



Florist Market Needs and Preferences

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Today's Discussion

- Discuss survey results
 - Survey of florists in Utah/surrounding communities
 - Conducted by the Utah Cut Flower Association Fall 2021 & Fall 2022
 - Assistance from USU - Kynda Curtis & Melanie Stock
 - Online Qualtrics survey distributed to contacts & florist directory
 - 42 complete responses in 2021 and 60 in 2022
- Florist respondent characteristics
- Local sourcing preferences
- Perceived barriers/hurdles to local sourcing
- Floral/greenery needs



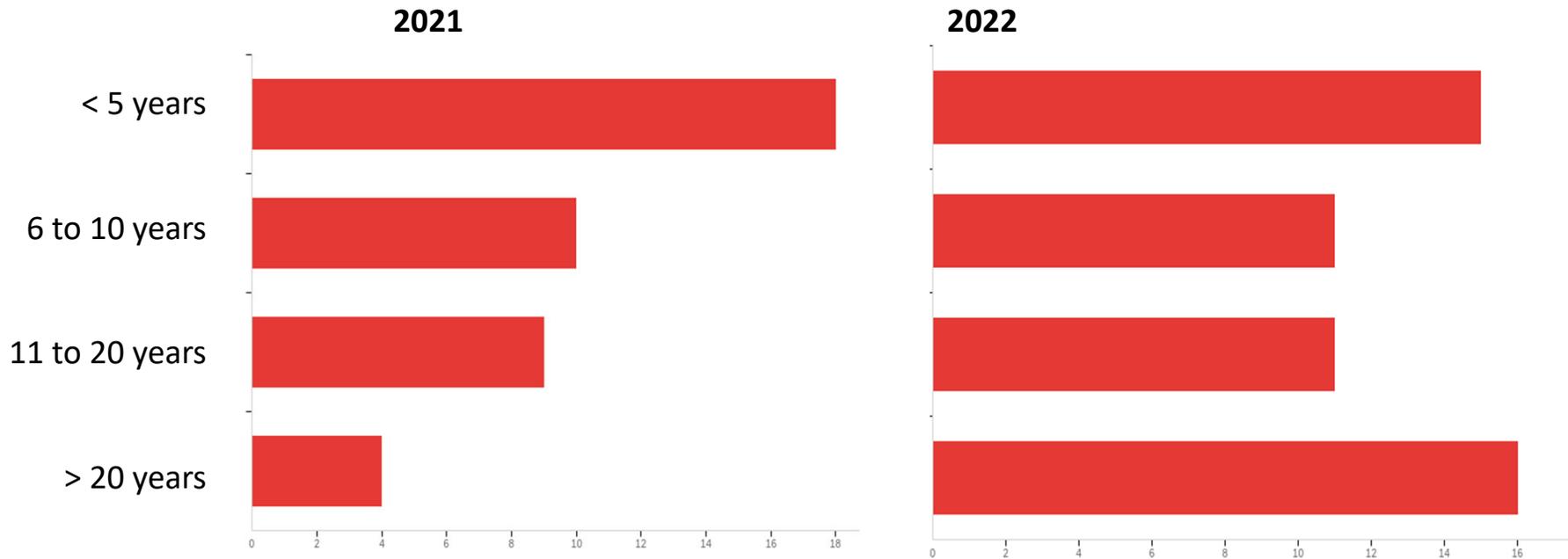


Florist Characteristics

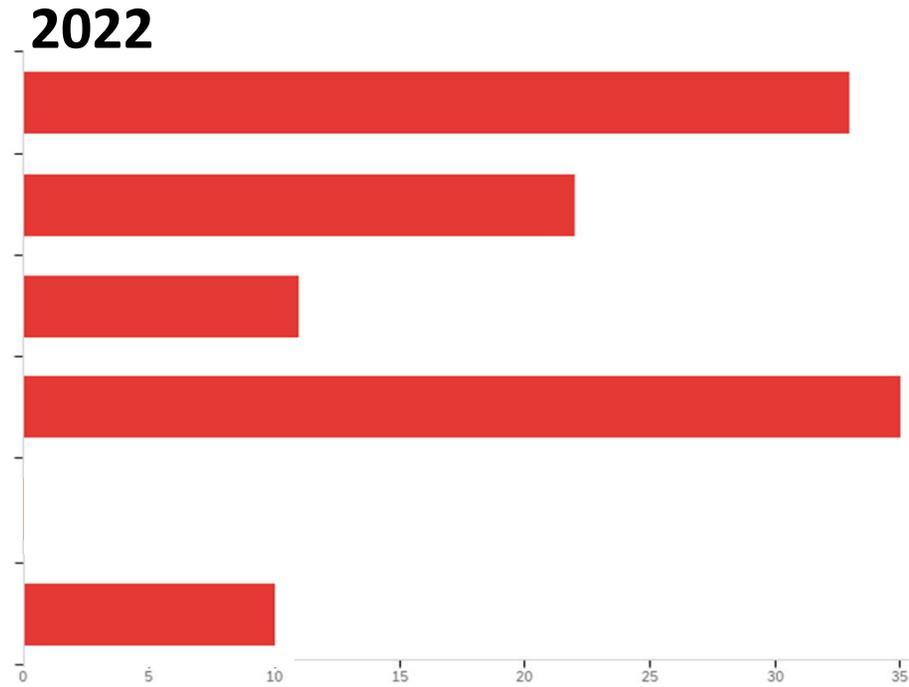
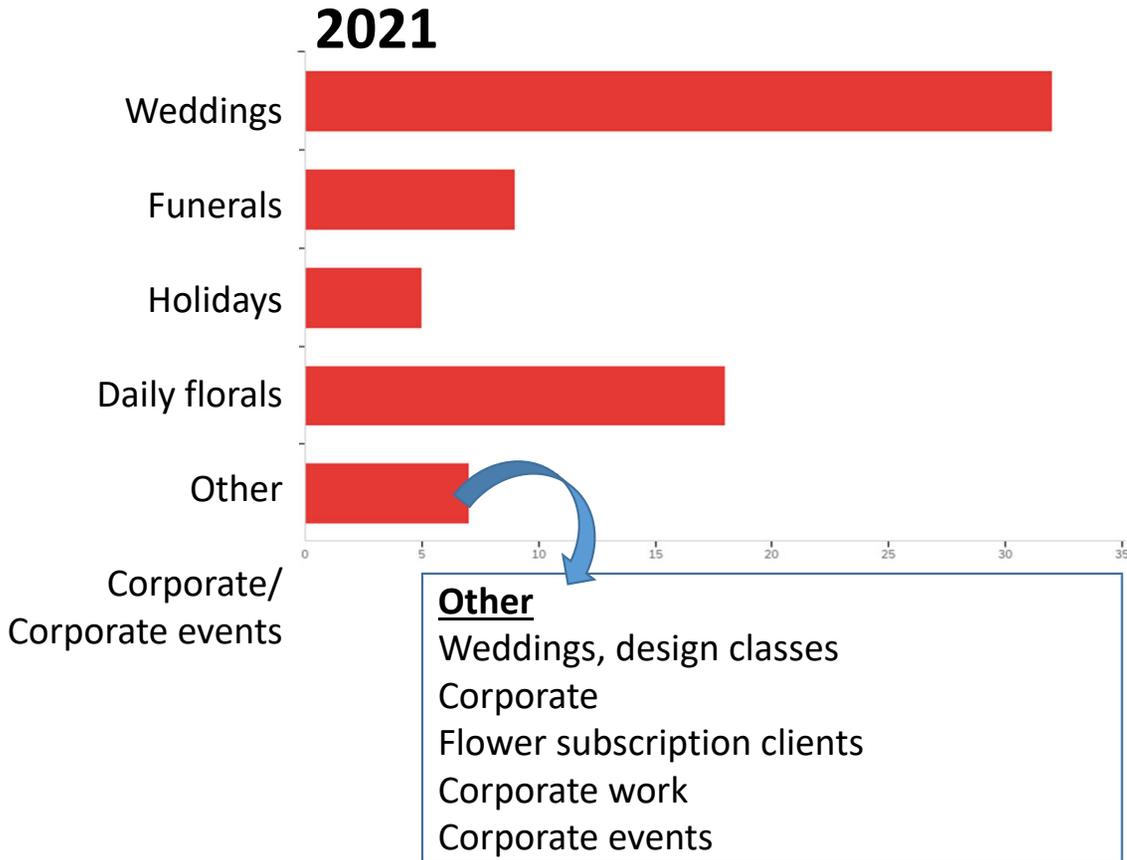
- In 2021 florists relatively new to the floral business, in 2022 more evenly spread
- Service daily florals, weddings, funerals, corporate events
- Per wedding income falls primarily between \$1,000 and \$5,000
- Positive about flower sales in the next year
- Source primarily from local wholesalers
 - White, blush, salmon, blue, lavender colors
- Challenges with current wholesale providers are flower quality and selection



