

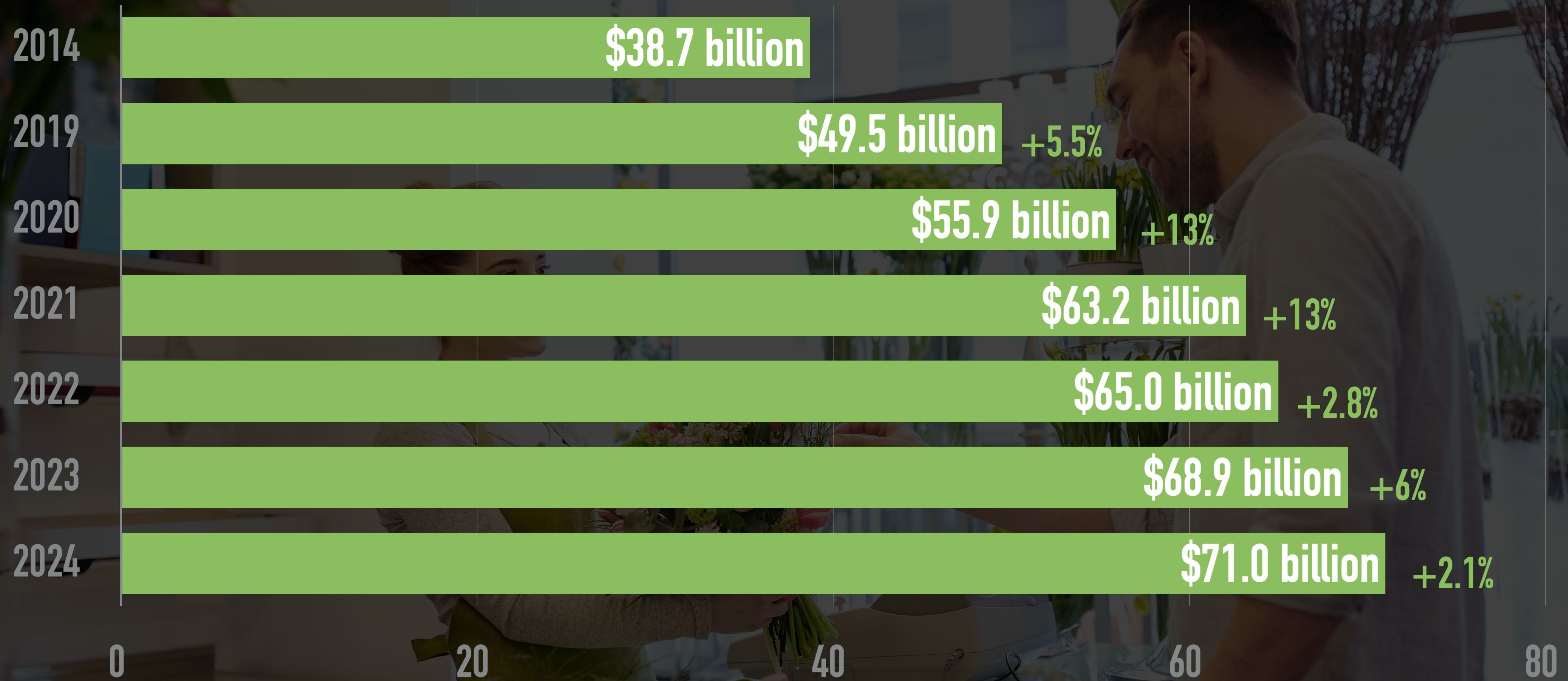
# STATE OF THE INDUSTRY

# 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**

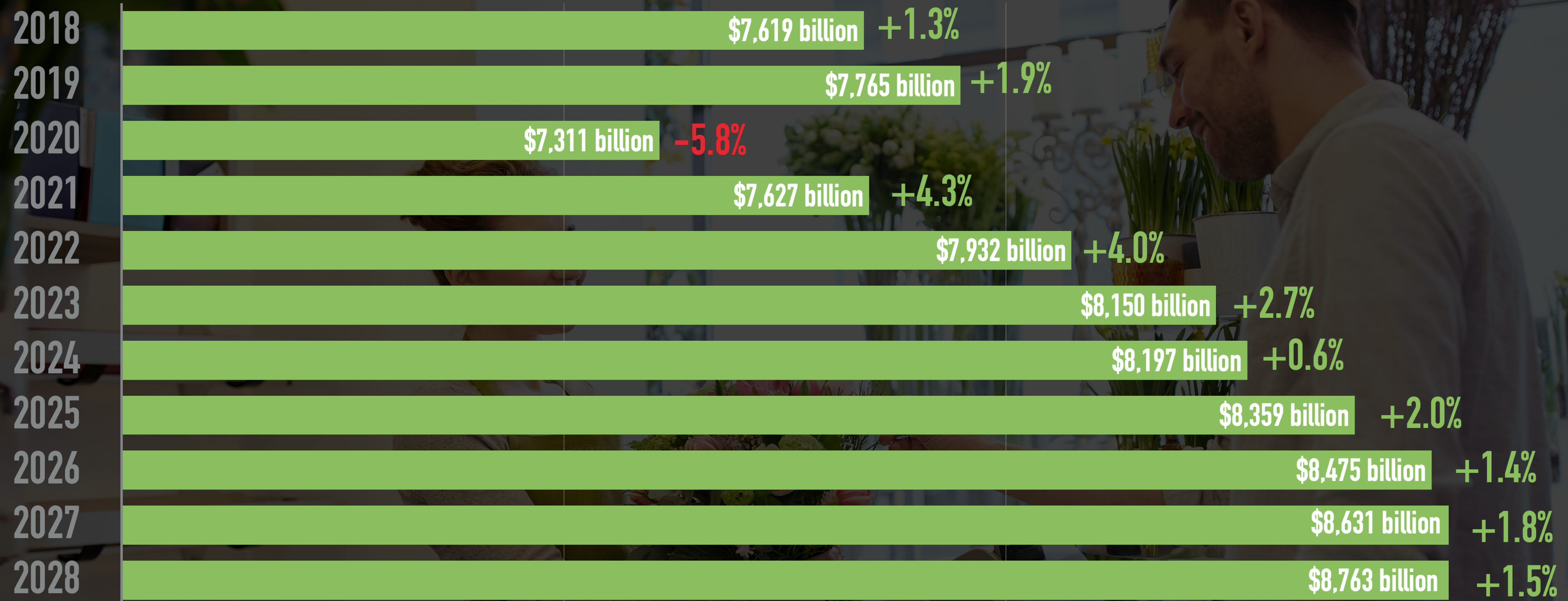


# TOTAL SPENDING ON FLORAL PRODUCTS





# RETAIL FLORIST SALES



\$6,500

\$7,167

\$7,833



# 2025 HOLIDAYS



Percent  
of Americans  
Bought Flowers  
or Plants



# 2025 HOLIDAYS



Percent  
of Americans  
Bought Flowers  
or Plants



# NUMBER OF RETAIL FLOWER SHOPS



10,500

11,400

12,300



# US FLORICULTURE CROP PRODUCTION

2023 VS 2022

