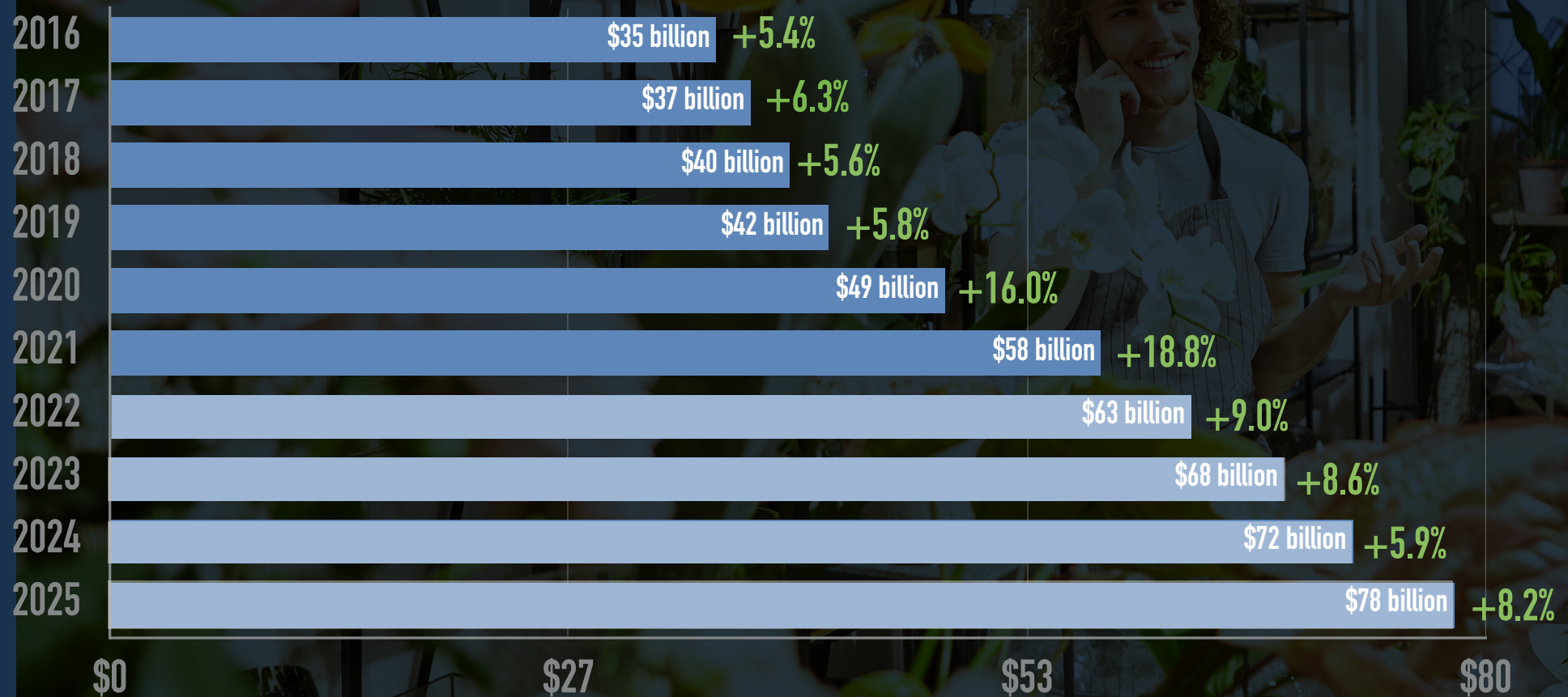


STATE OF THE INDUSTRY

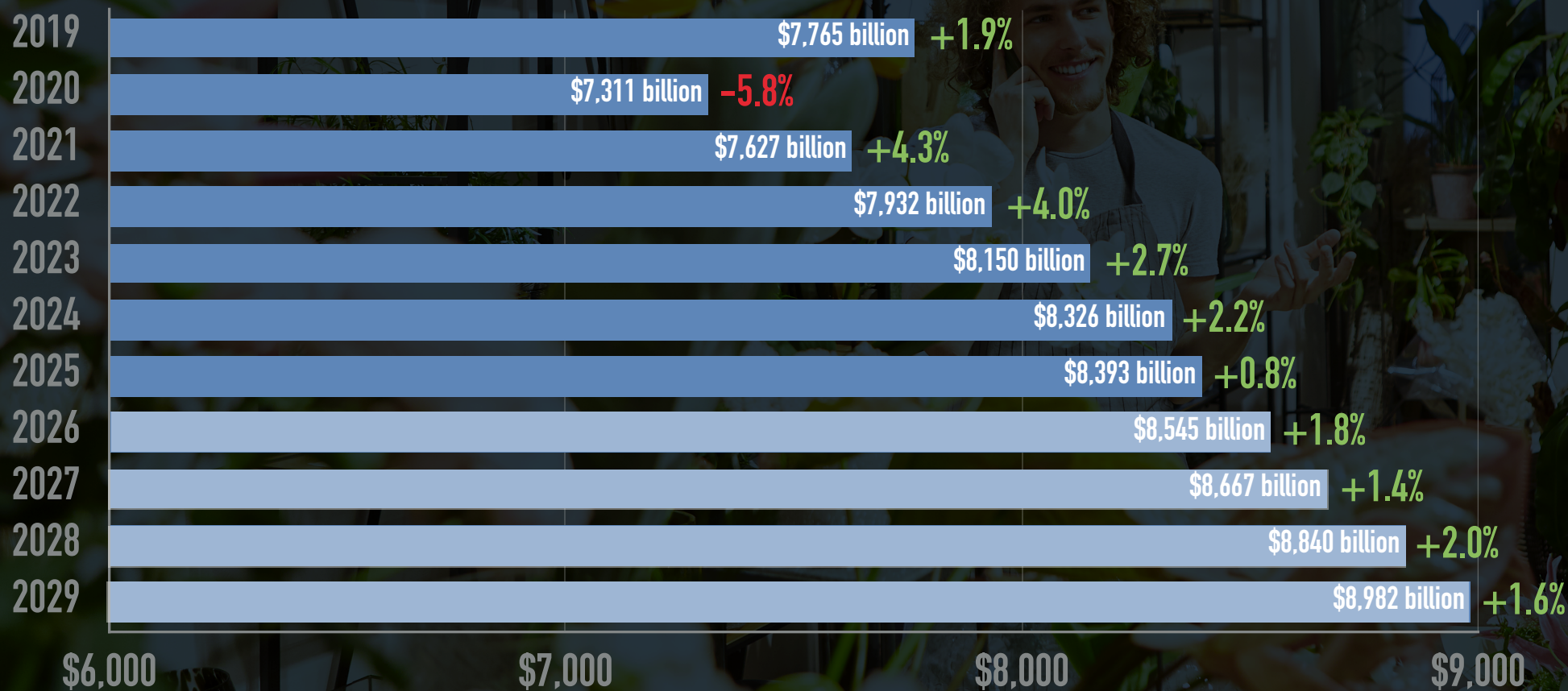
SAYS WHO??