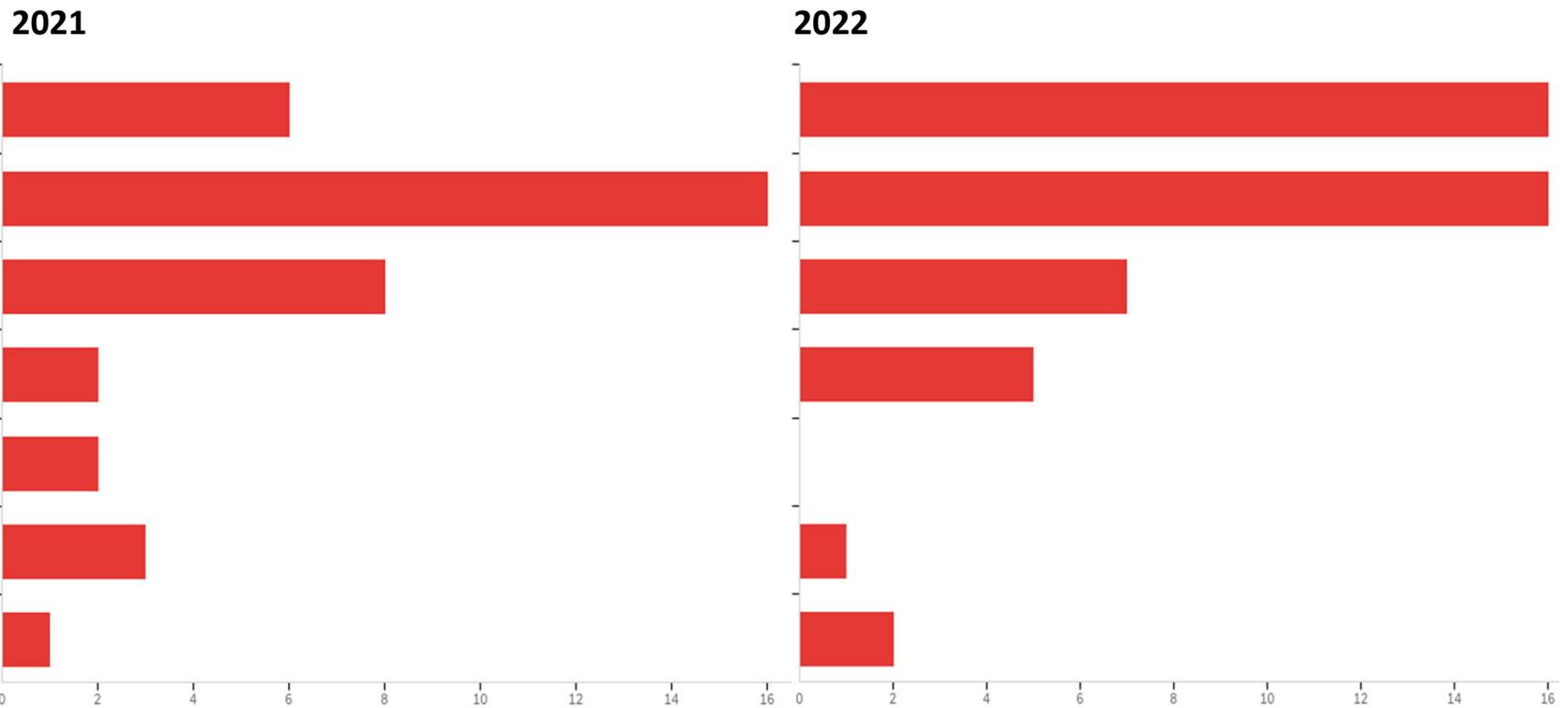
How many years have you operated a floral business?



Which of the following best describes your primary clientele? (Select the top two)



If weddings are part of your business focus, what is your typical wedding size (in dollars)?