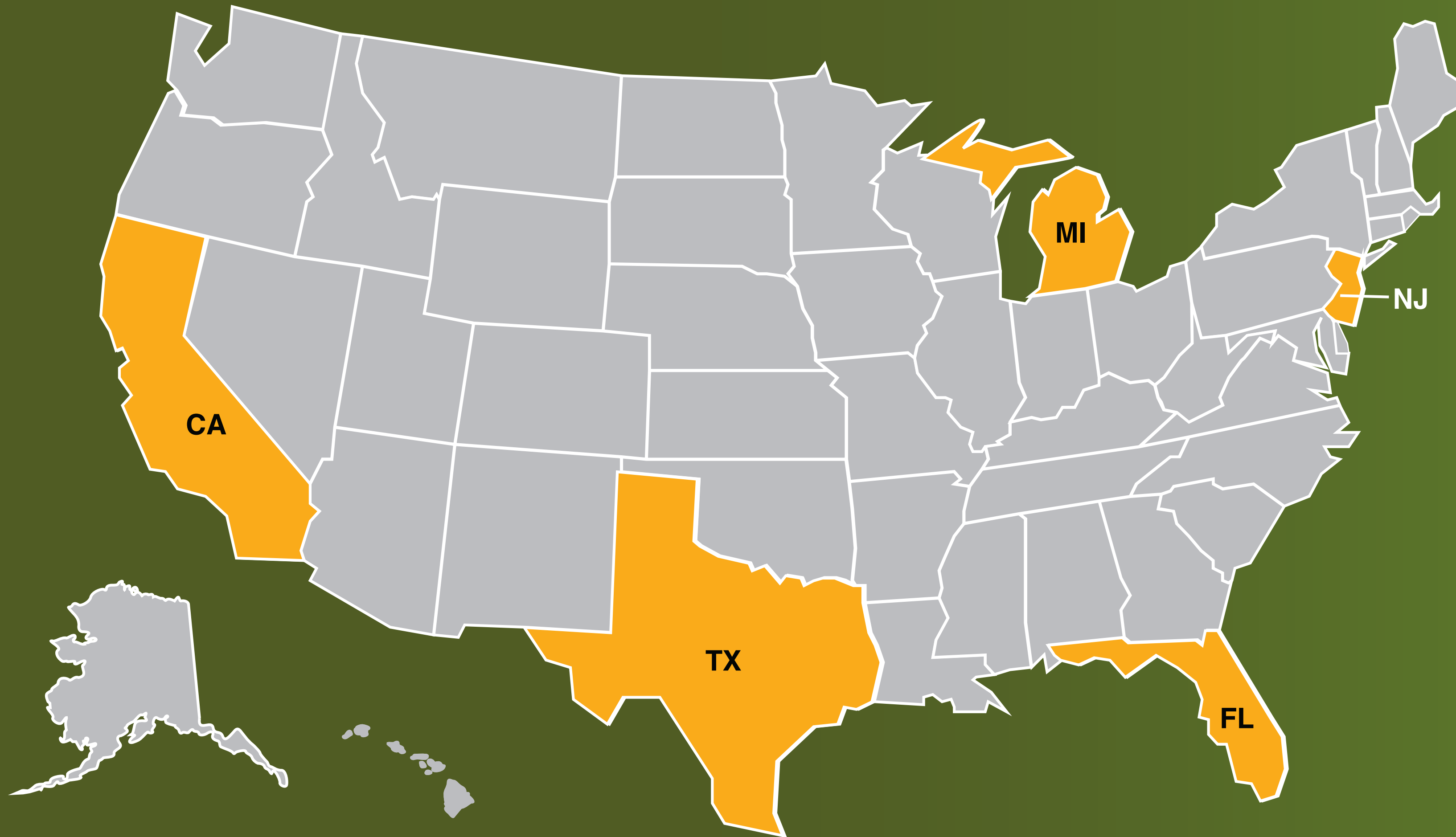


Total Value  
\$6.7 Billion  
+0%



Number of  
Producers  
8,951  
10,216

# US FLORICULTURE CROPS WHOLESALE



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

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

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

New Jersey: \$319M  
**+14%**

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

# 2024 CUT FLOWER IMPORTS

## YOY

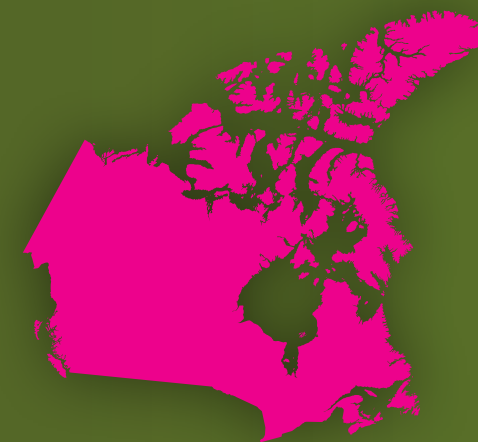
COLOMBIA  
\$1.3B +12%