- ▶ **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



NUMBER OF RETAIL FLOWER SHOPS



2026 HOLIDAY PERFORMANCE



VALENTINE'S DAY



2025 - 28%



2026 - 35%

**Percent
of Americans
bought
flowers or
plants**

MOTHER'S DAY



2020 – 28%



2026 – 40%

Florists
gained
marketshare

MOTHER'S DAY



58%

75%

OCTOBER 2024

SU	MON	TUE	WED	THU	FRI
		29	30	1	2
		6	7	8	
4	5			15	
		13	14		
11 Columbus Day	12	20		21 Buy flowers for Mom's birthday!	22
18	19		28	29	

US FLORICULTURE CROP PRODUCTION



Total Value
\$6.7 Billion
+0%



Total US growers
11,262



Cut flower growers
3,300
+64%

2025 CUT FLOWER IMPORTS

TOTAL: \$2.26 BILLION (+.10% YOY)

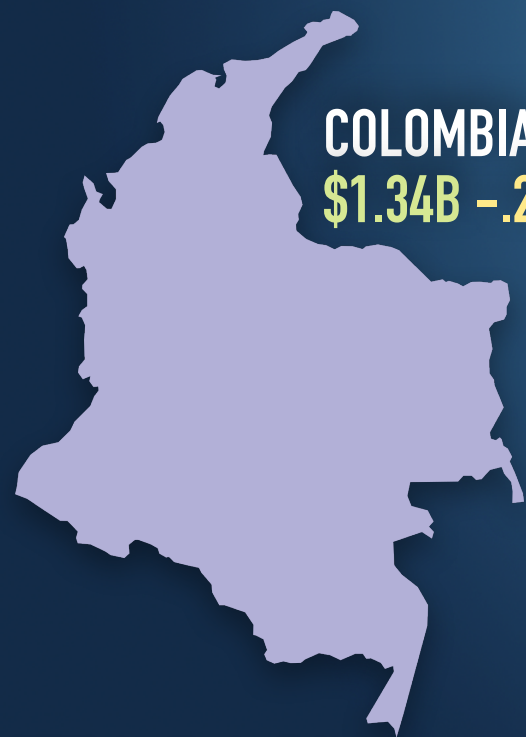
COLOMBIA
\$1.34B -.28%

ECUADOR
\$563M +.53%

CANADA
\$109.8M -2.7%

THE
NETHERLANDS
\$94.73M +14%

MEXICO
42.2M +1.7%



2026 YTD CUT FLOWER IMPORTS



COLOMBIA
\$766M -5.5%



ECUADOR
\$361M +4%



CANADA
\$80.42M +12.2%



THE NETHERLANDS
\$63M -14%



MEXICO
24M +.3%



WHOLESALE DOORS

555 Doors

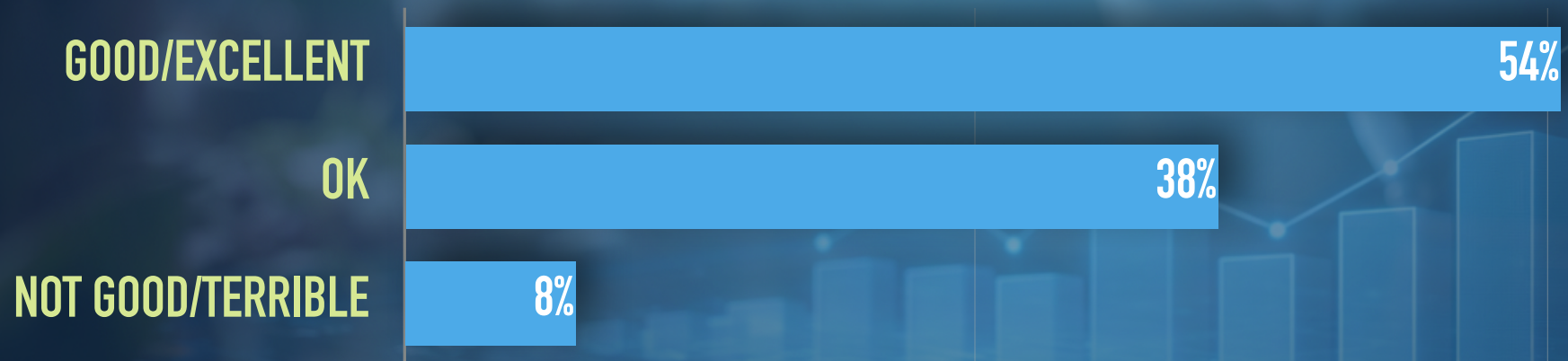
370 Operations

A photograph of a long, straight asphalt road stretching into the distance towards a bright sunset. The sun is a large, glowing orb on the horizon, casting a golden light across the sky and the road. The sky is filled with soft, wispy clouds in shades of blue, orange, and yellow. The landscape on either side of the road is a flat, arid desert with sparse, low-lying vegetation. In the far distance, there are low, rolling hills or mountains under the twilight sky.

