



# *Intermountain West Florist Preferences and Needs for Local Cut Flowers*

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# Today's Discussion

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- Discuss survey results
  - Survey of florists in Intermountain West (Utah, Idaho, Nevada, Colorado, Wyoming, Montana)
  - Conducted by USU Extension in January/February 2024
  - Online Qualtrics survey distributed to contacts & florist directory
  - 204 responses
- Florist respondent characteristics
- Local sourcing preferences
- Perceived barriers/hurdles to local sourcing
- Floral needs





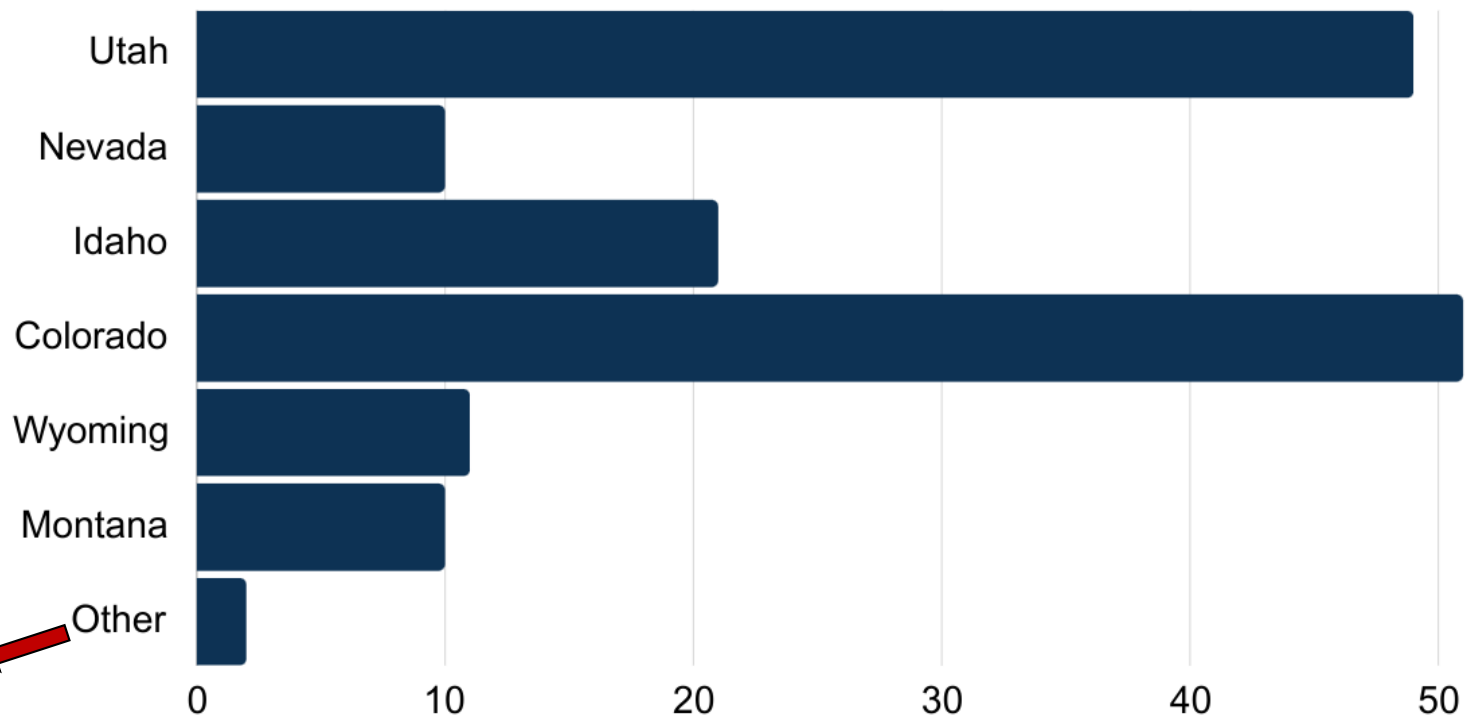
# Florist Characteristics

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- Florists in the Intermountain West
  - Responses across all experience levels and states
- Primary markets are daily florals and weddings
  - Per wedding income falls primarily between \$1,000 and \$5,000
- Florists are divided about industry outlook
- Source primarily from local wholesalers
  - Salmon, white, blush, and rust colors popular
- Challenges with current wholesale providers are flower quality and vase life