ECUADOR  
\$560M +8%

CANADA  
\$113M +4.6%

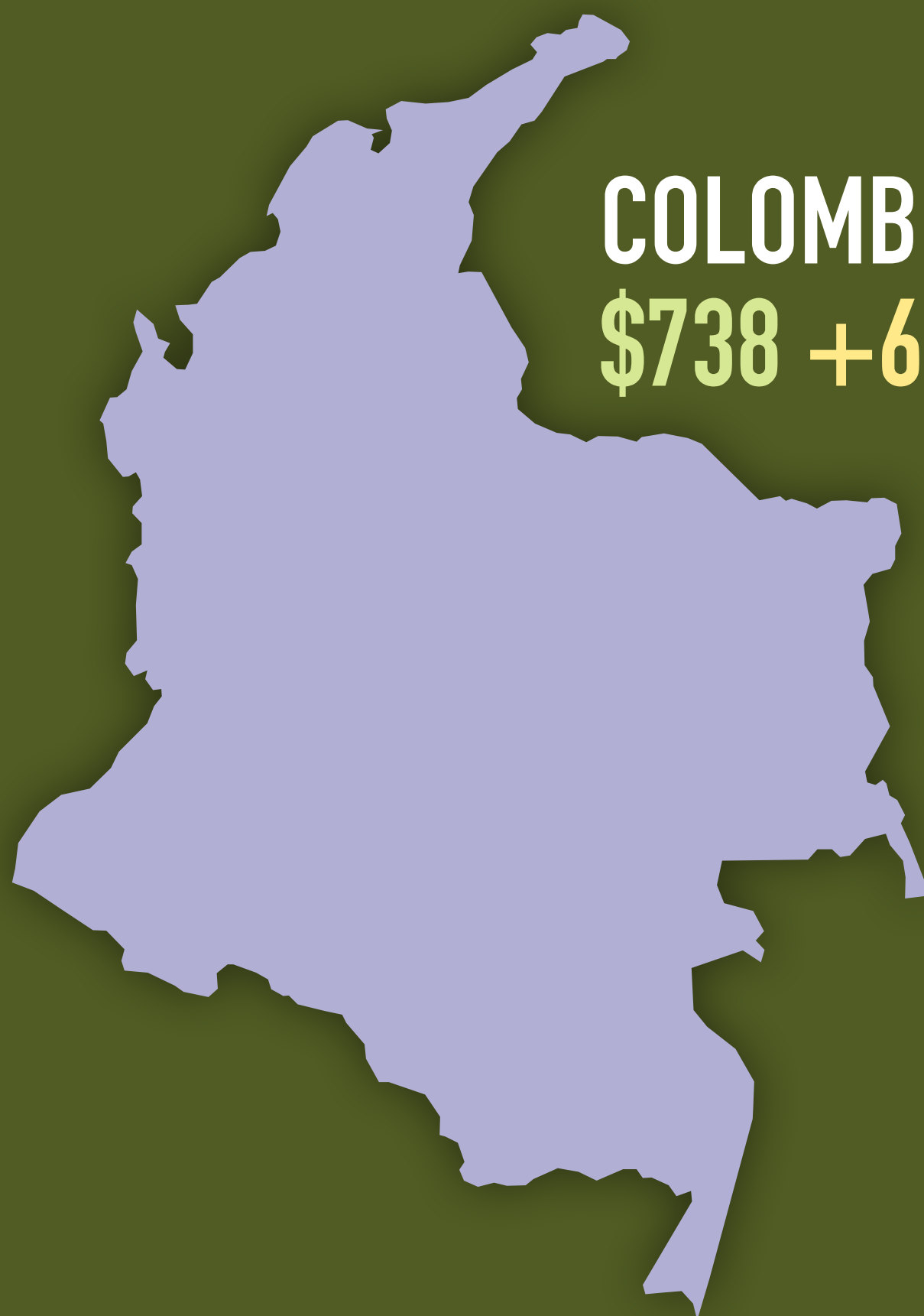
THE  
NETHERLANDS  
\$82.9M +5.3%

MEXICO  
41.5M -27%



# 2025 CUT FLOWER IMPORTS

## TOTAL: \$1.2 BILLION (+4.9% YOY)



COLOMBIA  
\$738 +6%



ECUADOR  
\$311.4M -.3%



CANADA  
\$64M -.6%



THE  
NETHERLANDS  
\$64.7M +23%



MEXICO  
20.9M -27%





# WHOLESALE DOORS

## 600 Doors

## 400 Operations



# WHAT'S KEEPING YOU UP AT NIGHT?

- ▶ Tariffs
- ▶ Rising costs
- ▶ Cash flow pressures



“Our sales are strong, but our net profit is weak... first time I’ve worried about making payroll .”

“Sometimes thinking about the economy sends me into a mental tailspin .”



# STAFFING CHALLENGES

- ▶ Finding skilled designers
- ▶ Retaining staff
- ▶ Burnout



# BUSINESS VIABILITY & INDUSTRY CHANGE

- ▶ Consolidation in supply chain
- ▶ DIY competitors
- ▶ Aging owners with unclear succession plans
- ▶ Changing customer behavior



“I get a clear picture at night of what I need to change, but it feels overwhelming.”