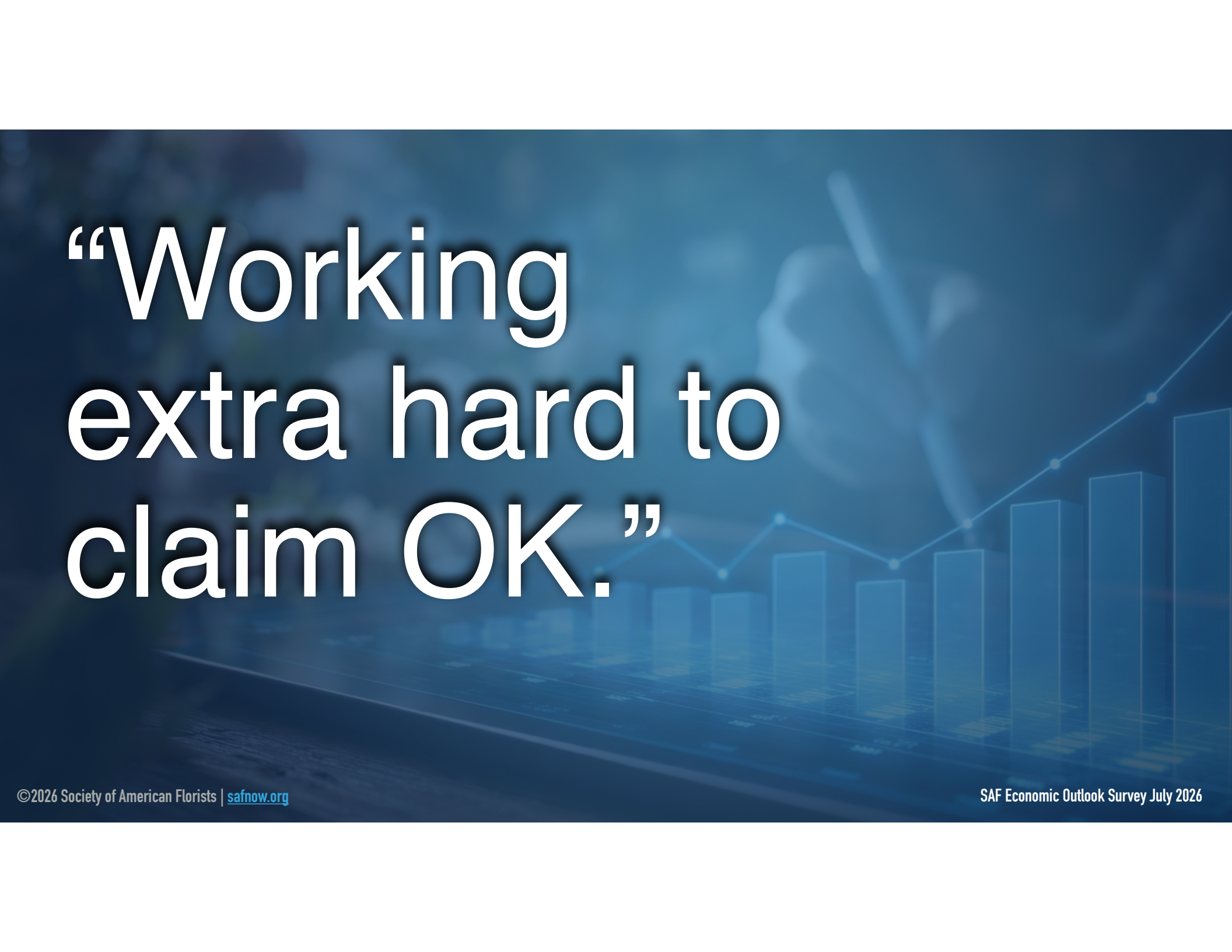
Better than a year ago...
...but still cautious.

HOW'S BUSINESS?

Fewer businesses are struggling



“Not good” cut roughly in half from 2025



“Working
extra hard to
claim OK.”

FIRST-HALF SALES

More businesses moving in the right direction

UP

2025

36%

2026

47%

DOWN

2025

33%

2026

19%

YEAR-END PROSPECTS

“Down” expectations fell 29% from 2025



42% Up



22% Flat



18% Down

What's working?







MORE INTENTIONAL

- ▶ Posting to social more frequently
- ▶ Investing in PPC, Google Ads
- ▶ Email and SMS marketing
- ▶ Improving SEO
- ▶ Optimizing for AI search
- ▶ Refreshing websites
- ▶ Updating online product offerings
- ▶ Using local publications, radio and community events