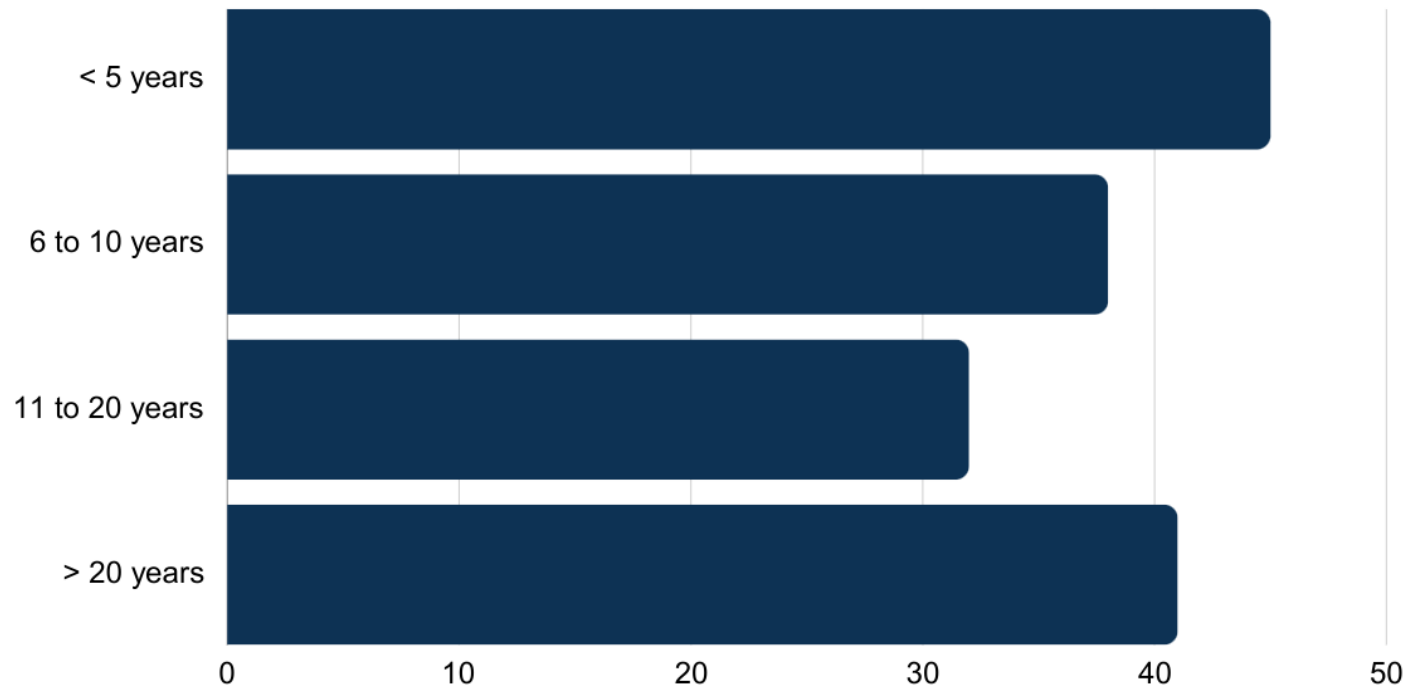


# In which state is your floral business located?

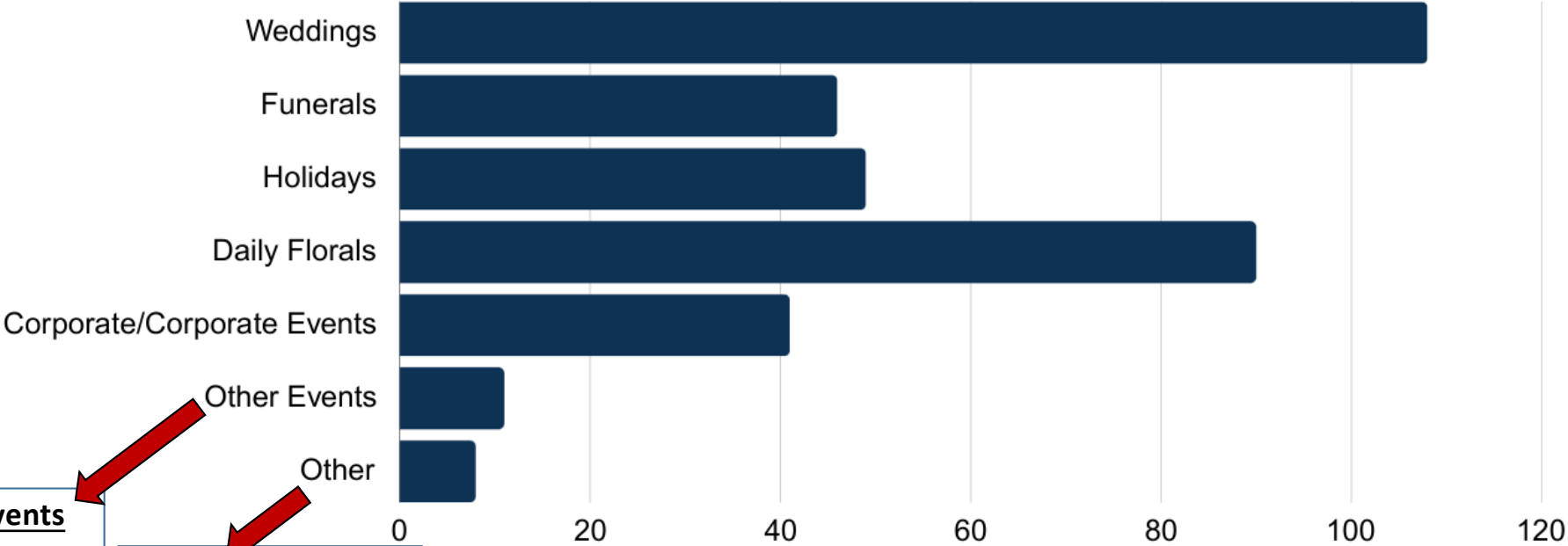


**Other**  
Covering multiple  
Intermountain states

# How many years have you operated a floral business?



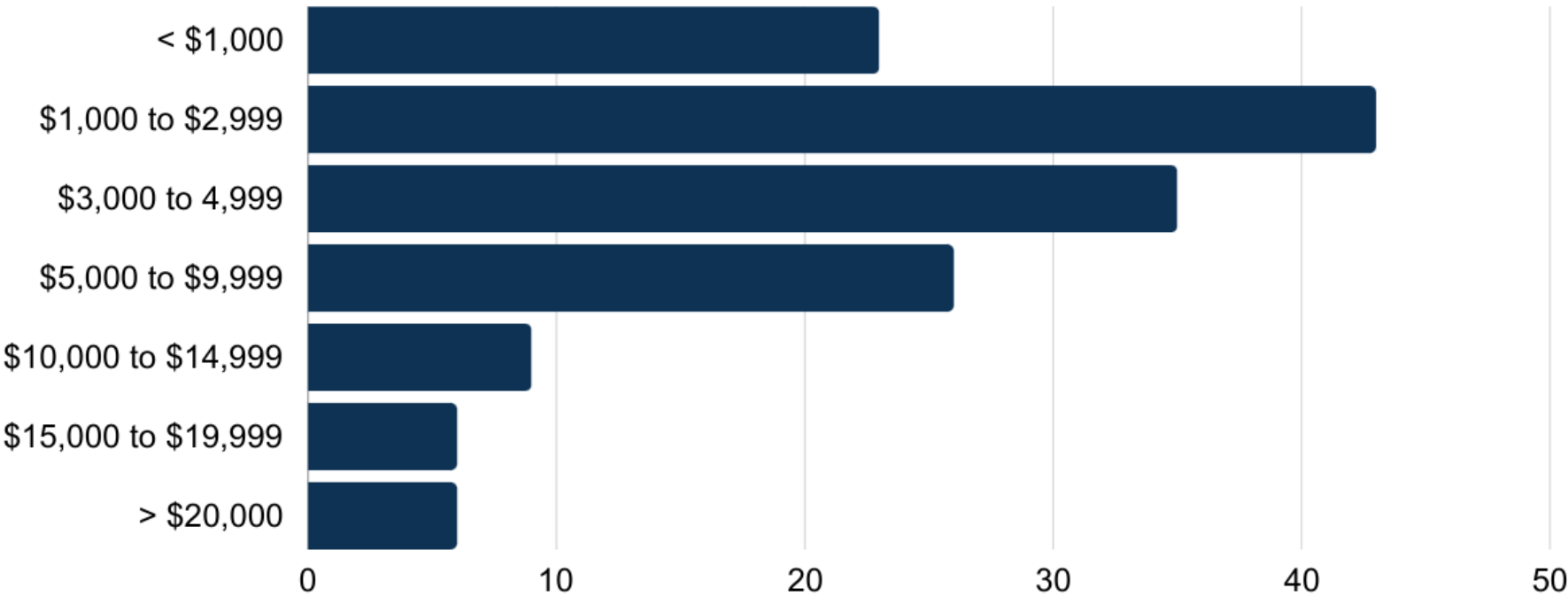
# Which of the following best describes your primary clientele? (Select the top two)