What color trends are you seeing for YOUR business next year? (Select the top three)

For 2022

For 2023

White

Blush

Burgundy

Yellow

Gray

Brown

Salmon

Other

Not surprising given the importance of weddings. What markets do your florists serve? Color direction

0 5 10 15 20 25 30 35 40



Other - Text For 2022

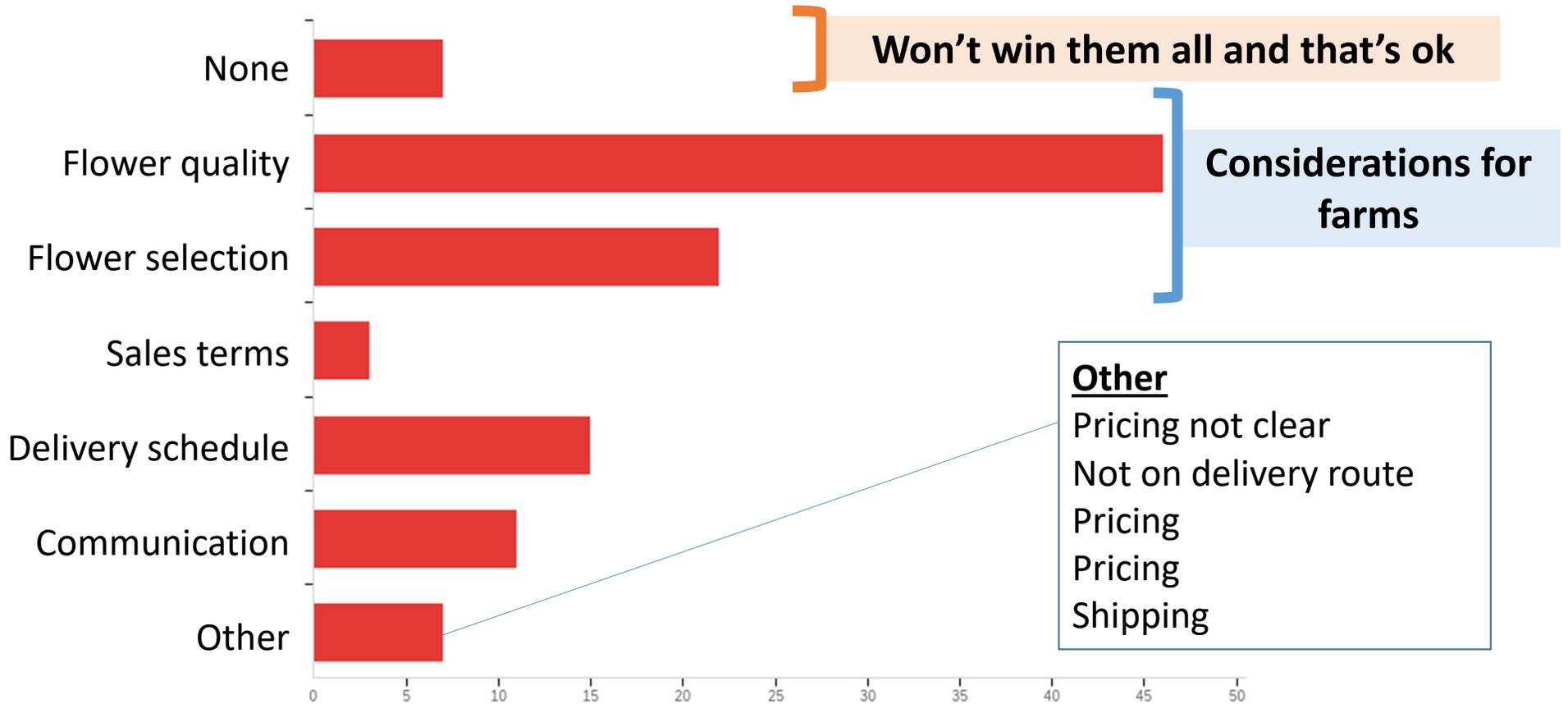
champagne
Gold tipped roses with floral paint
Lavender, copper, periwinkle, peach
Color is becoming much more popular - but more so, muted colors - so not true yellow but buttery or mustard yellow, lavender, mauve, etc
Blue, variegated types and unique blends.
Neutrals, light blues
Terracotta
Blue
Blue
Vibrant colors. Just as vibrant as possible.