FINANCIAL DISCIPLINE

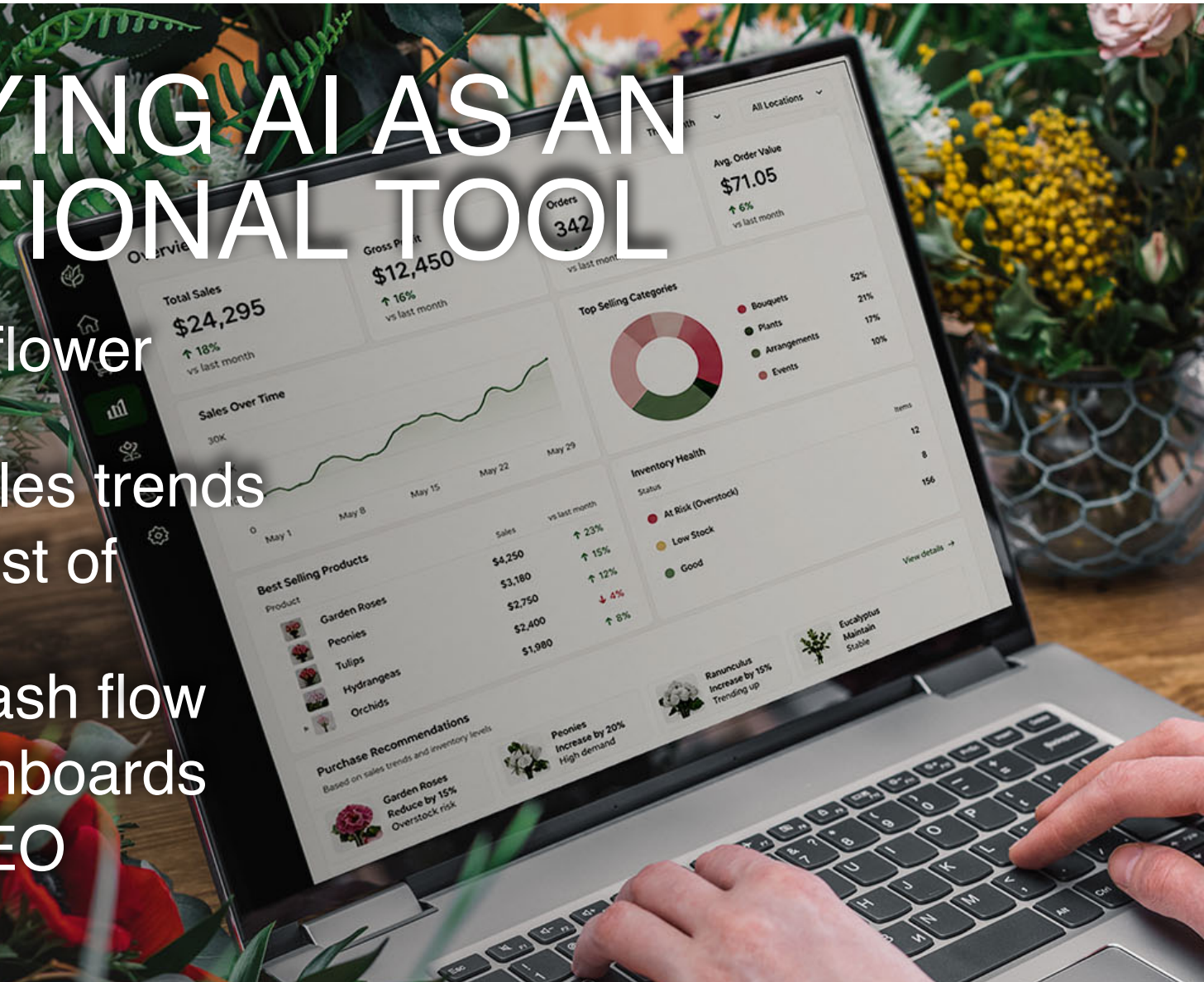
- ▶ Watching cost of goods daily
- ▶ Tightening purchasing
- ▶ Reducing waste
- ▶ Cutting unprofitable SKUs
- ▶ Keeping labor lean

MORE REASONS TO CHOOSE

- ▶ Adding gifts, locally made
- ▶ Refreshing stores, displays
- ▶ Offering classes and workshops
- ▶ Partnering with local businesses
- ▶ Building relationships with venues, funeral homes
- ▶ Creating stronger in-store experiences

DEPLOYING AI AS AN OPERATIONAL TOOL

- ▶ Forecasting flower purchases
- ▶ Analyzing sales trends
- ▶ Managing cost of goods
- ▶ Reviewing cash flow
- ▶ Building dashboards
- ▶ Improving SEO



MAKING VALUE EASIER TO SEE

- ▶ Grab-and-go products
- ▶ Wider price ranges
- ▶ Seasonal collections
- ▶ More frequent product refreshes
- ▶ New containers
- ▶ Distinctive colors and design styles
- ▶ More personalized follow-up



GETTING BETTER, WEEK BY WEEK

More disciplined
operators,
more intentional
marketers and
more differentiated
businesses.

Why are so many
successful businesses
moving in the same
direction?