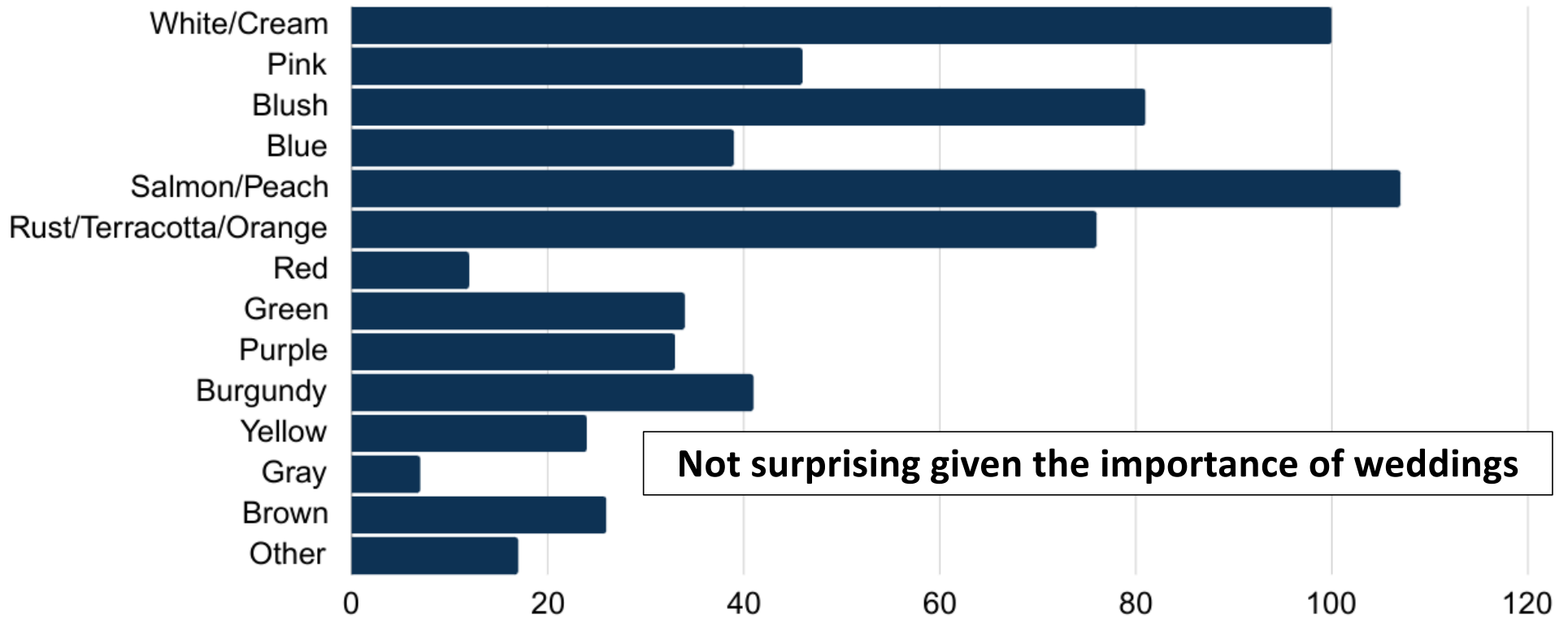
- Other Events**
- Birthdays
- Dances
- Showers
- Workshops
- Local events

- Other**
- Private homes
- Hotels & casinos
- Silk arrangements
- Brand installations

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



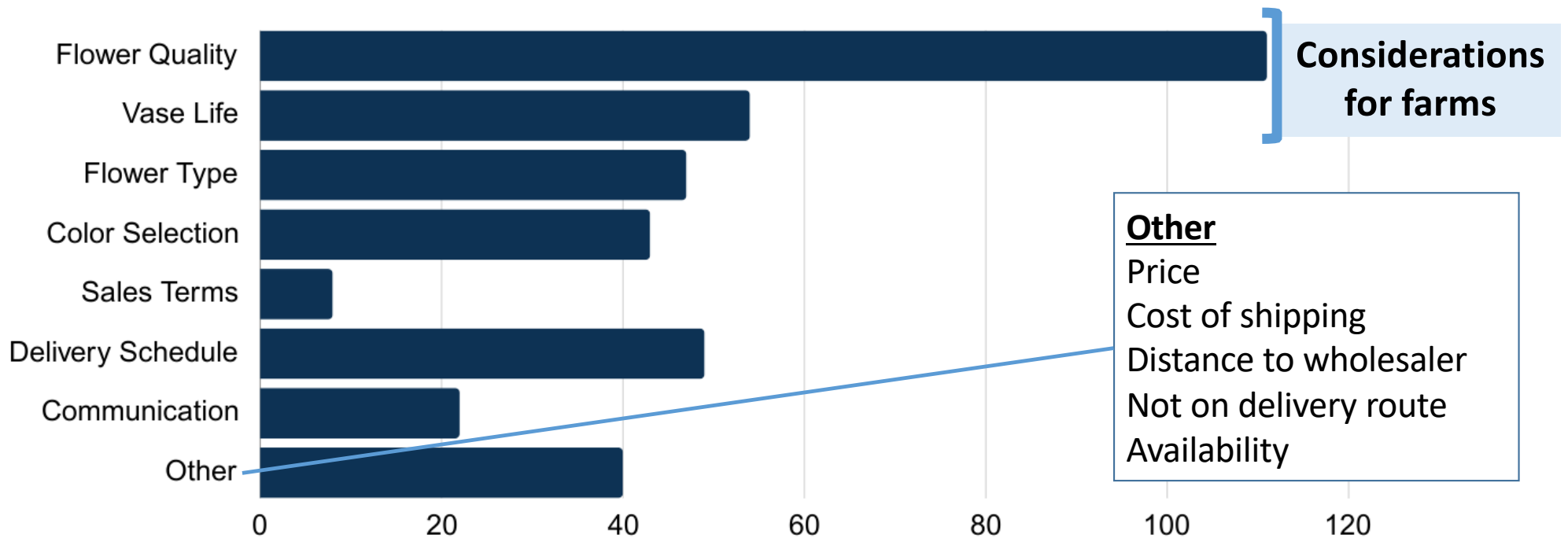
## What color trends are you seeing for YOUR business next year? (Select the top three)



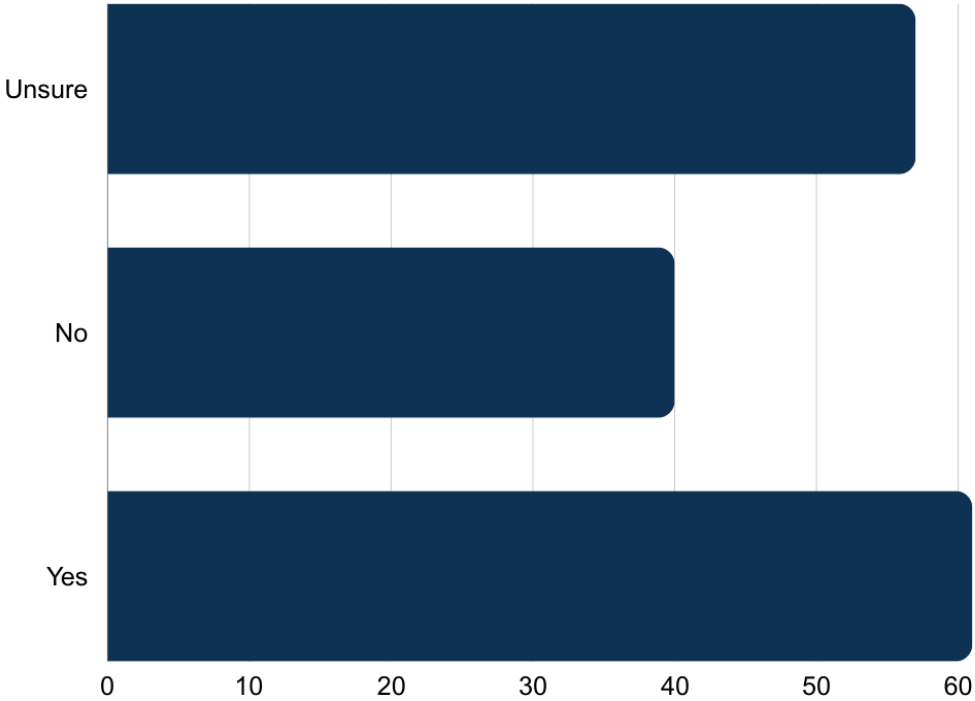
Not surprising given the importance of weddings



