

# 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

**“IF THERE’S ONE THING THAT’S CERTAIN IN BUSINESS,  
IT’S UNCERTAINTY.”**

**Stephen Covey**

**“THE QUALITY OF YOUR LIFE IS DIRECTLY RELATED TO HOW  
MUCH UNCERTAINTY YOU CAN COMFORTABLY HANDLE.”**

**Tony Robbins**

**“DOUBT IS NOT A PLEASANT CONDITION, BUT  
CERTAINTY IS ABSURD.”**

**Voltaire**







# TOTAL SPENDING ON FLORAL PRODUCTS



US Bureau of Economic Analysis



# US FLORICULTURE CROP PRODUCTION

2022 VS 2021, +\$10,000 ANNUAL SALES



TOTAL VALUE  
**\$6.7 BILLION**  
**+4.6%\***



NUMBER OF PRODUCERS  
8,951  
**8,951**  
**-6%**

# US FLORICULTURE CROPS WHOLESALE VALUE



**FLORIDA: \$1.17B**

**CALIFORNIA: \$958M**

**MICHIGAN: \$711M**

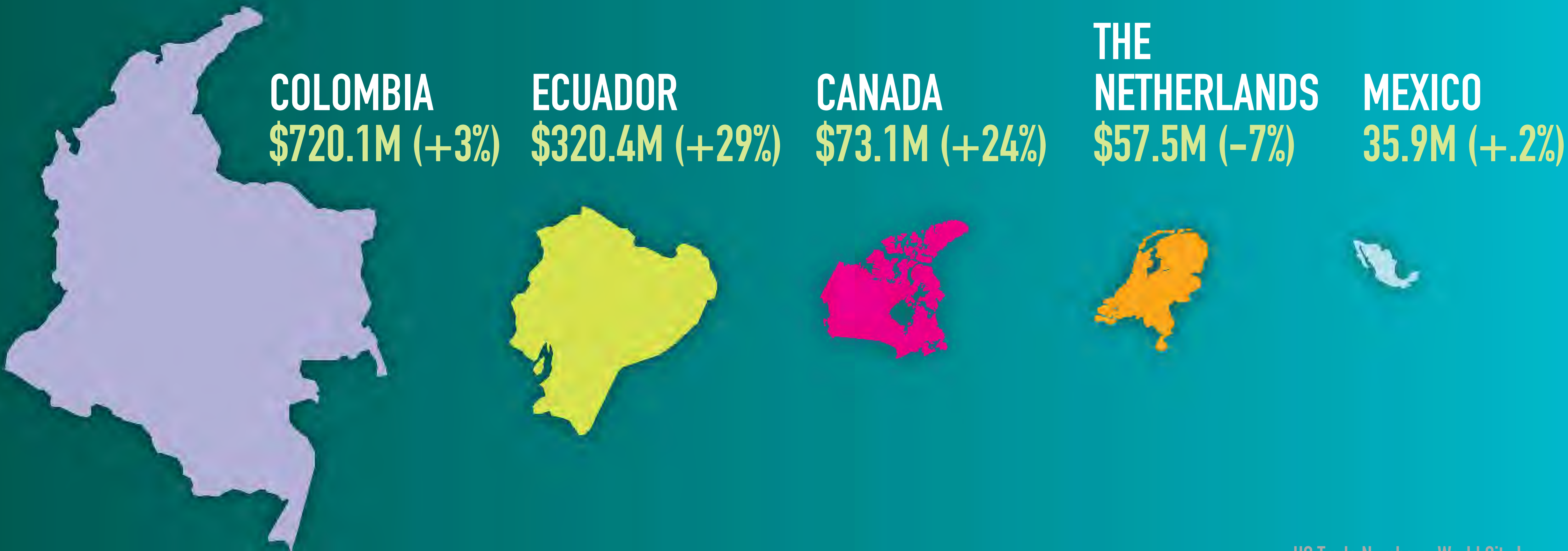
**NEW JERSEY: \$342M**

**TEXAS: \$279M**



# 2023 CUT FLOWER IMPORTS YTD

TOTAL: \$1.19 BILLION (+15%)