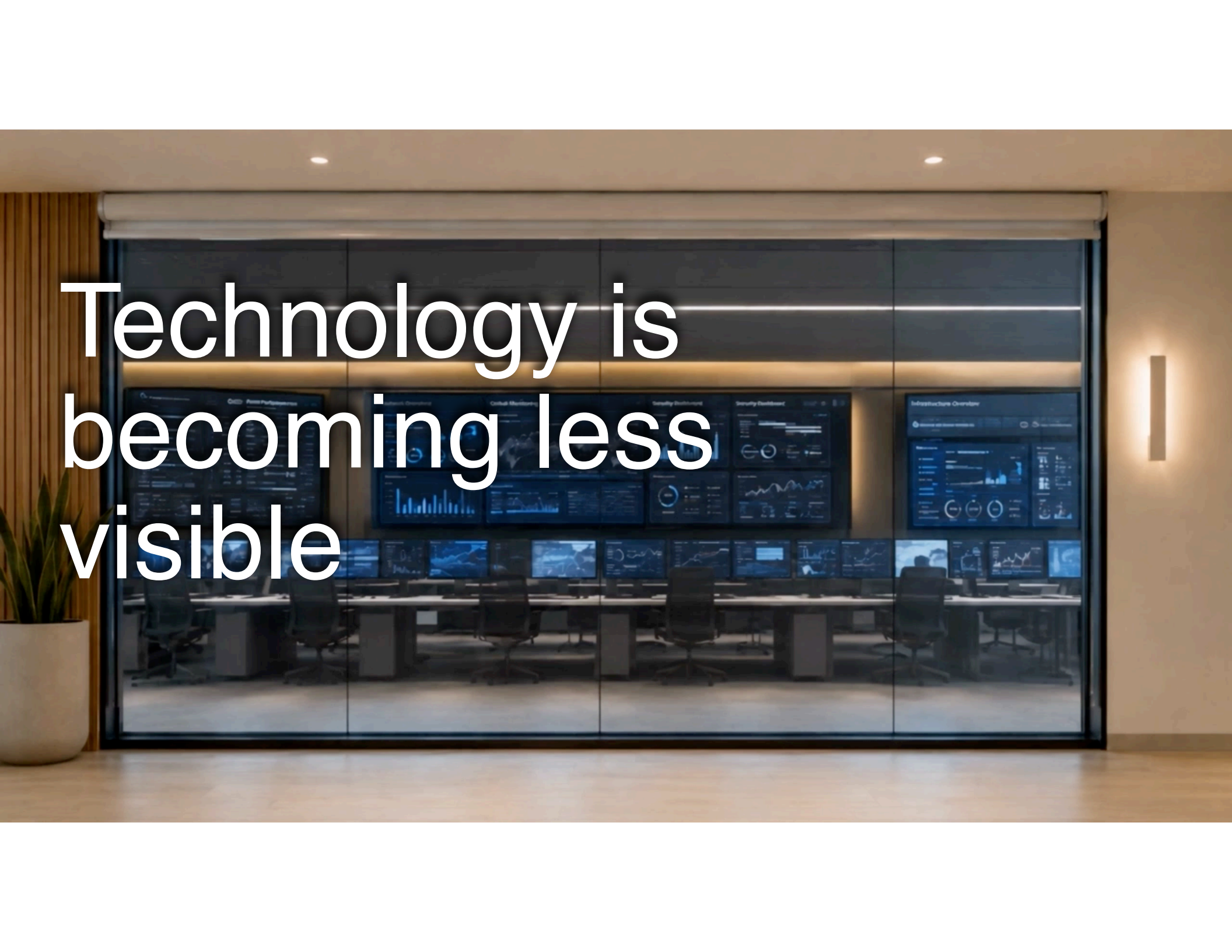
Tech is less
visible



Human
connection



Redefining
value



Technology is
becoming less
visible

- ▶ What should I buy?
- ▶ What is selling?
- ▶ Where am I losing margin?
- ▶ What should I be following up on?





- ▶ Can you send flowers to my mom tomorrow?
- ▶ I need flowers for a celebration of life under \$125.
- ▶ Who is the best florist near me for modern wedding flowers?

Local flowers. Thoughtfully designed.

Handcrafted arrangements made with the
freshest flowers, delivered with care.

★★★★★ 4.9 out of 5 | 487 reviews



SERVING OUR
COMMUNITY
SINCE 1998



LOCAL DELIVERY
7 DAYS A WEEK

DELIVER TO: Enter ZIP or Address



DELIVERY DATE: Sat, May 10



SHOP ARRANGEMENTS

Our Best Sellers

[VIEW ALL ARRANGEMENTS →](#)



Garden Romance

Soft pinks and whites
with lush garden greens.

\$69.00

Available Today



Sunlit Celebration

Bright seasonal blooms
full of warmth and joy.

\$79.00

Available Today



Classic Elegance

Timeless whites and
greens for any occasion.

\$64.00

In Stock



Sweetest Day

Cheerful blooms to
brighten their day.

\$59.00

Available Today



FRESH & LOCAL

Sourced from trusted
growers and local farms.



HANDCRAFTED DAILY

Designed by our florists
with care and creativity.



SATISFACTION GUARANTEED

We stand behind every
arrangement we send.



FLOWER CARE TIPS

Helpful advice to keep
your blooms beautiful.

Your Local Florist

We're a team of passionate designers
who love what we do and take pride in
serving our neighbors.

[LEARN MORE →](#)



A top-down photograph of four hands reaching towards the center on a teal-colored wooden plank surface. Two hands at the top are from a person with dark skin wearing a light-colored shirt. Two hands at the bottom are from a person with light skin wearing a dark blue sweater and a brown leather watch. The hands are positioned as if about to clasp or hold each other.