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



# Do you feel your flower sales will increase next year?



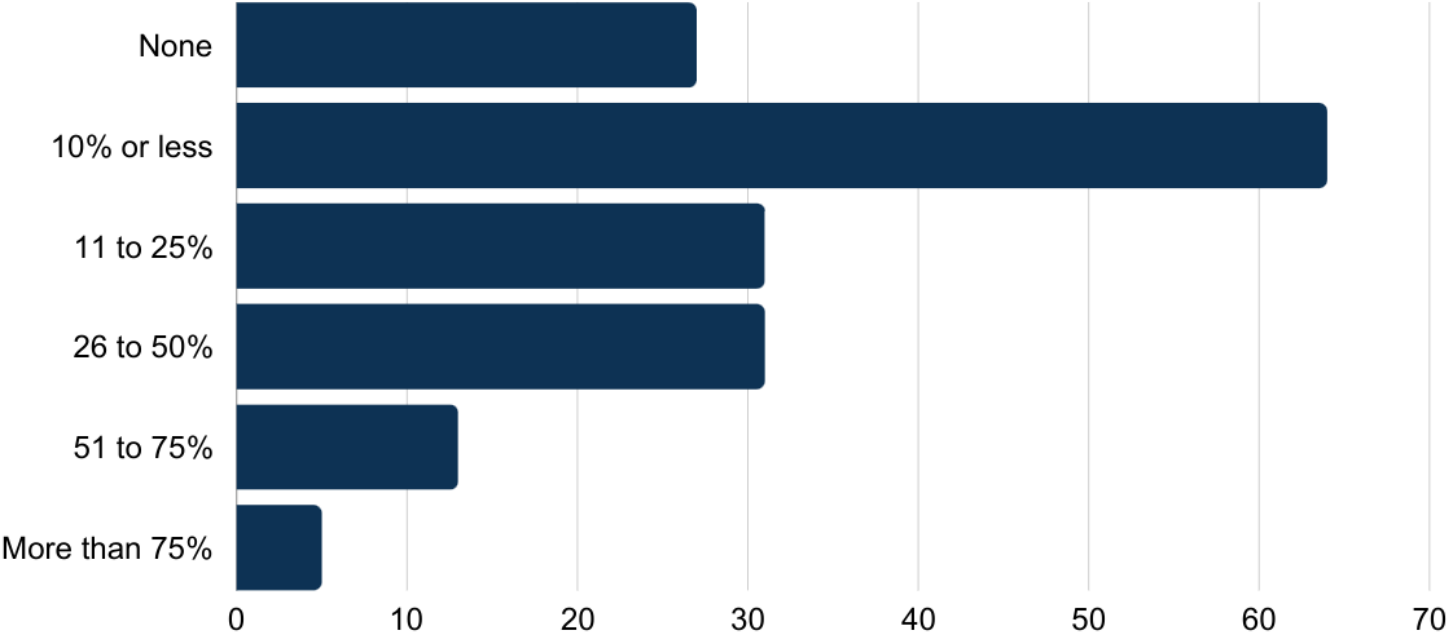


## Local Sourcing Preferences

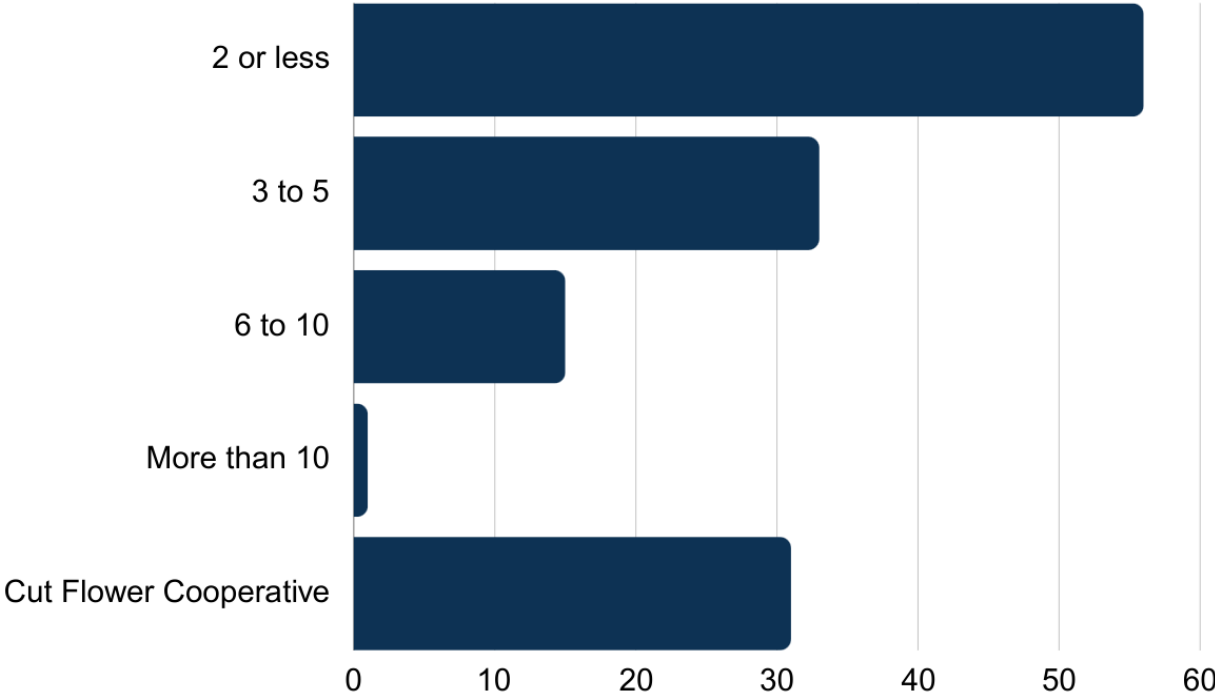
- Strong interest in sourcing from local growers
  - Would like to source 15-50% of total flowers locally
- Florists identified benefits to sourcing locally
  - Supporting local economy
  - Unique selection
  - Vase life
- Florists willing to pay premiums for local flowers!
  - Strong preferences for premiums from 6-20%