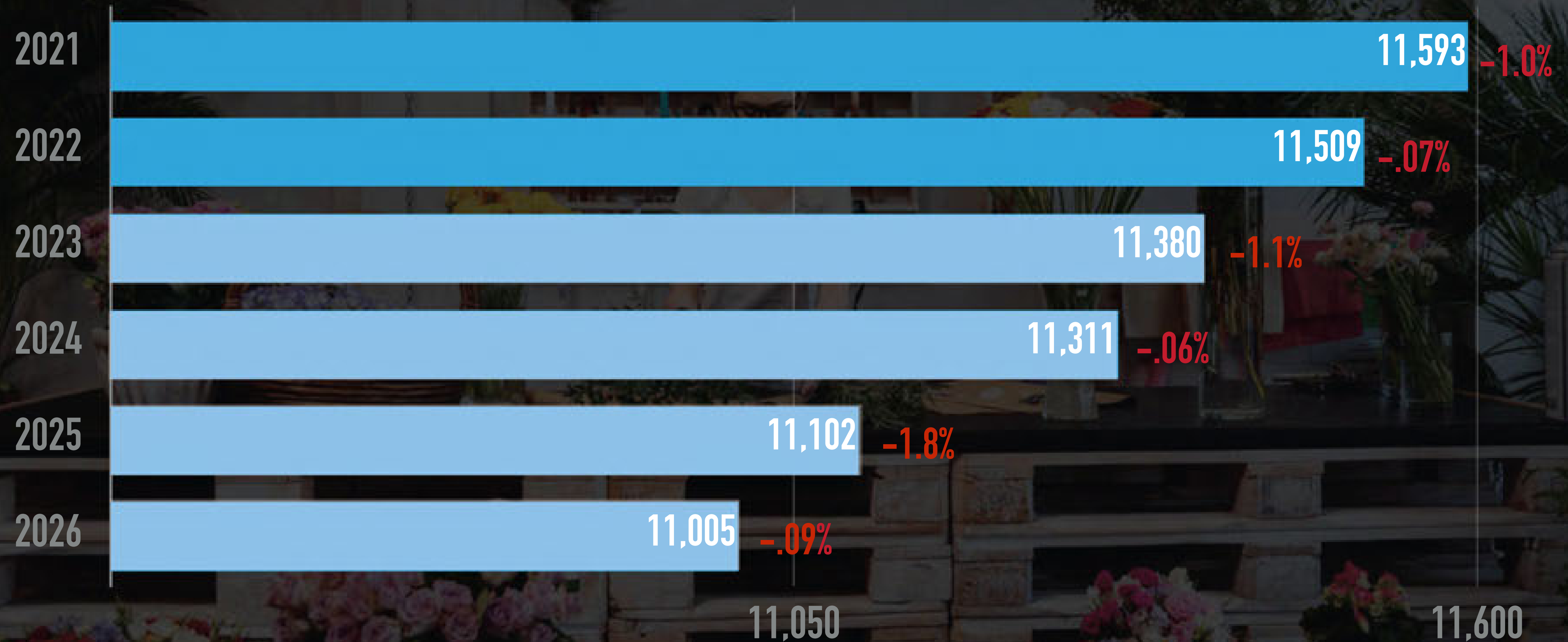


# WHOLESALE DOORS

600 DOORS  
400 OPERATIONS

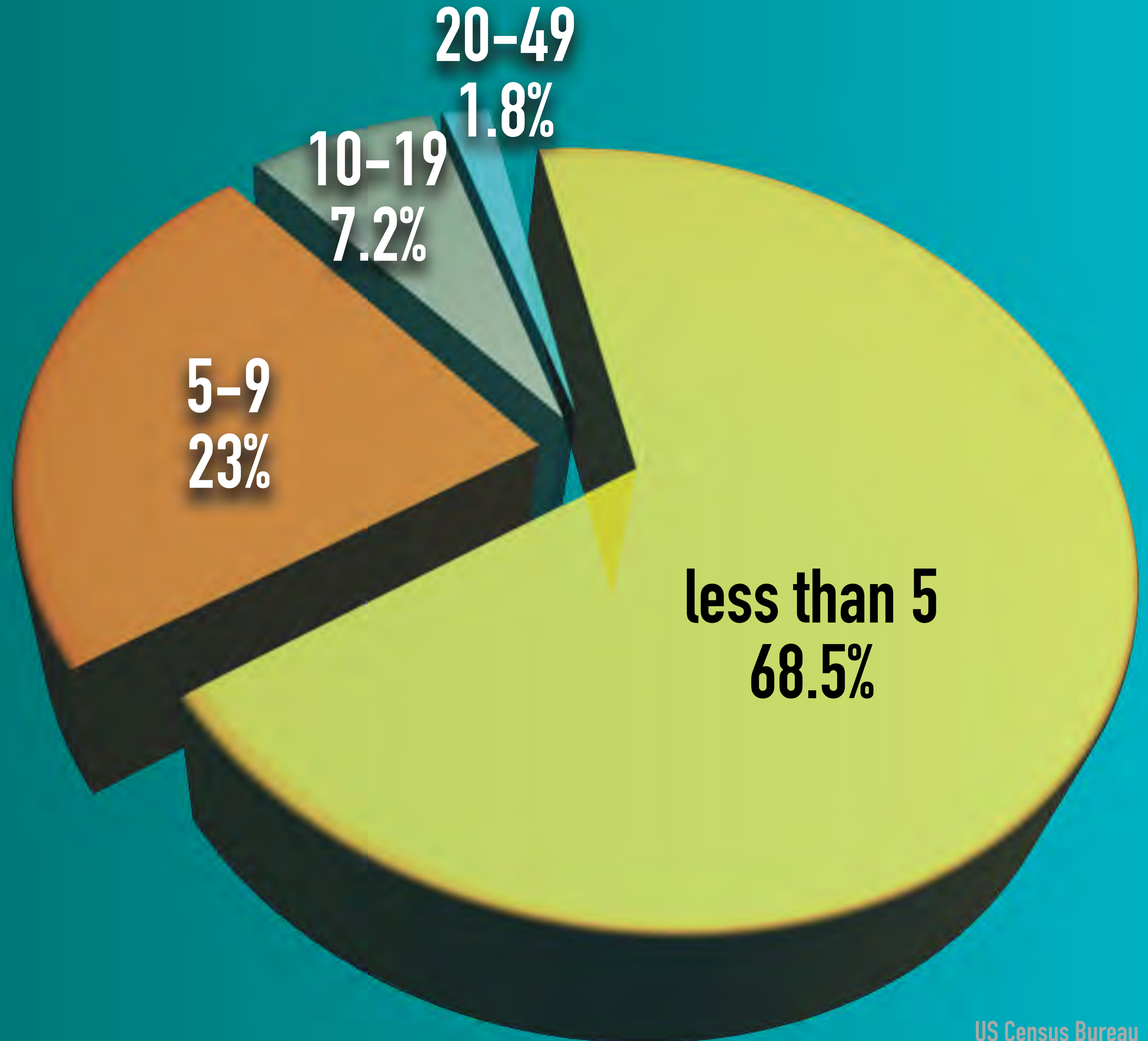


# NUMBER OF RETAIL FLOWER SHOPS



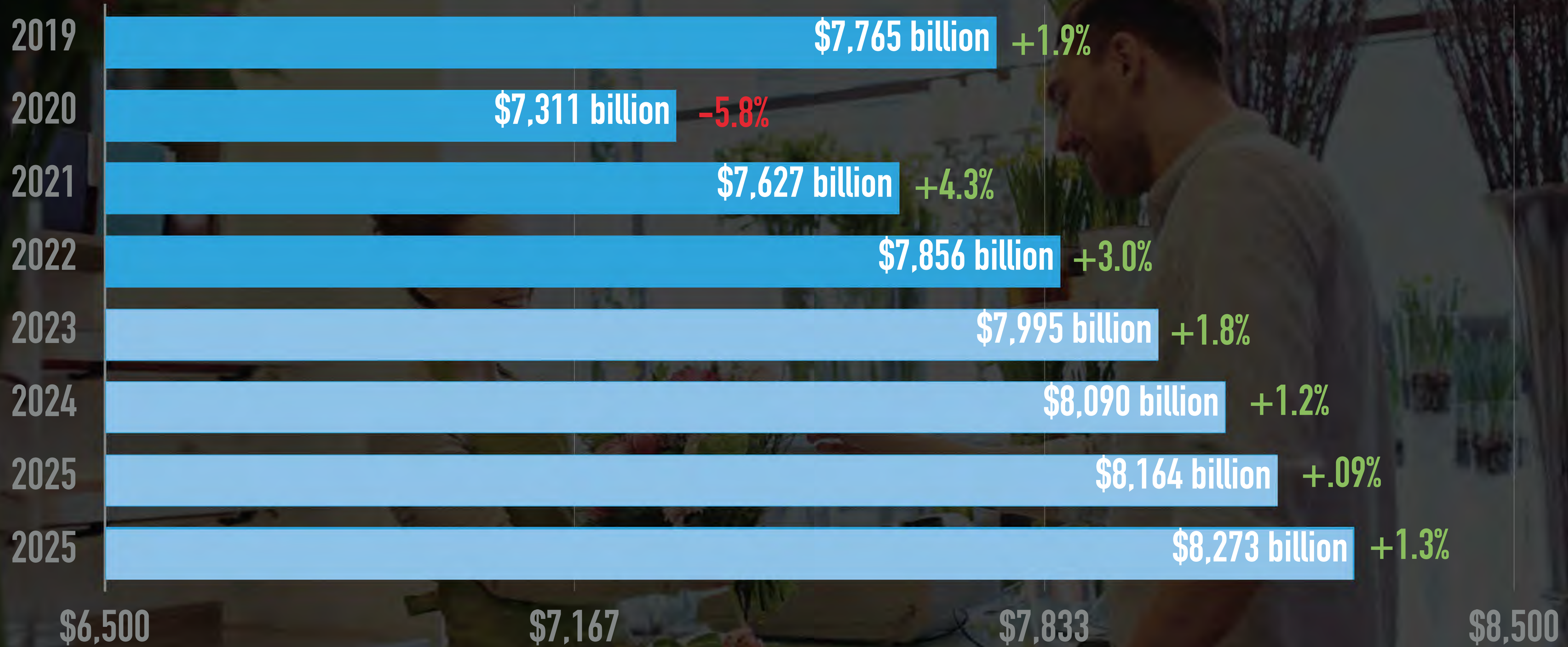


# NUMBER OF EMPLOYEES



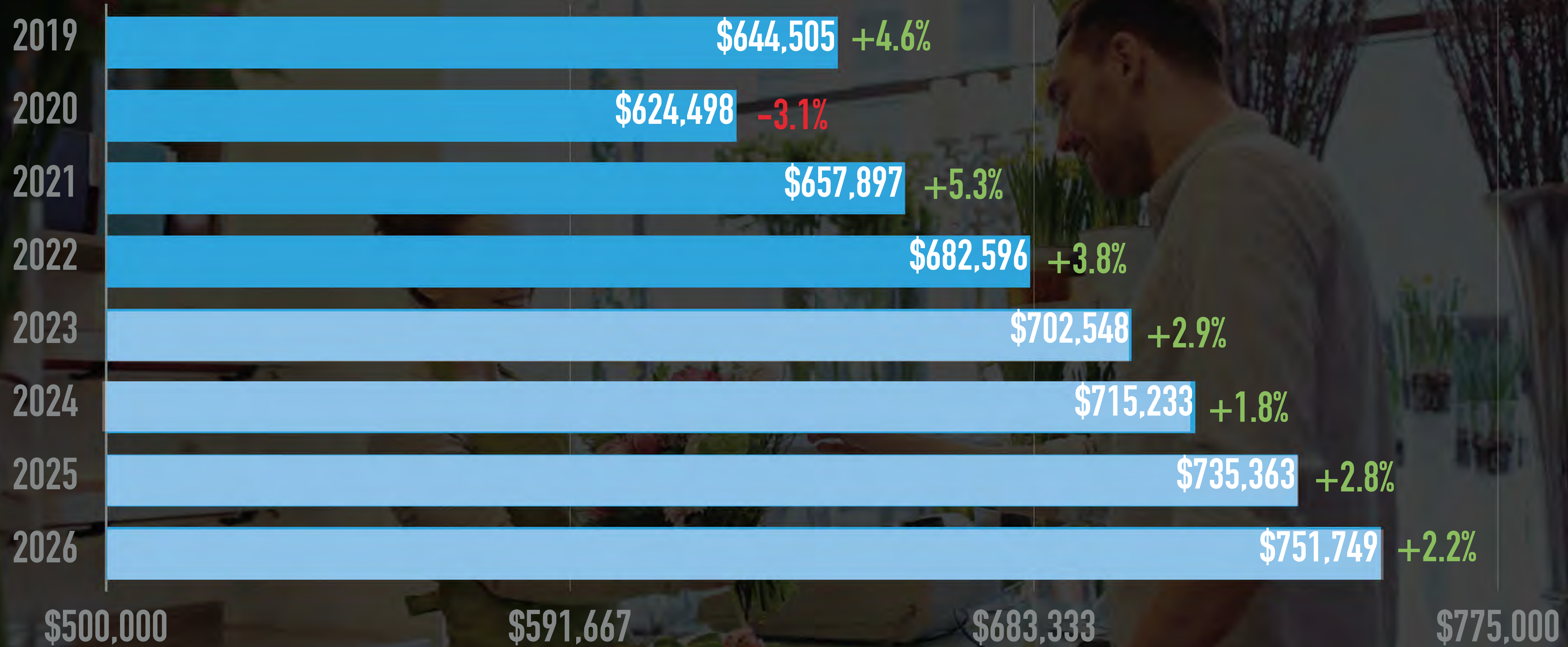


# RETAIL FLORIST SALES





# AVERAGE SALE PER FLORIST





# PROSPECTS FOR 2023



42%



45%



12%



# YEAR OVER YEAR INCREASES?

2022 2023

49%

26%



# AOV VS. UNITS



65%



14%



# WHAT REALLY COUNTS: 2019



65%



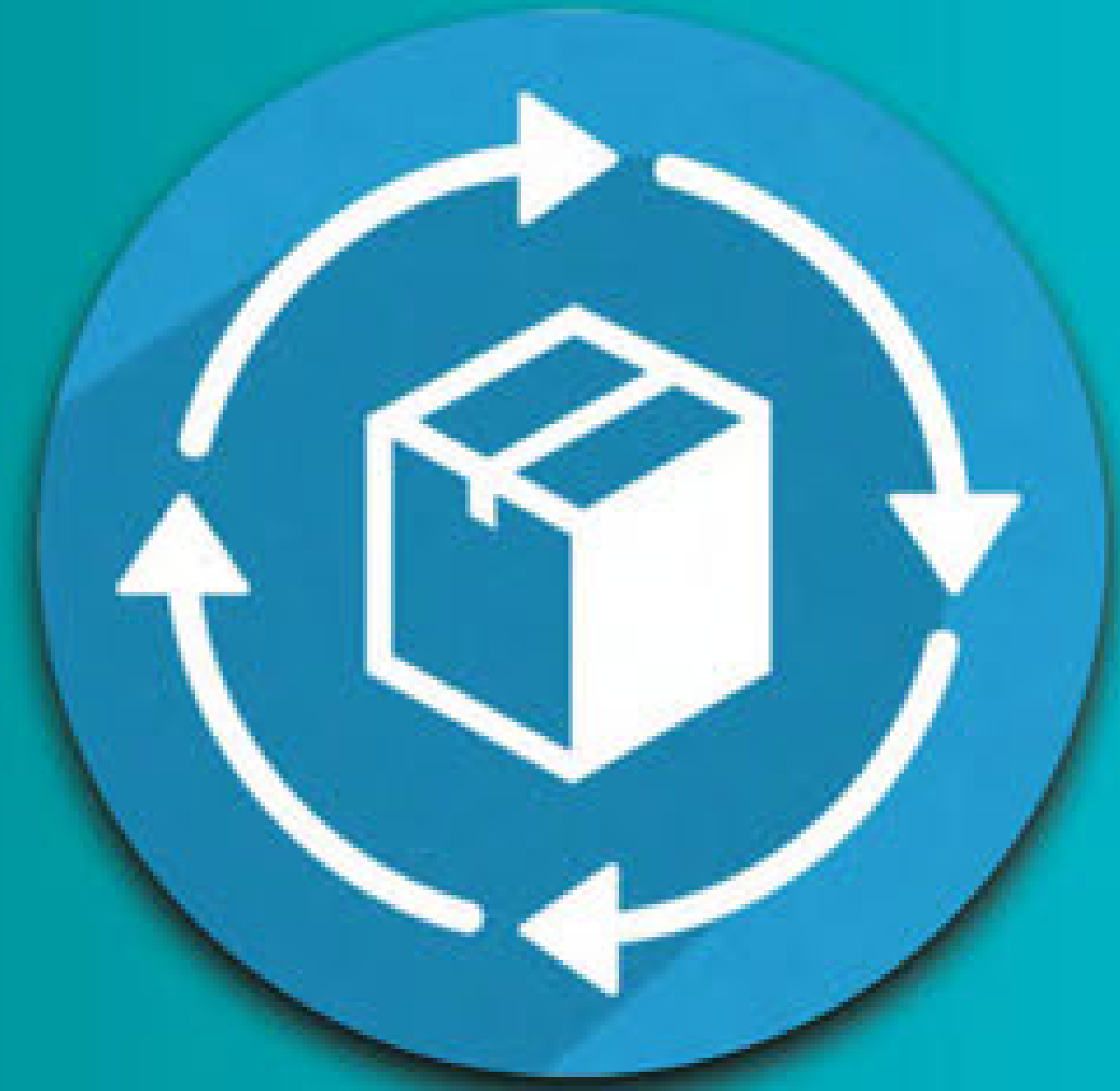
59%



57%



# PROTECTING PROFITS



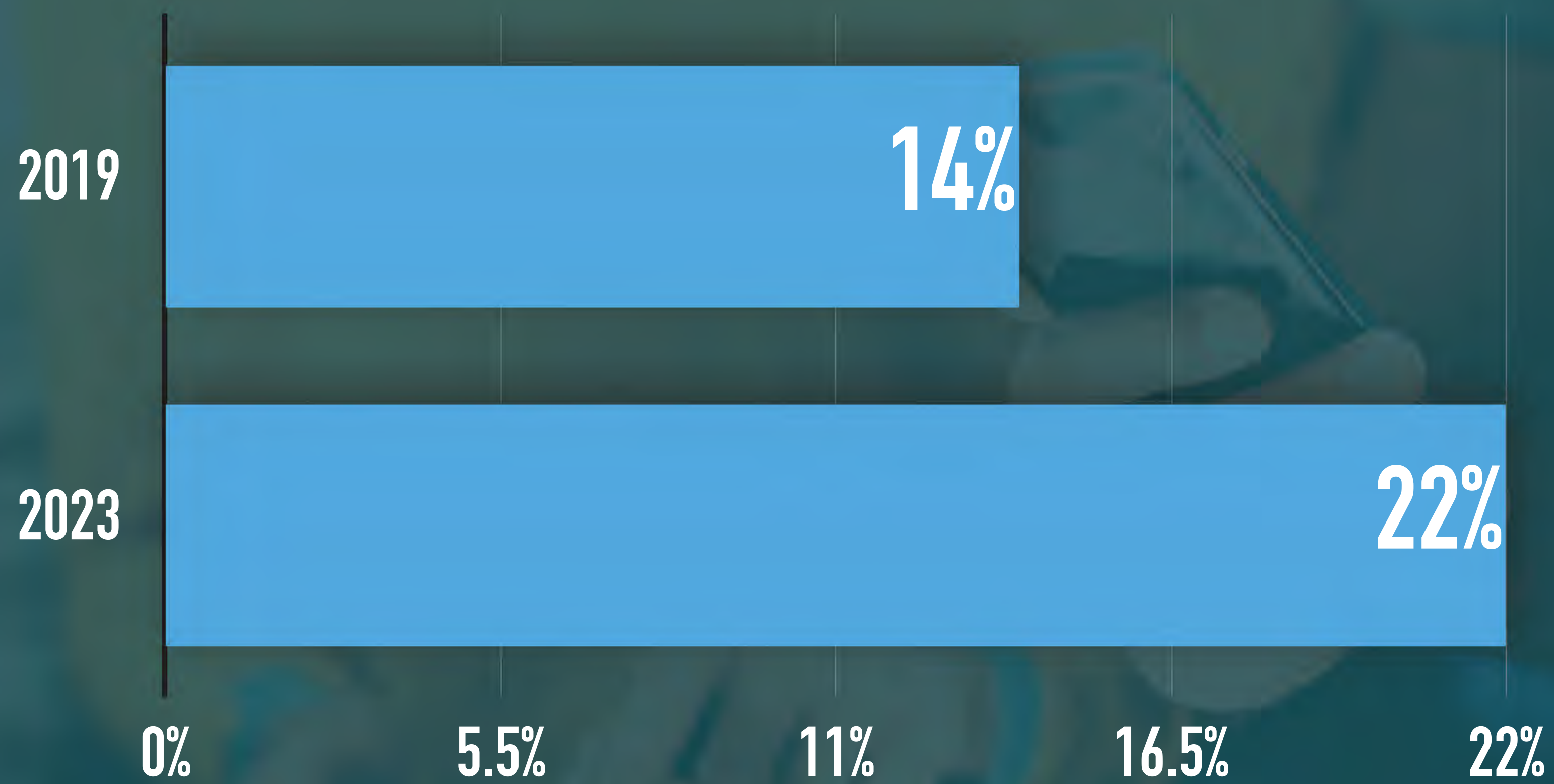
**CONTROL** IS THE OPERATIVE WORD



# WHAT'S THE SECRET SAUCE?







Source: eMarketer



**WHAT PERCENTAGE OF  
YOUR 2023 SALES IS FROM  