“My husband snoring.”



# 50% Optimistic



# Q1 + Q2 SALES



**35.4% Up**



**30% Flat**



**34.5% Down**



# AOV VS. UNITS



77%



26%





# ONE CHANGE POSITIVE IMPACT?





# COST CONTROL AND EFFICIENCY





- ▶ Tighter inventory control
- ▶ Smarter purchasing
- ▶ Shared ordering
- ▶ Streamlined hours, employee roles



# NEW REVENUE STREAMS





# ONLINE OPTIMIZATION

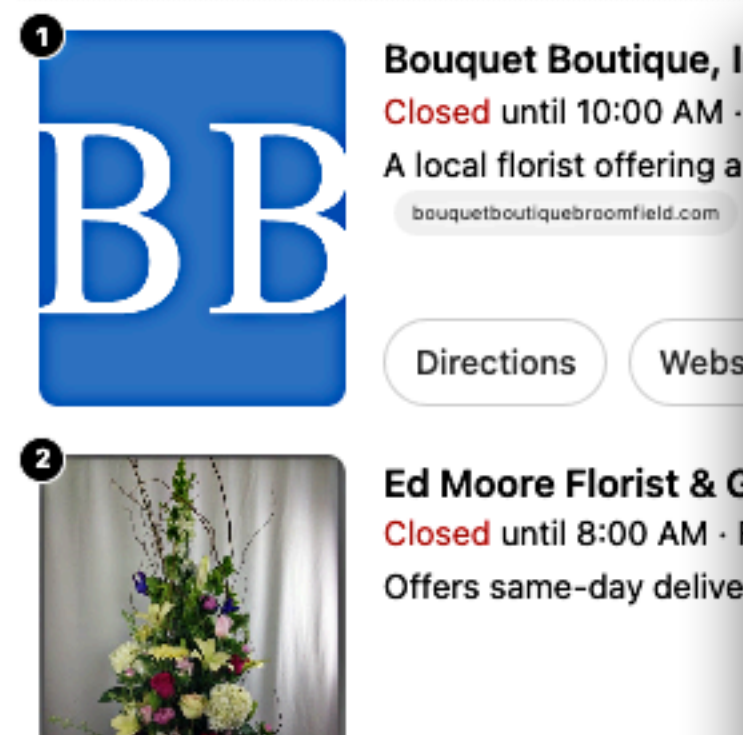




# AEO and GEO

Which florist delivers flowers in Broomfield, Colorado?

If you're looking to have flowers delivered in Broomfield, Colorado, several local florists offer delivery services:



## Frequently Asked Questions

**Q: Do you offer same-day delivery for Thank You flowers in Denver?**

A: Yes! We offer same-day delivery for most local orders. Be sure to place your order early in the day for the best availability.


**Q: Can I include a personal message with my flower delivery?**

A: Absolutely! Every order includes a complimentary card where you can add a personal message of thanks.

**Q: Do you offer non-floral gifts?**

A: Yes! In addition to our stunning flower arrangements, we offer gifts like the **Fruit Basket**, plants, and more.



 All images

**Ed Moore Florist** ✓

4.6/5 (118) · Florist in Denver, CO

Located in Denver, Colorado, Ed Moore Florist has been a vibrant part of the Greater Denver community since 1948. For over 75 years, we have been dedicated to serving our customers with ... +