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

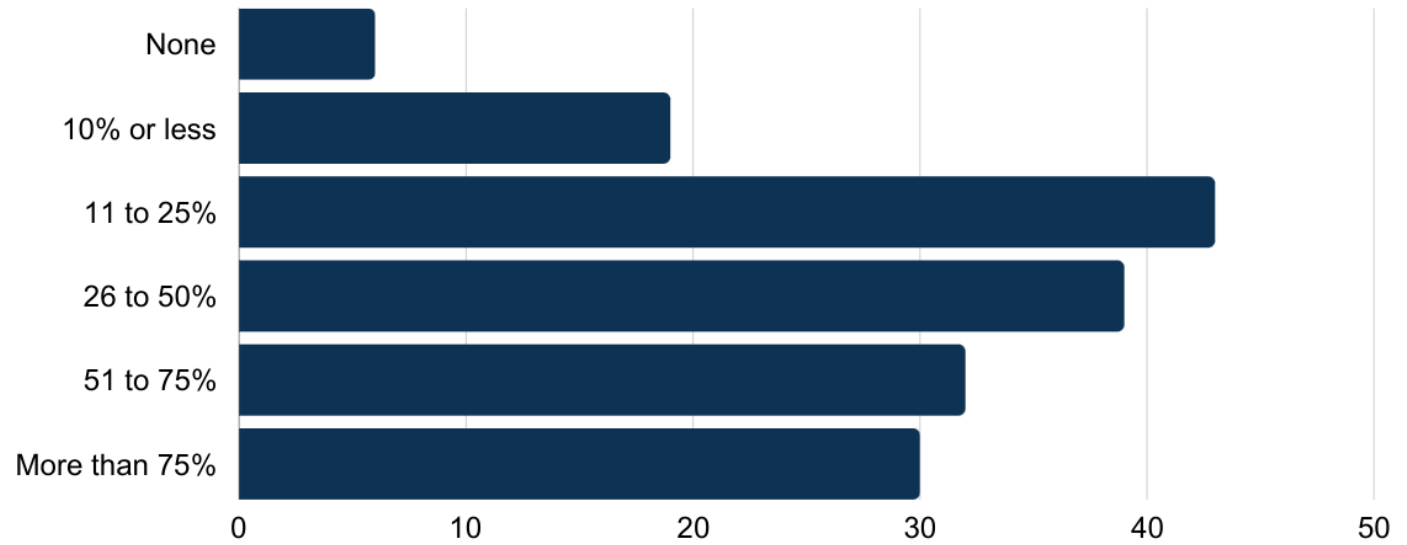


# If you sourced flowers locally this year, from approximately how many growers/farmers did you source?



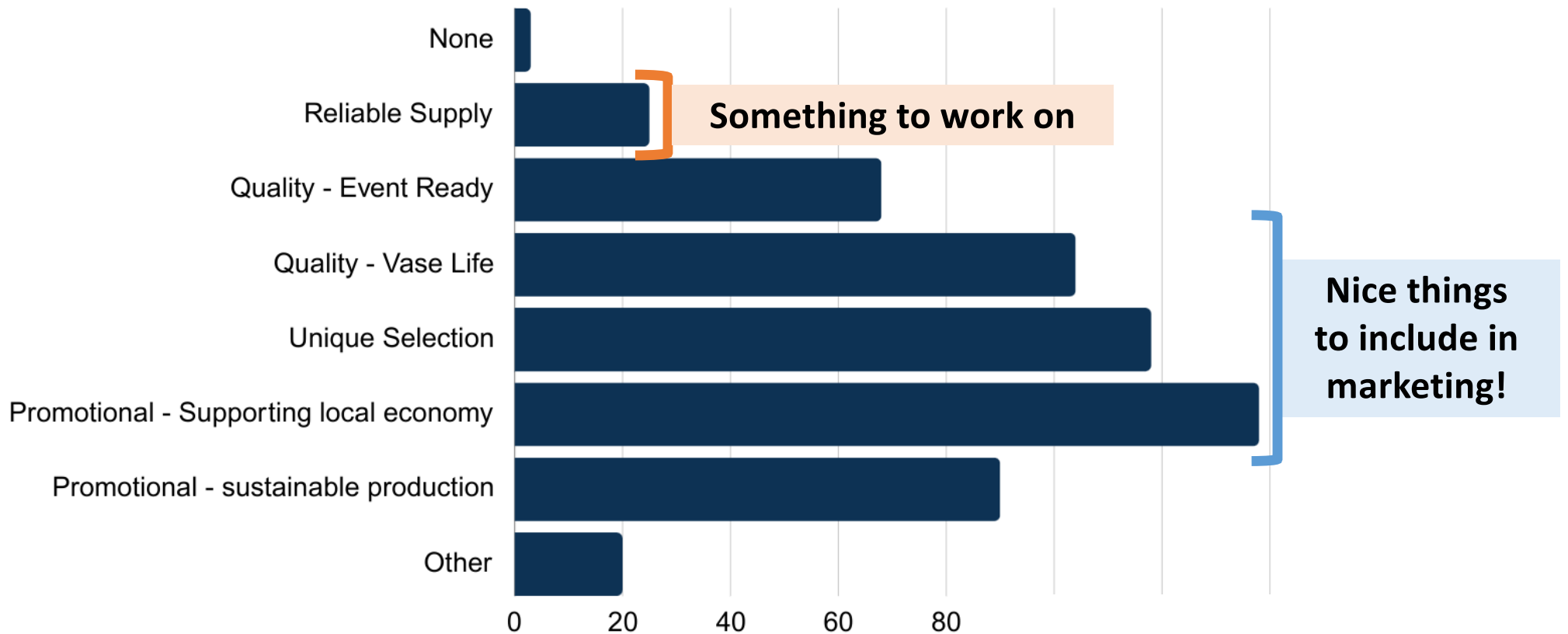


## Next year, what % of your flowers would you like to source locally?

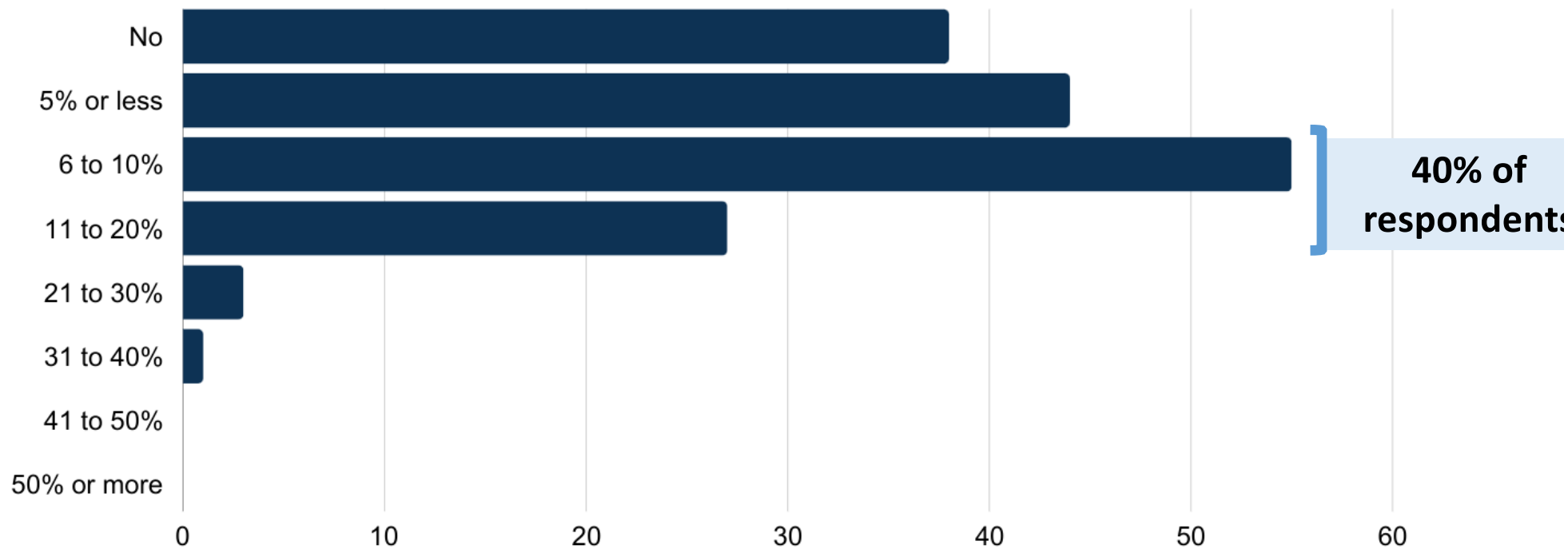


**Even with the rapid growth in farms, there is still a lot of room in the market, especially as awareness of local flowers increases**