We keep hearing about blue!

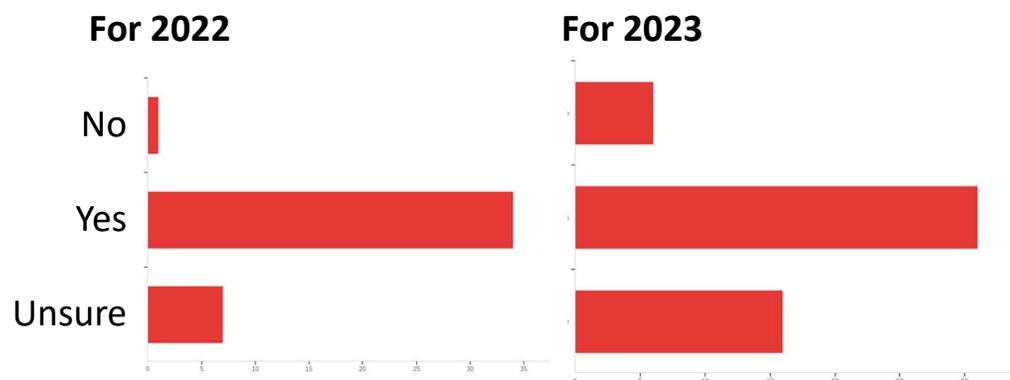
Other – Text For 2023

I think a more traditional green is coming back. Eucalyptus has been very popular for a few years. Other colors will vary.
lavender, blues., periwinkle
Lavender and blue
Pale blue
Peaches & Sunset colors
Orange
Bright colors
Peach/orange
peach, pinks
purple, hot pink, blue
Everything, no rules anymore for colors or styles

If you source from wholesale providers, what are your primary challenges? (Choose all that apply)



Sales Situation – Will your flower sales increase next year?





Local Sourcing Preferences

- Local cut flower sourcing increasing annually
 - Florists indicated the trend would continue
- The number of growers florist source from also increasing
- Great interest in sourcing from local growers
 - Why? Supporting local economy, unique selection, vase life
- Florists willing to pay premiums for local flowers increasing



What percentage of the flowers you used last year were sourced from local farms/growers? (Utah, or within 150 miles of your floral business)

	2022 (N=60)	2021 (N=42)
None	16.13%	13.64%
10% or less	25.81%	36.36%
11 to 25%	25.81%	15.91%
26 to 50%	16.13%	25.00%
51 to 75%	8.06%	4.55%
More than 75%	8.06%	4.55%

Florists sourcing more than 50% of their flowers from local growers increased from 9.1% to 16%.



If you sourced flowers locally this year, from approximately how many growers/farmers did you source?

Response Choice	2022 (N=60)	2021 (N=42)
2 or less	26.09%	48.72%
3 to 5	41.30%	48.72%
6 to 10	17.39%	2.56%
More than 10	4.35%	0.00%
Cut flower coop	10.87%	NA

Florist sourcing from more than 10 growers rose by 4% and those sourcing from 6-10 growers rose by 14.5%.





Next year, what % of your flowers would you like to source locally?

Response	In 2022	In 2023
None	0.0%	2%
10% or less	7%	8%
11 to 25%	17%	17%
26 to 50%	29%	30%
51 to 75%	26%	18%
>75%	21%	25%

Even with the rapid growth in farms, there is still a lot of room in the market, especially as awareness of local flowers increases

What do you feel are the benefits of sourcing flowers locally? (Choose all that apply)

Response	2021	2022
	Percentage	Percentage
<i>Promotional</i> - supporting local economy	21%	22%
Quality - vase life	21%	22%
Unique selection	<div style="border: 1px solid black; background-color: #e0f0ff; padding: 5px; text-align: center;"> Nice things to include in marketing! </div>	
<i>Promotional</i> - sustainable production systems		
Quality - event ready	14%	16%
Reliable supply	<div style="border: 1px solid black; background-color: #ffe0c0; padding: 5px; text-align: center;"> Something to work on </div>	
Other		
None	0%	0%

Would you be willing to pay more for locally sourced cut flowers? If so, what percentage over wholesale pricing?

