders, processing or preparing flowers as they are delivered from the wholesaler or even delivering flowers to the recipients. Spending even a few hours in a retail flower shop during peak volume will give you an excellent idea of the scope of the industry.

Q: What opportunities exist for career advancement within the industry?

A: There are many ways to grow within the floral industry, depending on the type of business and your interests. Larger companies may offer opportunities to move into management, sales, logistics, or specialized roles like breeding or importing. In smaller shops, growth often means gaining design expertise, taking on more responsibility or a management role, or eventually opening your own business.

Q: Are there freelance or self-employment opportunities available?

A: Many floral professionals work as freelancers or independent contractors, especially for weddings, events, and seasonal work. There are also opportunities for self-employment in consulting for the industry, whether that be through training, marketing, or accounting. These paths can offer flexibility, creativity, and the chance to shape your own career.

Q: What networking resources or industry groups are available for newcomers in the floral industry?

A: The floral industry is full of people who are willing to share what they've learned, and being part of the Society of American Florists makes it easier to find them. Whether it's through our Next Gen events, educational sessions, or just meeting people along the way, you'll find plenty of opportunities with SAF to learn, connect, and grow.