E-COMMERCE?**



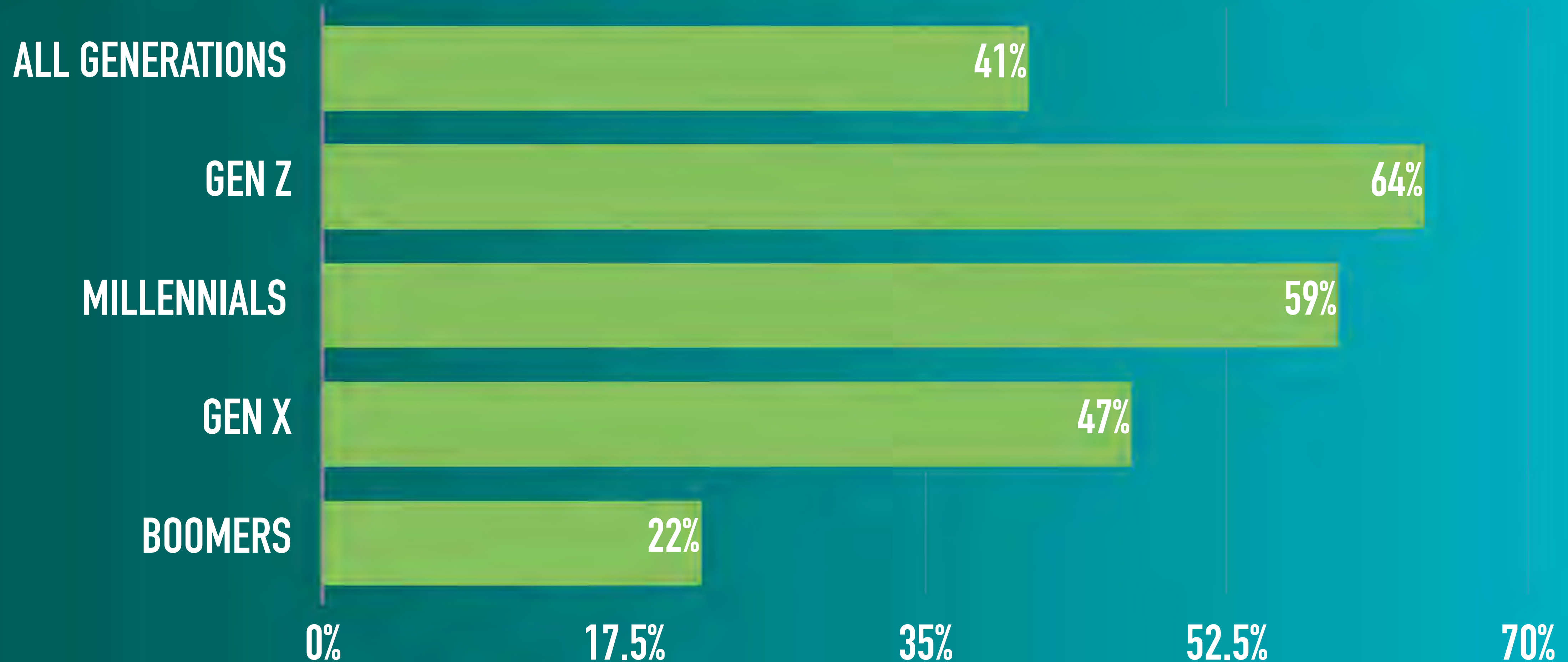


# SOCIAL DOMINANCE



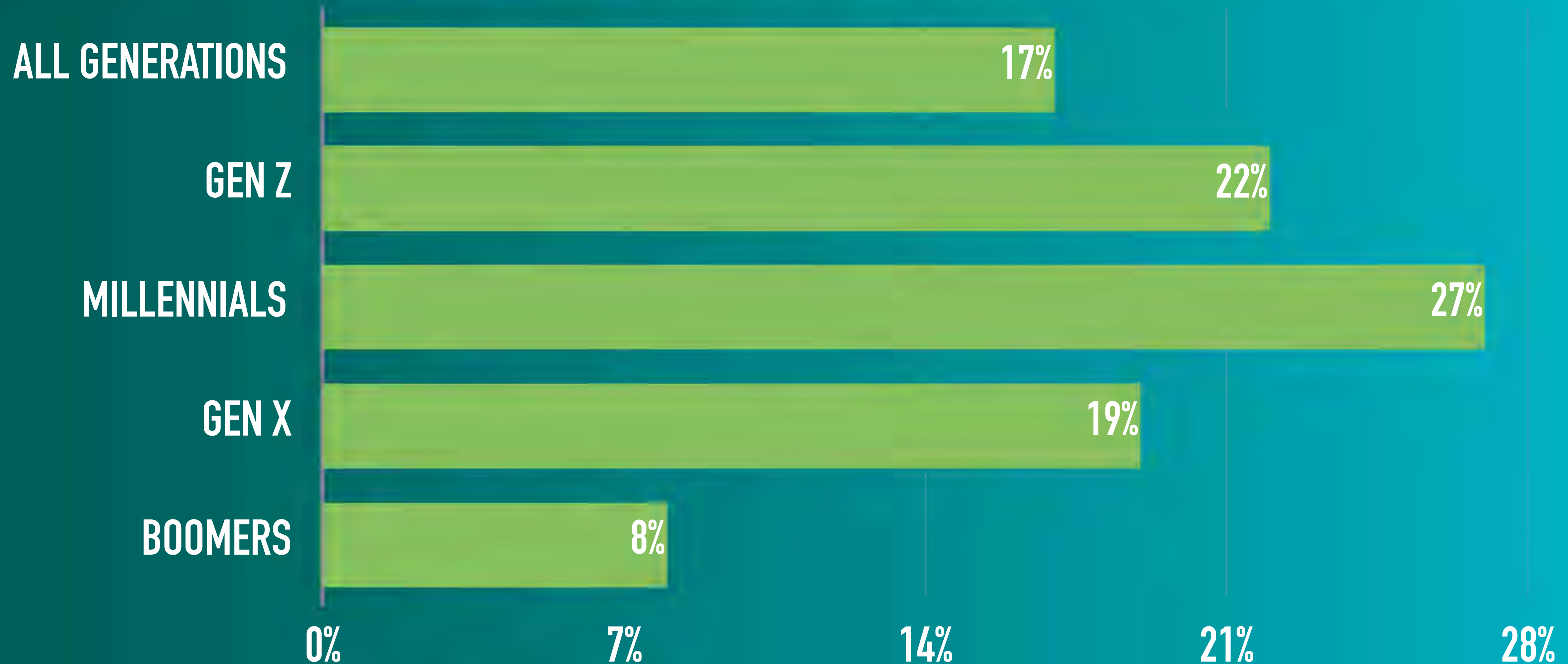


# DISCOVERED NEW PRODUCTS ON SOCIAL



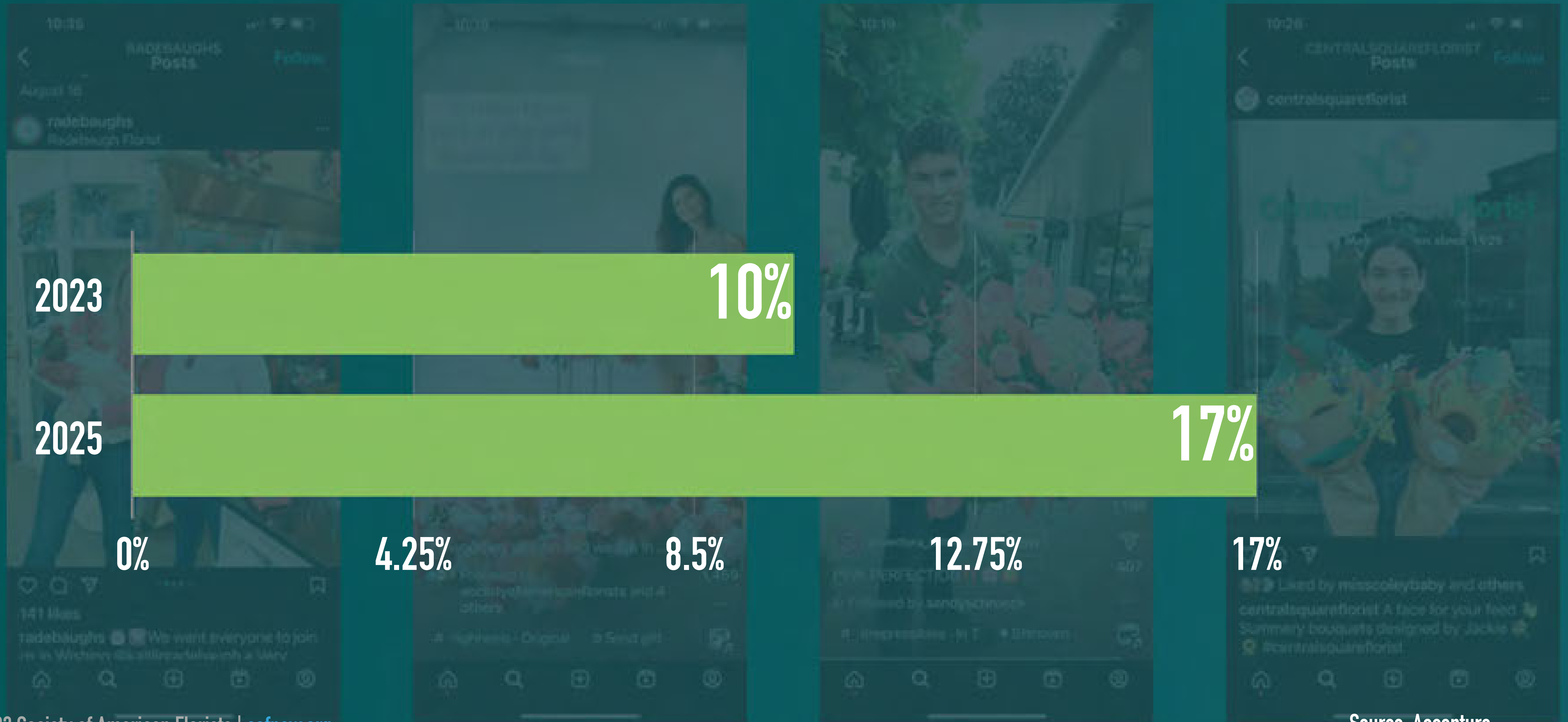


# BOUGHT A PRODUCT ON SOCIAL APP





# E-COMMERCE SPEND ON SOCIAL





# SOCIAL COMMUNITIES







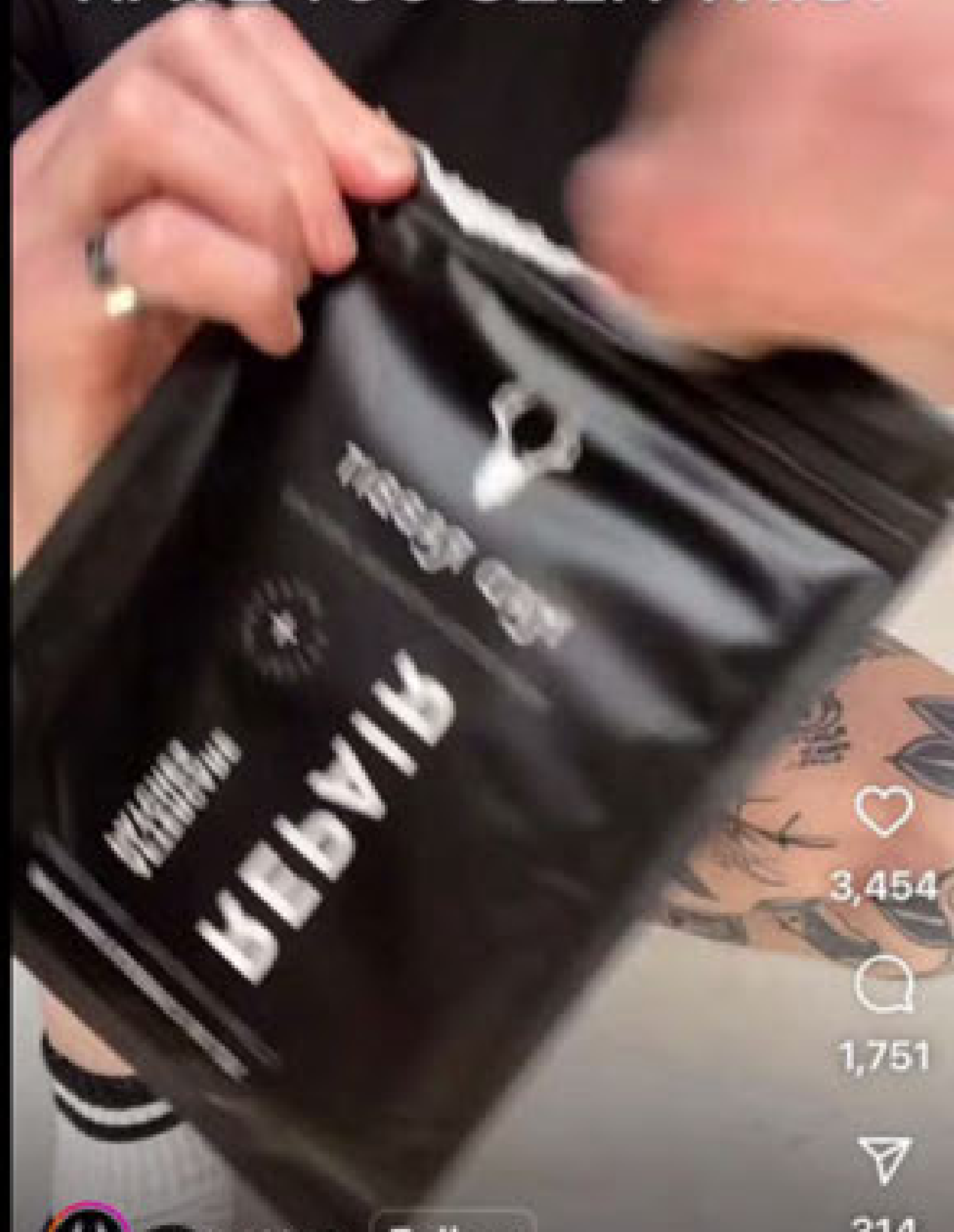




Reels



HAVE YOU SEEN THIS?



3,454



1,751



314



madrabbit

Follow

VOLUME UP 🐰 Tattoo Repair Patch ...



rabbit · Original aud



Los Angeles,











floretflower •

floretflower · Original audio



**CHECK  
THESE  
BEAUTIES**





I WANT

I WANT



**“I KNEW THAT IN ORDER TO SET  
MYSELF APART FROM MY COMPETITION,  
I HAD TO FIGURE OUT A WAY TO  
CAPTURE THE LAST-MINUTE MARKET.”**