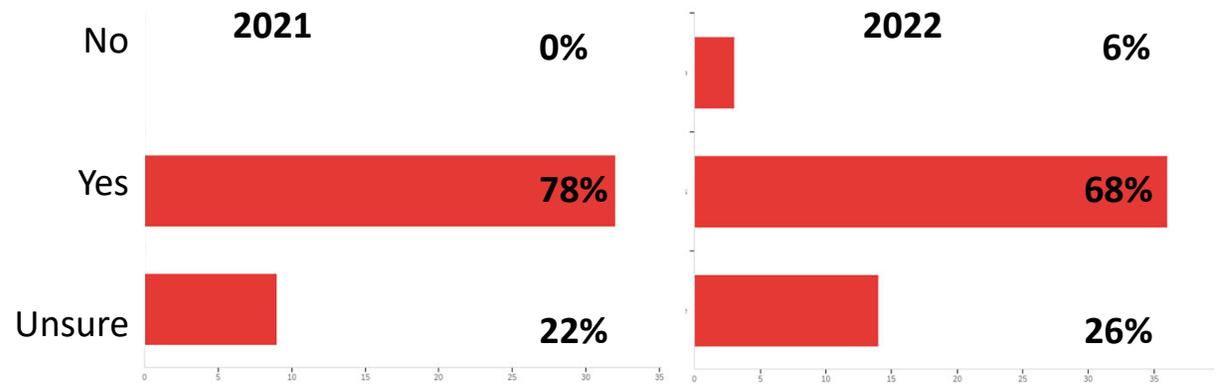
	2022 (N=60)	2021 (N=42)
No	23.33%	34.04%
Less than 5%	36.67%	31.91%
6 to 10%	26.67%	23.40%
11 to 20%	10.00%	6.38%
21 to 30%	0.00%	0.00%
31 to 40%	0.00%	0.00%
41 to 50%	1.67%	2.13%
More than 50%	1.67%	2.13%

Good News!

- Florists willing to pay a premium for local flowers increased from 2021 to 2022 (those not willing decreased from 34% to 23%)
- Florists willing to pay premiums from 6-10% increased by 3%
- Florists willing to pay premiums from 11-20% increased by 4%



Has the availability of local flowers benefited your floral business?





Hurdles to Local Sourcing

- Major hurdles to local sourcing
 - Lack of inventory/supply (availability, quantities)
 - Lack of varieties needed (types)
- Also, lack of knowledge of who to buy from
 - Many respondents asked for information on Utah growers
- Quantity requirements (weekly)
 - 2-5 bunches per flower – 1st place
 - 6-10 bunches per flower – 2nd place
- Require only 1 or 2 deliveries a week



What barriers do you currently face in sourcing local flowers? (Choose all that apply)

Response	2021	2022
	Percentage	Percentage
Don't know where/from who to purchase	12%	14%
Time required to communicate with many growers/farmers	15%	12%
Pricing	12%	12%
Lack of inventory/supply	19%	22%
Lack of types/varieties needed	23%	19%
Delivery capabilities or issues	14%	16%
Other	4%	6%