Human
Connection is the
Differentiator



Community becomes a competitive advantage





The physical
experience matters



Kindness becomes a
business strategy

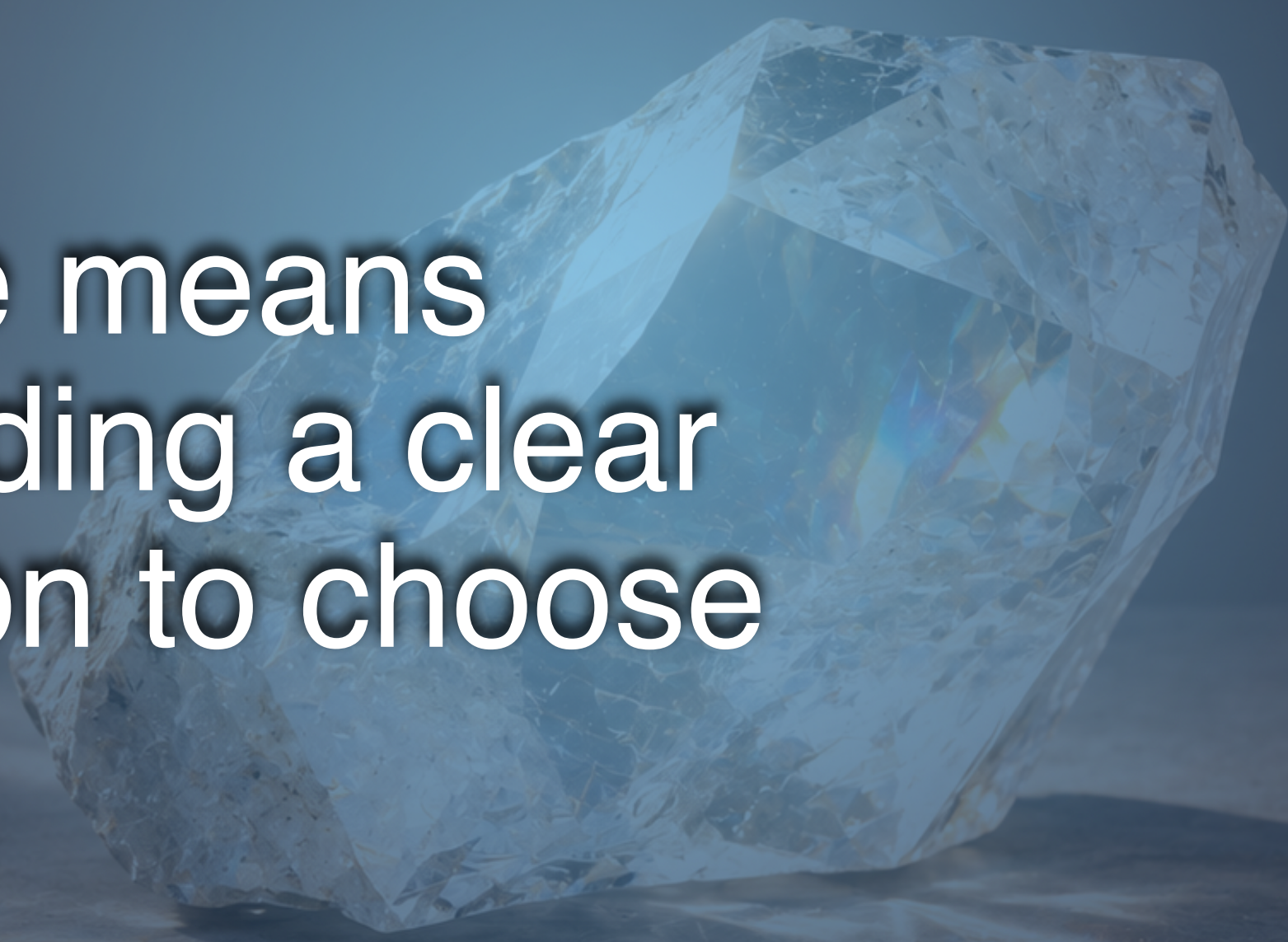


Play becomes serious business

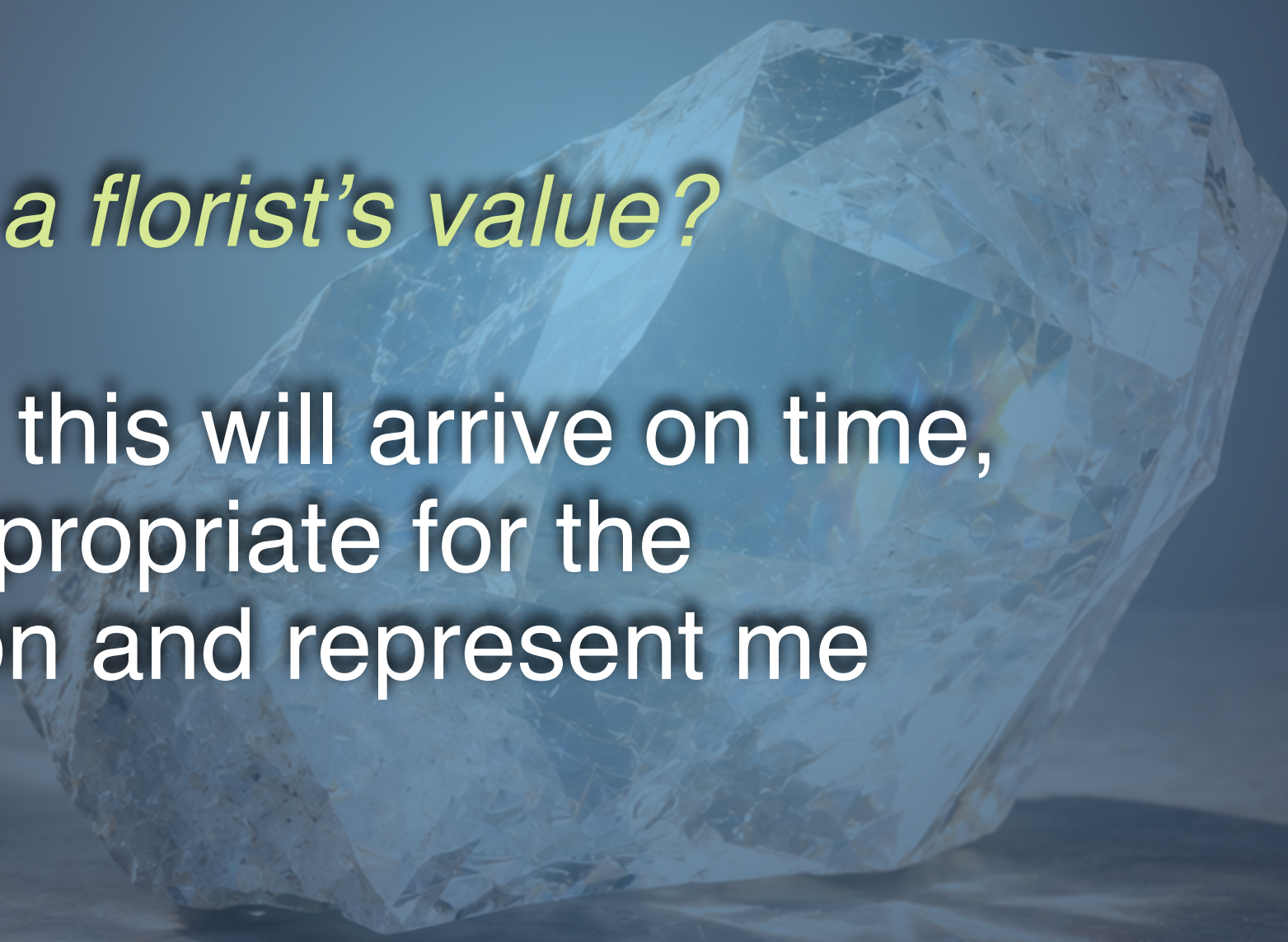


Customers
are redefining