Reviews





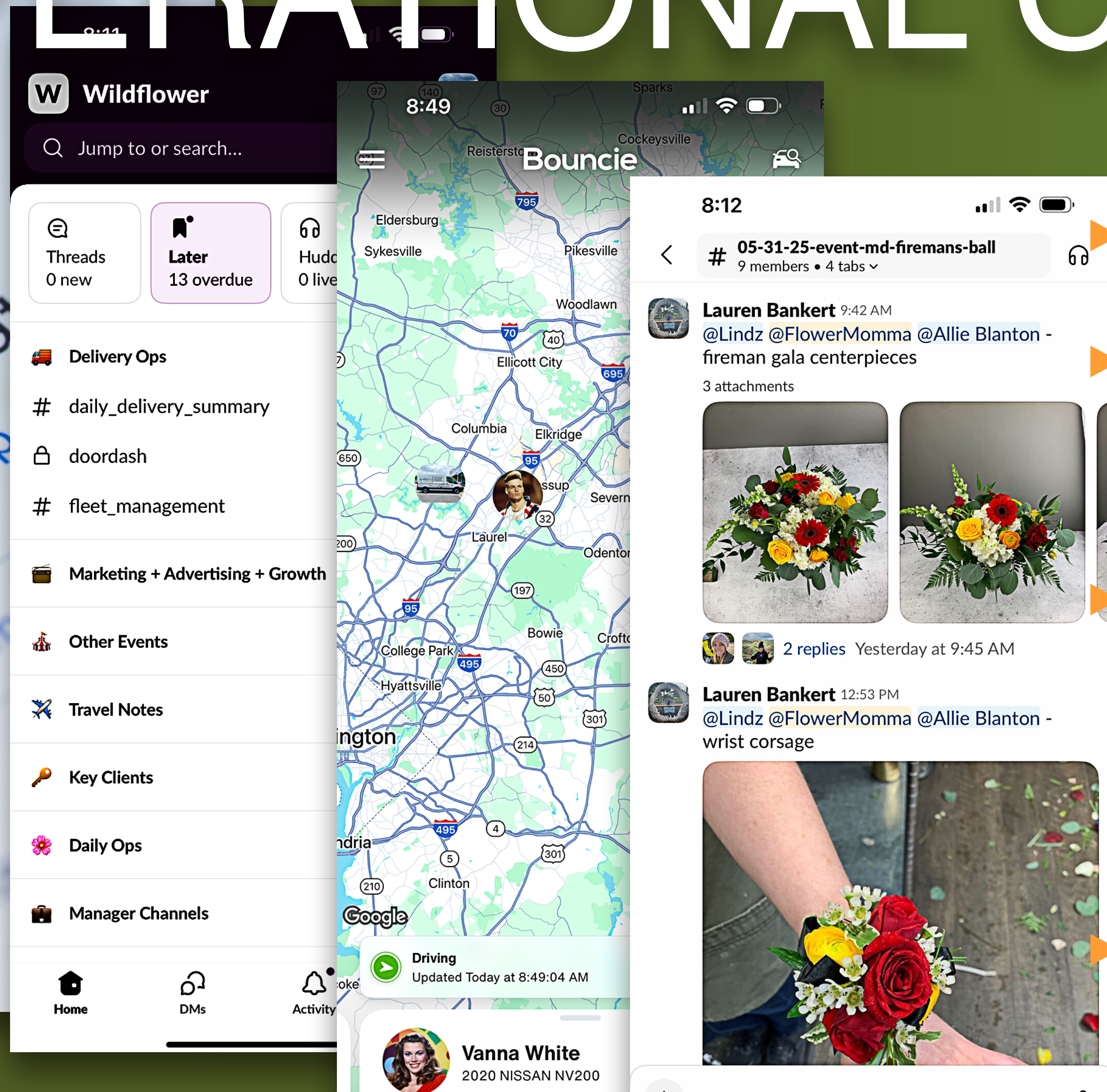
# DIGITAL MARKETING



- ▶ Increased social media
- ▶ Strategic email campaigns
- ▶ Google ad spending



# OPERATIONAL CHANGES



New apps  
Improving  
delivery density  
Refining  
inventory  
assortment  
Monitoring

SAF Economic Outlook Survey, July 2025



# NURTURING STAFF



- ▶ Positive staff culture
- ▶ High engagement
- ▶ Personality over experience
- ▶ Team incentives



# CUSTOMER ENGAGEMENT



- ▶ Service as a distinguishing benefit
- ▶ Rushed delivery options
- ▶ Personal calls to customers
- ▶ More upselling via phone and in store
- ▶ In-store events, engagement















# TOP OPPORTUNITIES





# VALUE DRIVEN PURCHASING





# Sustainability





# Local and Small Business Support





# SMART SPENDING, QUIET LUXURY









# EXPANSION OF UNDERSERVED MARKETS









# POLICY





# TWO MORE THINGS...





# Trust is the new brand equity

- ▶ Transparency
- ▶ Honesty
- ▶ Consistency



# THE NEXT GENERATION





dear  
mom  
GET IT NOW.

















# BUCKET LIST



# Three-quarter-ass rule

“We don’t want to half-ass it, but do we really need to put our full ass behind this thing? Can’t we just three-quarter-ass it?”



# SAF MISSION



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

# SAF VISION



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