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

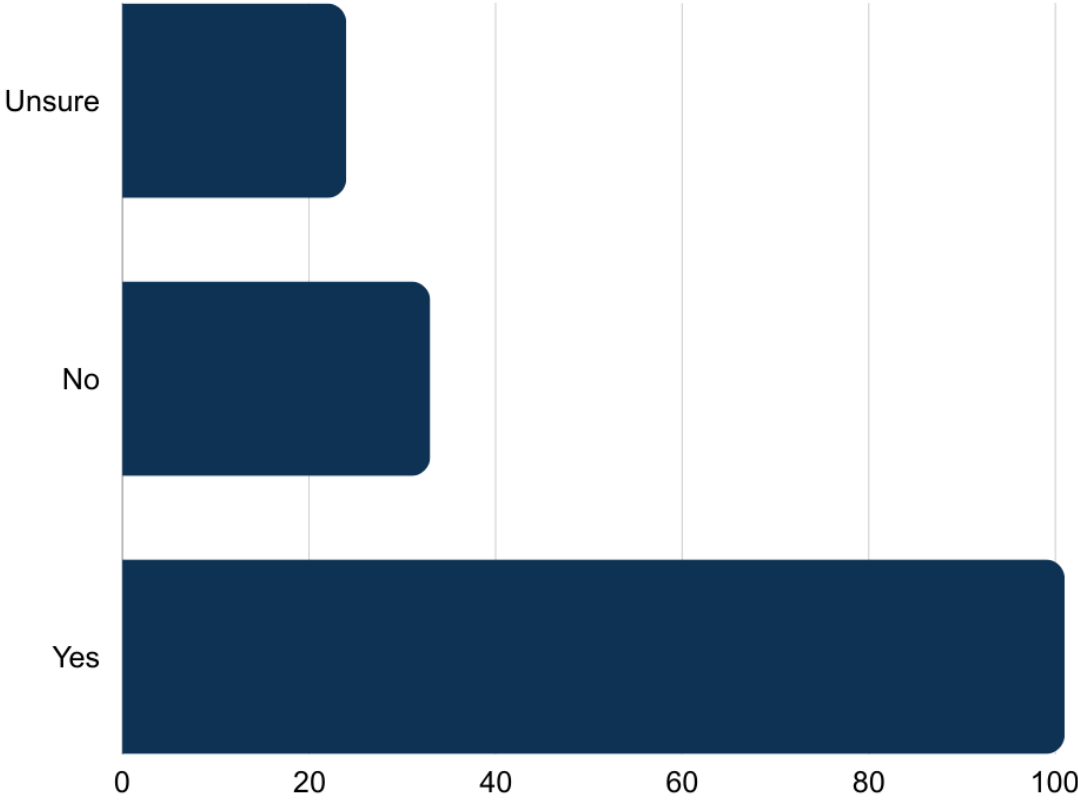


# Would you be willing to pay more for locally sourced cut flowers? If so, what percentage over wholesale pricing?





# Has the availability of local flowers benefited your floral business?





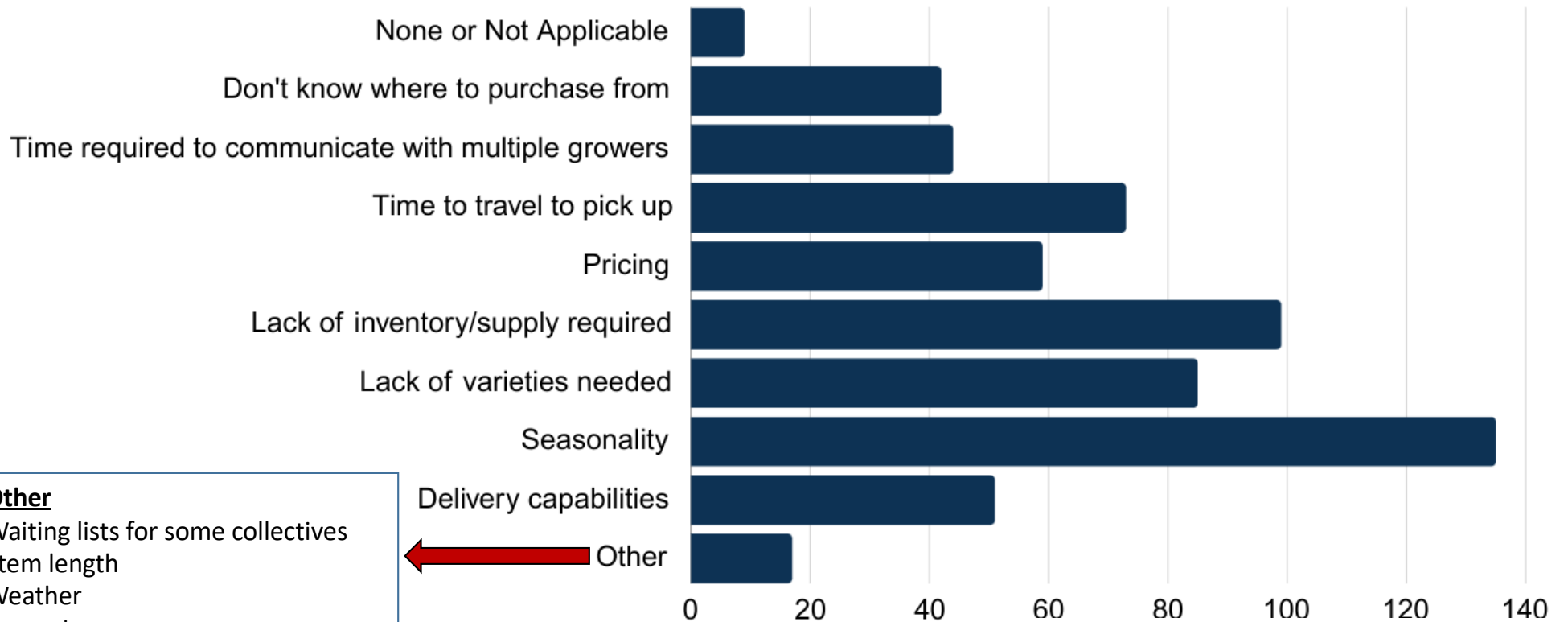
# Hurdles to Local Sourcing

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- Major hurdles to local sourcing
  - Lack of inventory/supply (availability, quantities)
    - Especially seasonally
  - Lack of varieties needed (types)
  - Price
- Also, lack of knowledge of who to buy from or limited availability near floral shops
- Quantity requirements (weekly)
  - 2-5 bunches per flower – Most common
  - 6-10 bunches per flower – 2nd most common
- Require only 1 or 2 deliveries a week



