

HOW TO GET YOUR FLORALS?

#OriginMatters



FARMS

large to small are located in every state in U.S. and supply a variety of the floral industry's distribution channels, from wholesalers to consumer direct to farm shops and markets.



WHOLESALE

while typically carrying a majority of imported florals, many support local farms as well. Ask them to point out the domestic product or if they have any farm direct options.



RETAILERS

source florals in large quantities from a combination of importers, wholesalers and local farms. Check the label for country of origin to be sure it's American grown.



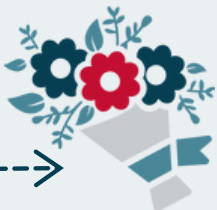
ONLINE

options for purchasing florals are vast and sourced by many methods. Look for origin information or buy direct from farms or supporting vendors.



FLORISTS

purchase florals from wholesalers and directly from farms. Ask them to source local florals based on seasonality instead of an exact design.



TO YOU

the floral consumer

QUICK TIP

Use our website's directory to find what you need!

74%

of consumers don't know the origin of their florals

65.1%

of consumers would prefer American Grown if given the choice



\$1.9B

is the market of the flowers and foliage sold in the U.S.

78%

of the flowers and foliage sold in the U.S. are imported

WHY BUY AMERICAN GROWN?



- You directly support local farmers, their families and surrounding communities.
- American farms undergo strict environmental, labor and quality control measures.
- Freshness that lasts and a lower transportation footprint.
- You help preserve U.S. farmland and floriculture heritage.
- Our farms produce an array of unique and classic varieties.
- You know the source of your florals through transparency in labeling.
- You support local industries and promote ethical consumerism.

DON'T SEE AMERICAN GROWN FLOWERS OR FOLIAGE?



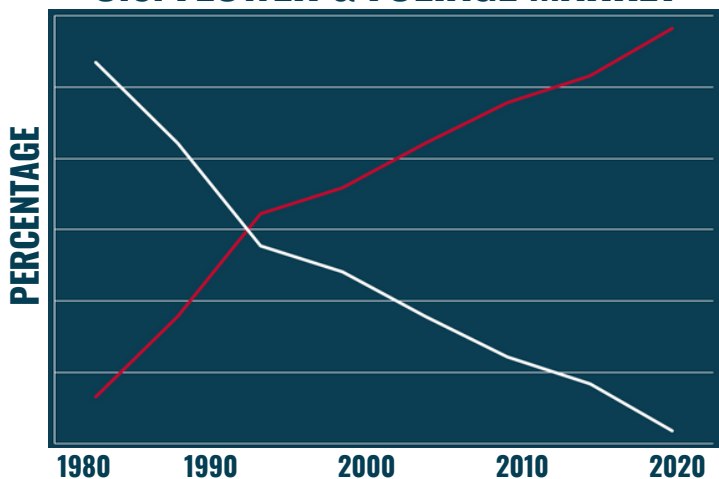
ASK

your florist, retailer or wholesaler to source from local farms



The American Grown Movement

U.S. FLOWER & FOLIAGE MARKET



Since the implementation of The Andean Trade Preferences Act in 1991, the U.S. floral market has seen a significant shift in purchases due to lower cost imports. This has presented challenges for domestic farmers, necessitating the creation of the American Grown Movement and the promotion of a market driven by consumer preferences for local and sustainable products.

ORIGIN OF SALES

22%

AMERICAN GROWN

California	237M
Florida	84M
New Jersey	32M
Washington	21M
Oregon	20M

78%

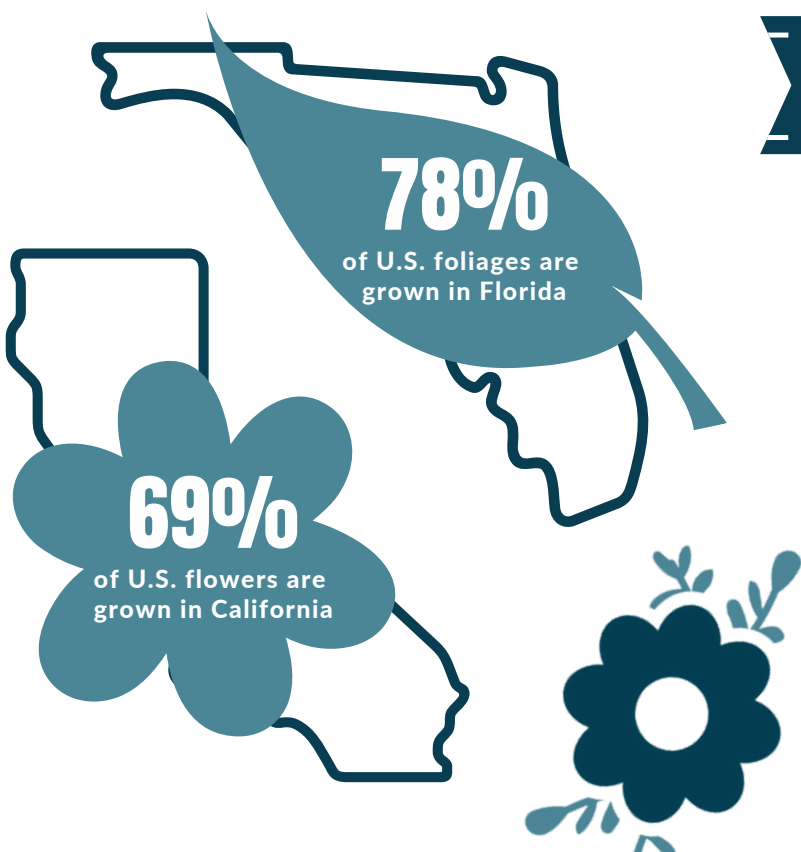
IMPORTED

Columbia	811M
Ecuador	272M
Canada	131M
Netherlands	78M
Mexico	46M

TOP CROPS IN THE U.S.

TULIPS
GERBERA DAISIES
LILIES
GLADIOLI
SUNFLOWERS

LEATHERLEAF
ASPIDISTRA
PITTOSPORUM
TREE FERN
EUCALYPTUS



ABOUT CAG



Certified American Grown is a diverse community of cut flower and foliage farmers from across the United States. As the voice for domestic farms, CAG works towards sustainability and prosperity through a unified voice, effective advocacy, and strategic promotion. Certified American Grown flower and foliage farms participate in a supply-chain audit to verify both origin and assembly of the flowers and foliage grown. When it appears on bouquets, bunches, packaging or signage, the iconic brand mark instills consumer confidence in place of origin.

LEARN MORE - americangrownflowers.org