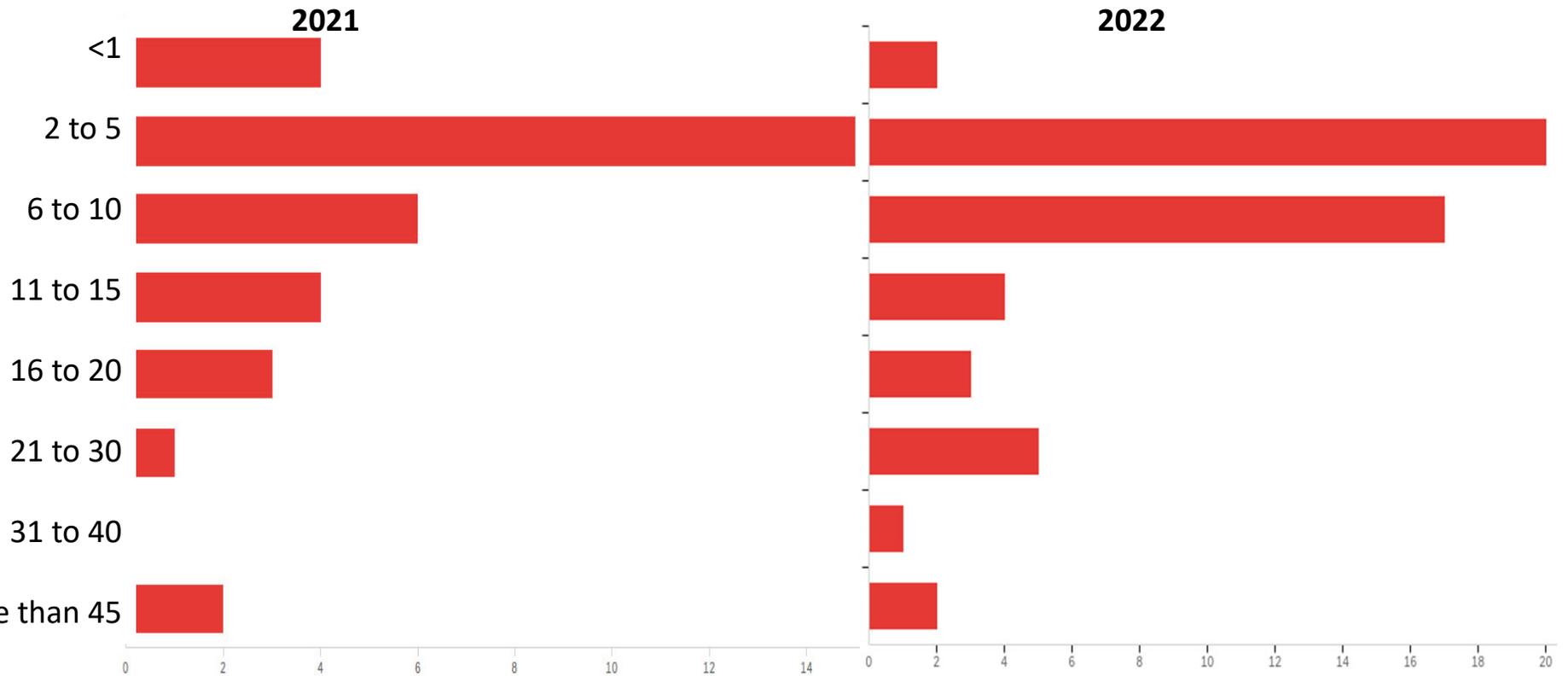
Helpful considerations

Typed responses from those who responded “Other”...

- 2021
 - Related to delivery: I love picking up locally grown product but the distance/time to travel prevents me at times.
 - I need high quantities usually that can't be met. I need guaranteed crop
 - Not being able to order in advance. Feeling confident they will have what I need for the event. Trusting that the product will actually be there. Too last minute with local farmers
- 2022
 - None because I grow plus I'm part of the UPFC
 - Unsure what will be available months out
 - We need more flower farmers
 - One coop limits who they will sell to, it's weird
 - Reliability and extremely seasonal availability