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

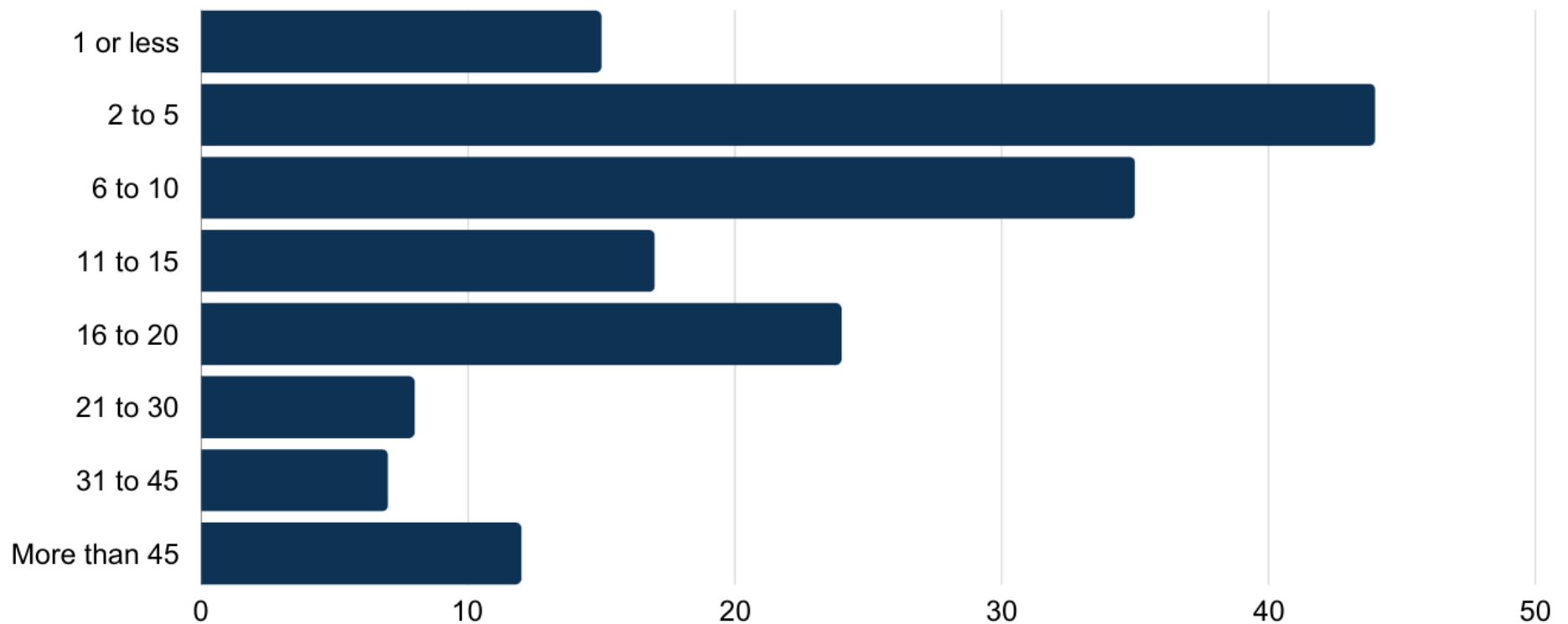


## Other

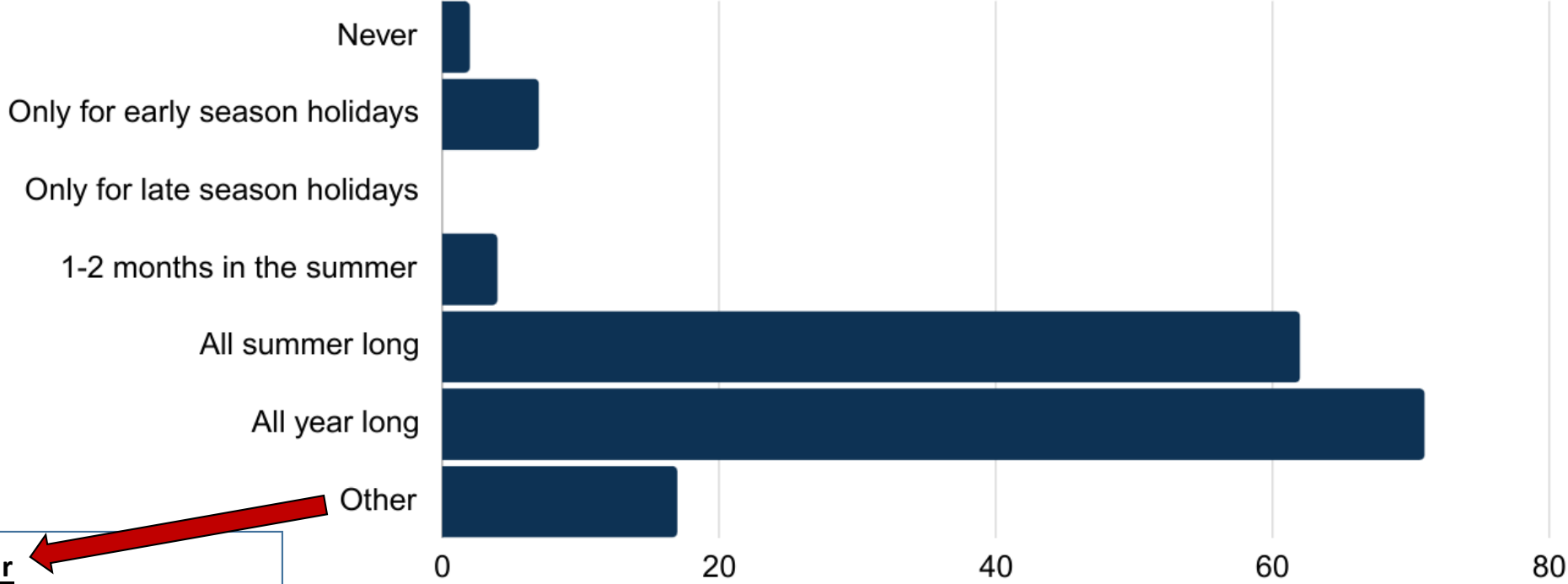
- Waiting lists for some collectives
- Stem length
- Weather
- Pre-order systems
- Not knowing availability in advance