value



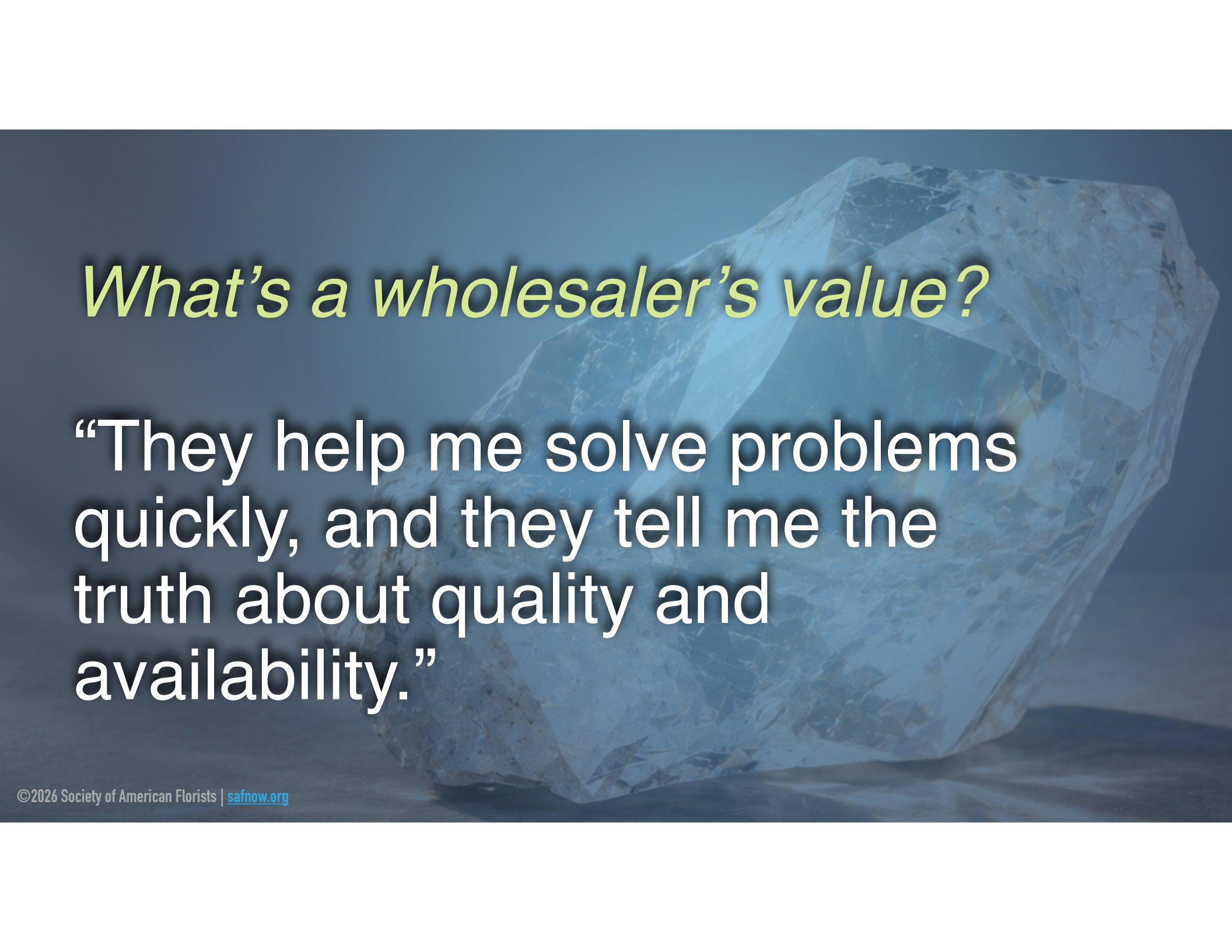


Value means
providing a clear
reason to choose
you.



What's a florist's value?

“I know this will arrive on time,
look appropriate for the
occasion and represent me
well.”



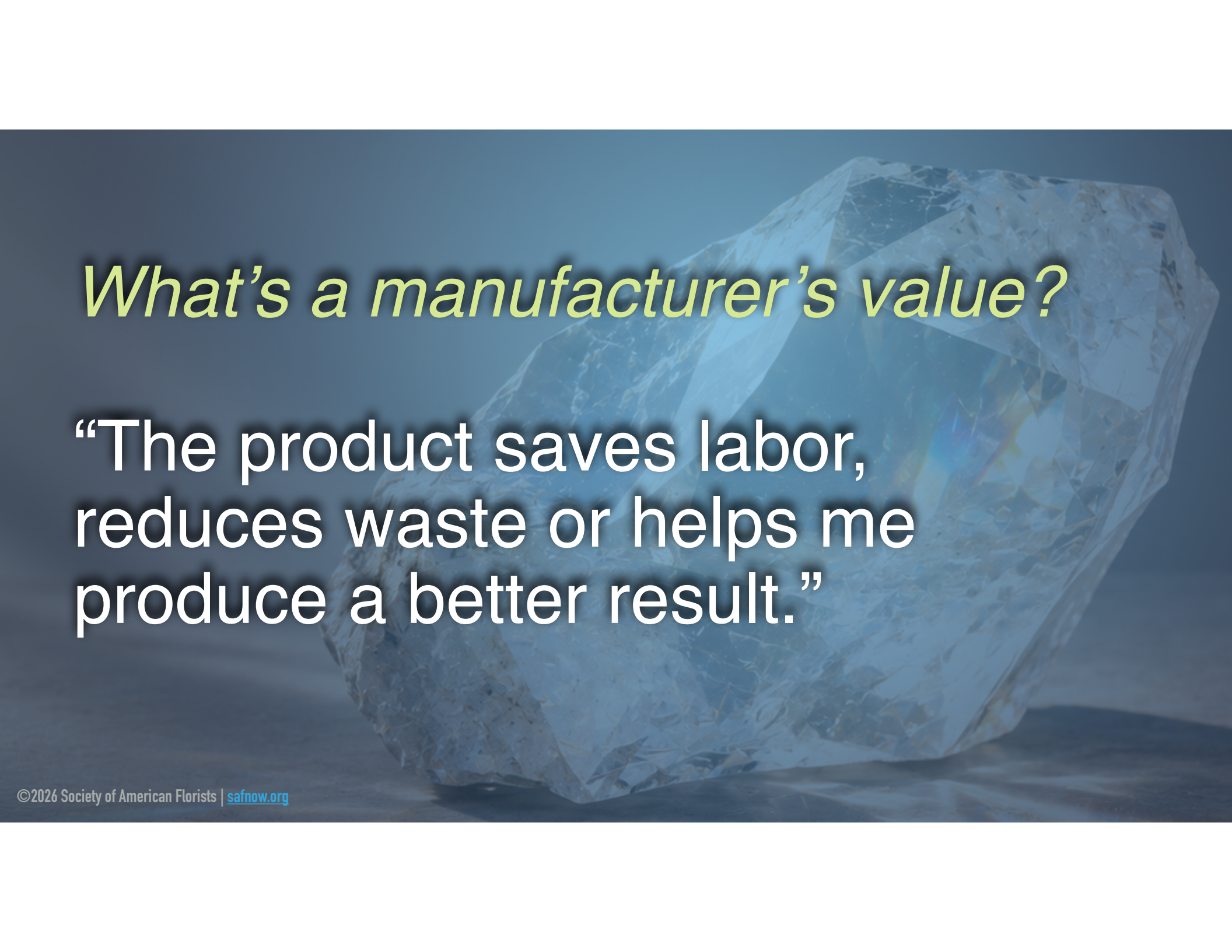
What's a wholesaler's value?