**JP Varvarigos, Wellington Florist, Wellington, Fla.**



# RACE FOR THE LAST MILE

SAME-DAY DELIVERY

34%

WILL PAY MORE

30%

29%

30.25%

31.5%

32.75%

34%



**“WE’RE MORE PLIANT WITH CUSTOMERS,  
RATHER THAN FORCING OUR  
POLICIES ONTO THEM. IT’S KIND OF LIKE  
A CONCIERGE LEVEL OF SERVICE.  
SETS YOU ABOVE THE BAR.”**

**Rakini Chinery, Allan’s Flowers, Prescott, Arizona**





White card with text, likely a message or name, tucked into the bouquet.



# WHAT DO YOU HAVE THAT'S NEW AND EXCITING???





# SUSTAINABILITY





A photograph of two women standing in a field of dahlias. The woman on the left is wearing a white button-down shirt and is holding a large bouquet of dahlias in various colors including pink, red, white, and yellow. The woman on the right is wearing a blue t-shirt and is also holding a large bouquet of dahlias, including purple, pink, and orange varieties. Both women are smiling at the camera. The background is a vast field of dahlias stretching into the distance under a clear sky.

**LOCALLY-GROWN**



# OPPORTUNITIES



**Portland, OR** Sunday, October 8, 2023

**Chicago, IL** Sunday, November 5, 2023





# WHAT'S YOUR EXIT STRATEGY?





# WHAT'S YOUR EXIT STRATEGY?





# FORECASTING YOUR FUTURE

forecastingyourfuture.com



Manny and Clara Gonzales  
Charleston, South Carolina





# ADVOCACY







# ARTIFICIAL INTELLIGENCE

- ▶ Blog posts
- ▶ Product descriptions
- ▶ Emails
- ▶ Job postings
- ▶ Interview questions
- ▶ Employee onboarding