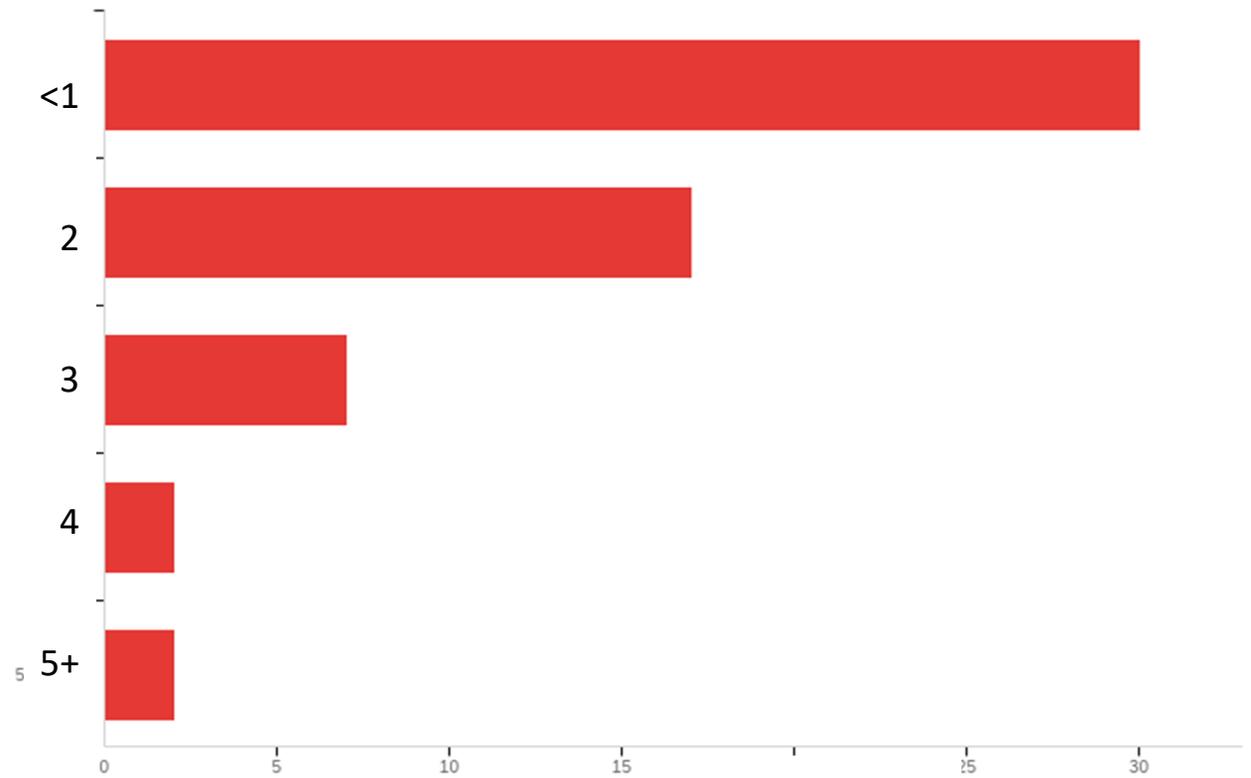


What is the minimum number of bunches per flower you need weekly from a local grower/farmer to meet your quantity goals for a supplier?





How many flower deliveries would you need weekly from a local grower/farmer? (2022 only)



What colors are difficult to obtain wholesale?



Color	2021	2022
No		
Blue		
Blush		
Brown		
Burgundy		
Creams/Beige		
Greens		
Grey		
Lavender		
Mauve		
Pink (dusty)		
Peach		
Purple (deep or plum)		
Salmon/Coral		
Terracotta/Rust		
White		
Yellow (soft)		

Is there a flower variety that you use in more than 50% of your designs that is difficult to obtain from wholesalers?



- 2021: **dahlia, delphinium, garden roses, lisianthus, ranunculus,** anemone, lupine, poppies, seasonal flowers
- 2022: **dahlia, delphinium, roses, lisianthus,** cosmos, phlox, **ranunculus,** anemone, hydrangeas, lupine, poppies, scabiosa, sunflowers, sweet pea, yarrow

Crops to consider/prioritize

What flower types or varieties would you prefer from a local grower/farmer?

Crop	2021	2022
Amaranth		
Anemone		
Aster (crown)		
Carnation		
Celosia		
Coneflower		
Cosmos		
Daffodil		
Dahlia		
Delphinium		
Eremerus		
Gladiola		
Hydrangea		
Iris		
Larkspur		
Lilac		

Crop cont'd	2021	2022
Lisianthus		
Lily		
Marigold		
Pansy (tall)		
Peony		
Phlox		
Ranunculus		
Rose (garden/quality)		
Scabiosa		
Snapdragon		
Stock		
Sunflower		
Sweet pea		
Tulip		
Queen Anne's		
Yarrow		
Zinnia		

Is there a type of greenery that you use in more than 50% of your designs that is difficult to obtain from wholesalers?

- 2021: **eucalyptus**, vines, honeysuckle, ferns, agonis, grevillea, Italian ruscus
- 2022: **eucalyptus**, quality bay, honeysuckle, Israeli or Italian ruscus, **raspberry foliage**, viburnum foliage
 - “not difficult to obtain, but pricy”
 - “hardy & interesting greenery”
 - “They [wholesalers] can get everything, but I want to try new things that they often don’t get in and maybe a local grower has”

Lots of overlooked potential here – and openness to creativity





Summary

- Local cut flowers are growing in popularity with florists as awareness increases
- As awareness and local knowledge increases, florists are more willing to pay premiums
 - Don't undercut your pricing
- Know your florist
 - Use the off season to learn about their clientele and potential challenges with current suppliers
- Barriers to work on:
 - Reliability
 - Education – Understand how much better local flowers can be
 - Supply – The right kinds and more of them!

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Questions?
Thank you!