“They help me solve problems quickly, and they tell me the truth about quality and availability.”



What's a grower's value?

“The product performs consistently, and I understand the story and the practices behind it.”



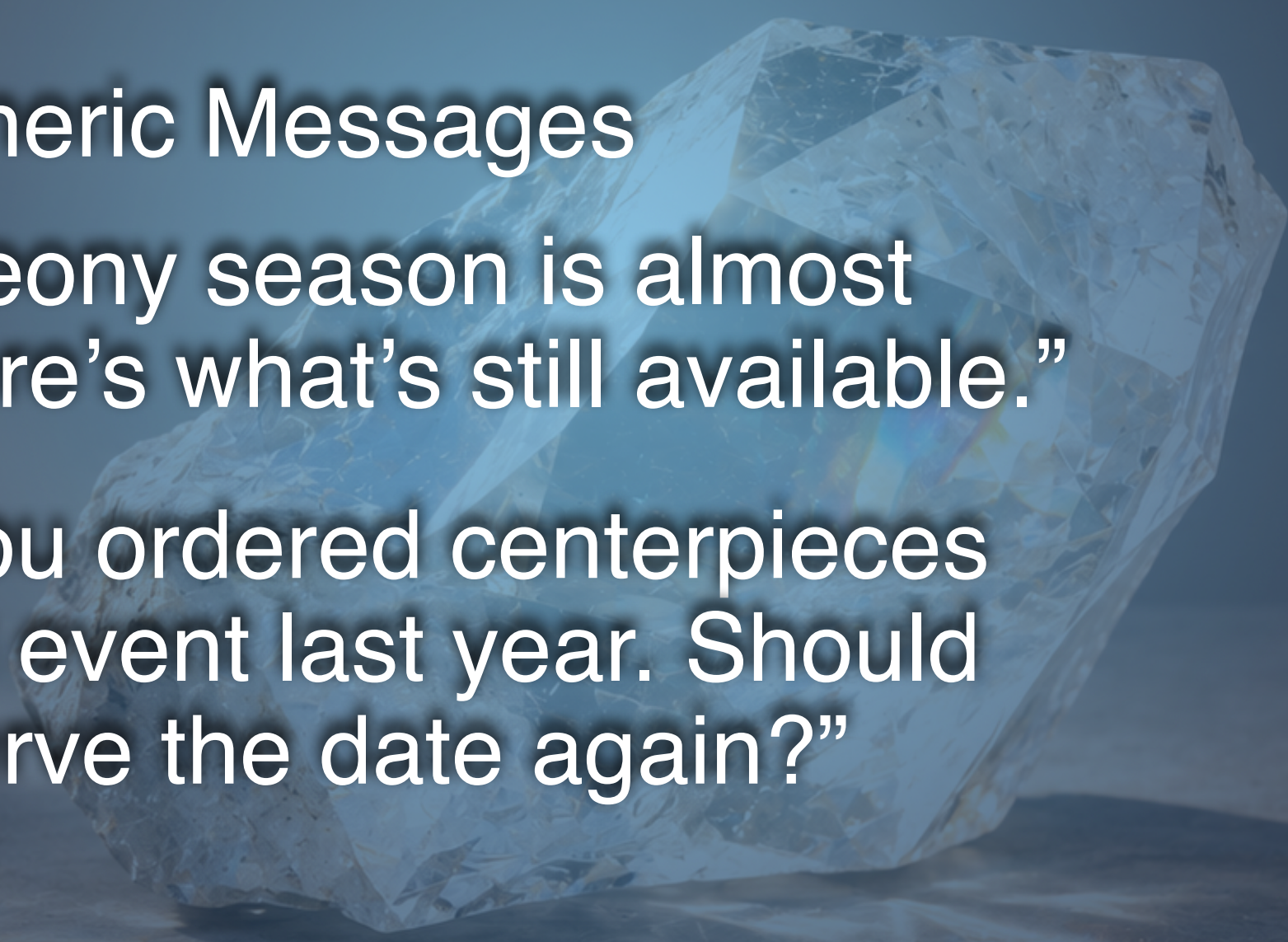
What's a manufacturer's value?

“The product saves labor,
reduces waste or helps me
produce a better result.”



Digital minimalism

*Less noise,
more relevance*



No: Generic Messages

Yes: “Peony season is almost over. Here’s what’s still available.”

Yes: “You ordered centerpieces for your event last year. Should we reserve the date again?”



Tech is less
visible



Human
connection



Redefining
value

Workforce Trends:

An Opportunity Hidden in Plain Sight

Corporate 'ICK'



Workforce Trends:

People want work that matters.

“I love the smiles we bring to people, or the hands we offer to hold through difficult times. That’s the most beautiful part of the job.”

Alex Anderson, Ken’s Flower Shop
Bismarck, ND



“It moved something within me, and I knew I had to get into the floral industry.”

Alex Maier, House of Flora Flower Market Hartford, CT



“I’m helping people every day in this job. At the end of the week, I feel good about all I’ve done.”

Lani Massengale, Candlelight florist,
Gifts & Flower Delivery
Wayzata, MN



Workforce Trends:

Flexibility is a
competitive advantage.

Workforce Trends:

Employees are looking for belonging.

COMPETE ON WHAT
MAKES YOU HUMAN



SAF MISSION



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

SAF VISION



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