- ▶ Streamline customer service
- ▶ ID production errors
- ▶ Analyze customer feedback
- ▶ Recommend next sales interaction
- ▶ ID promising - and vulnerable - customers



# How Can AI Work for You?

BY LAURIE HERRERA

**The next big thing for business is here.** Just as the ubiquity of home computers, high-speed internet access, and smartphones all changed the way we do business, the availability of artificial intelligence is quickly recreating workflows.

**W**hile there are very technical, futuristic applications for AI, it also can be a useful tool for everyday business owners, including those in the floral industry. Software has been and continues to be developed to perform everyday tasks — from the complex to the mundane — that can save businesses time and money.



PLANT GUY

I make plants stronger.







# CREATE A PIPELINE FOR TALENT



SEED YOUR  
**FUTURE**®



**GREEN**  
**CAREER WEEK**

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**STEM** | **Business** | **Design** | **Logistics** | **Marketing**



# CULTIVATING INDUSTRY TALENT

## Next Gen Book Club

Interested in joining an informal industry peer group to read great books and apply lessons to your business?

Sign Up!

Sign up for SAF's Next Gen Book Club! We will choose four books to read in 2023 and meet virtually once a quarter.

### September Book Club Book:

Spark the Heart: Engineering Empathy  
in Your Organization

by Dr. Nicole Price

### September Book Club Meeting:

September 14, 2023

7:30 p.m. ET

You will receive a calendar invite via email.

Sign Up!







NEXT GEN



FEB. 25-27, 2024 | SAN DIEGO, CA

**GROW. CONNECT. LEAD.**



What has Next Gen Live! taught you?

What were some of the biggest takeaways?







# SAF MISSION



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

# SAF VISION



**THE POWER OF FLOWERS IN  
EVERY LIFE.**





## CAREER DEVELOPMENT

Equip growth-minded professionals with resources to create fulfilling careers.



## CONNECTION

Cultivate connection across the industry to share ideas and solve problems.



## THE FUTURE

Be the industry resource for relevant data and knowledge about the future.



## SUSTAINABILITY

Enhance the operational effectiveness and efficiency of SAF.