← Other

# 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?



# What time of year are you most likely to need cut flowers from a local grower?

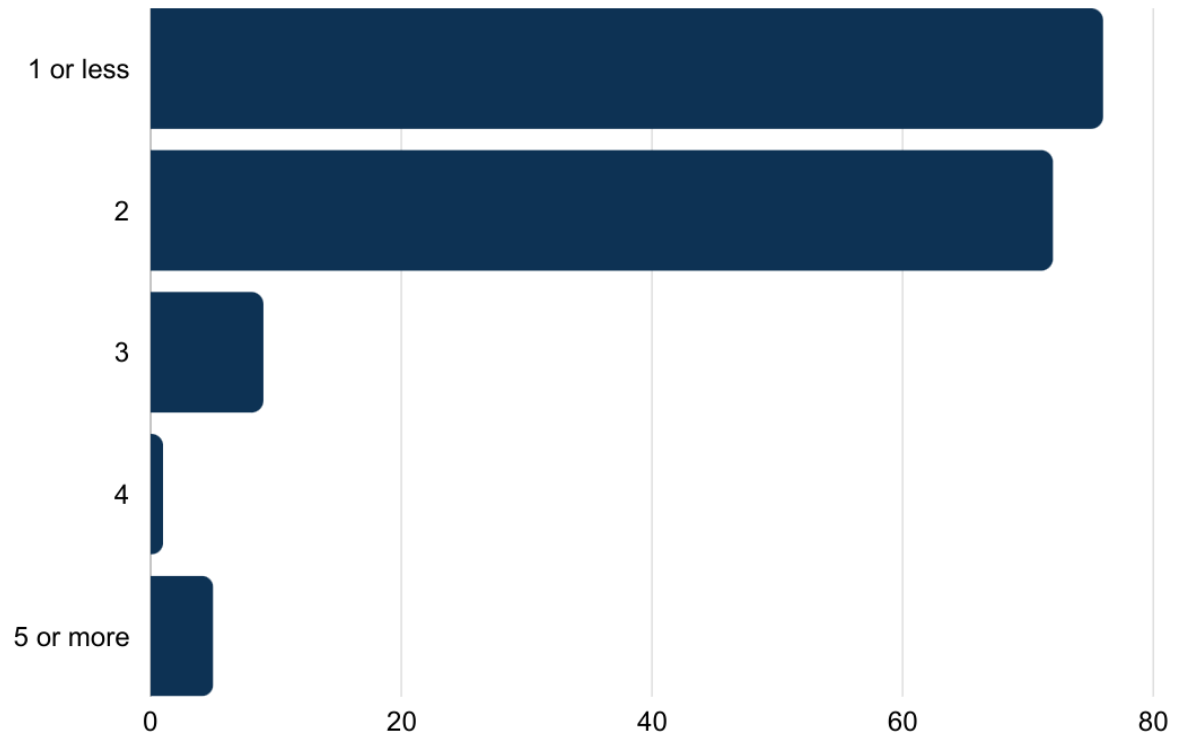


**Other**  
Wedding season  
Spring through fall  
Depends on availability

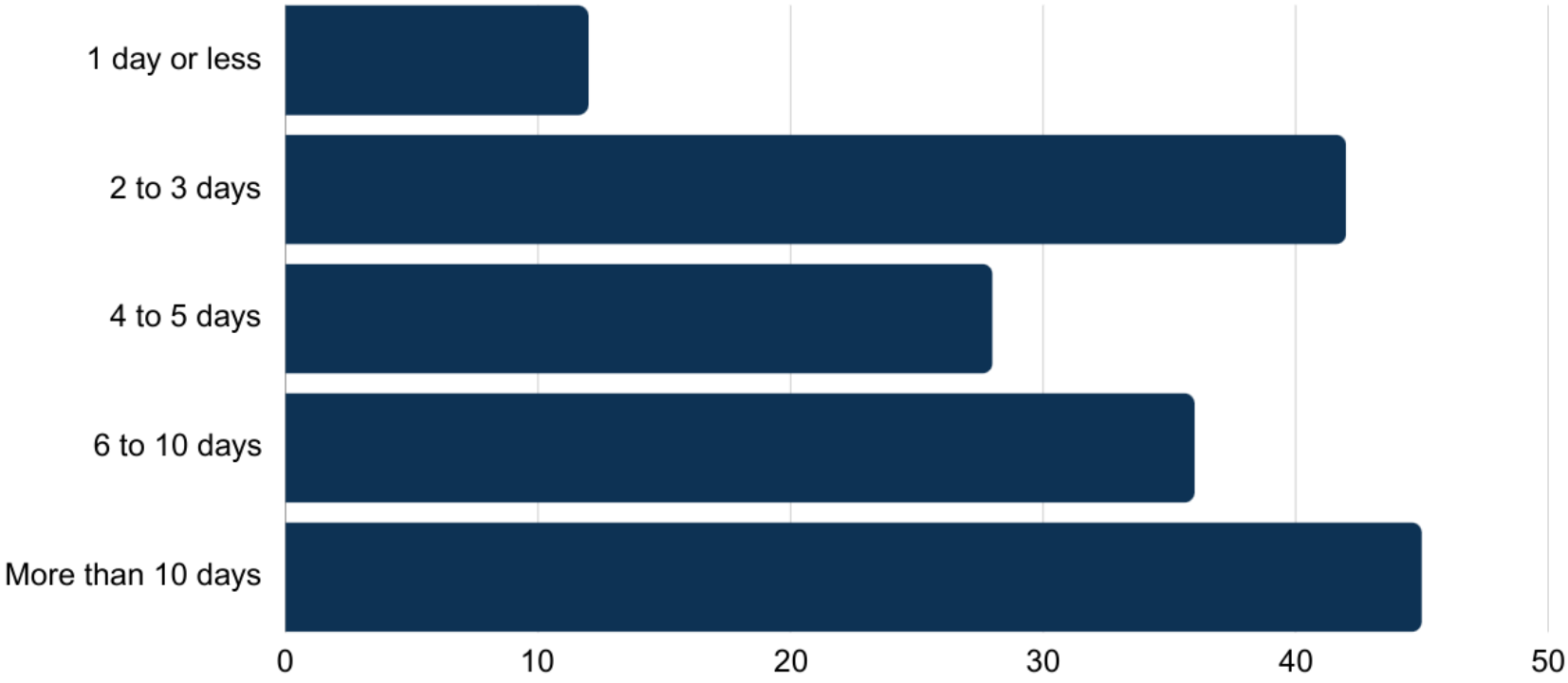


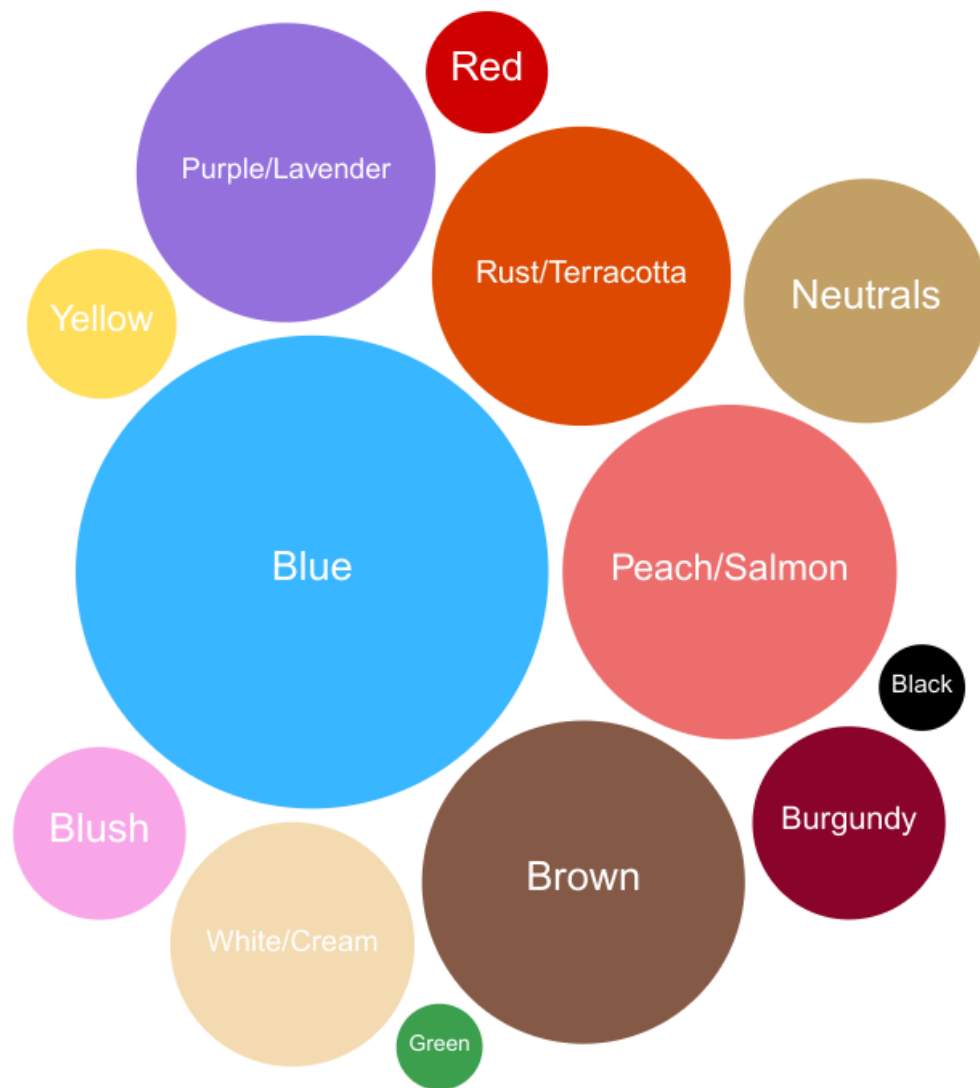


## How many flower deliveries would you need weekly from a local grower or farmer?



# How much lead time/advance notice would you need from a local grower in terms of their cut flower availability?





## What colors are difficult to obtain wholesale?





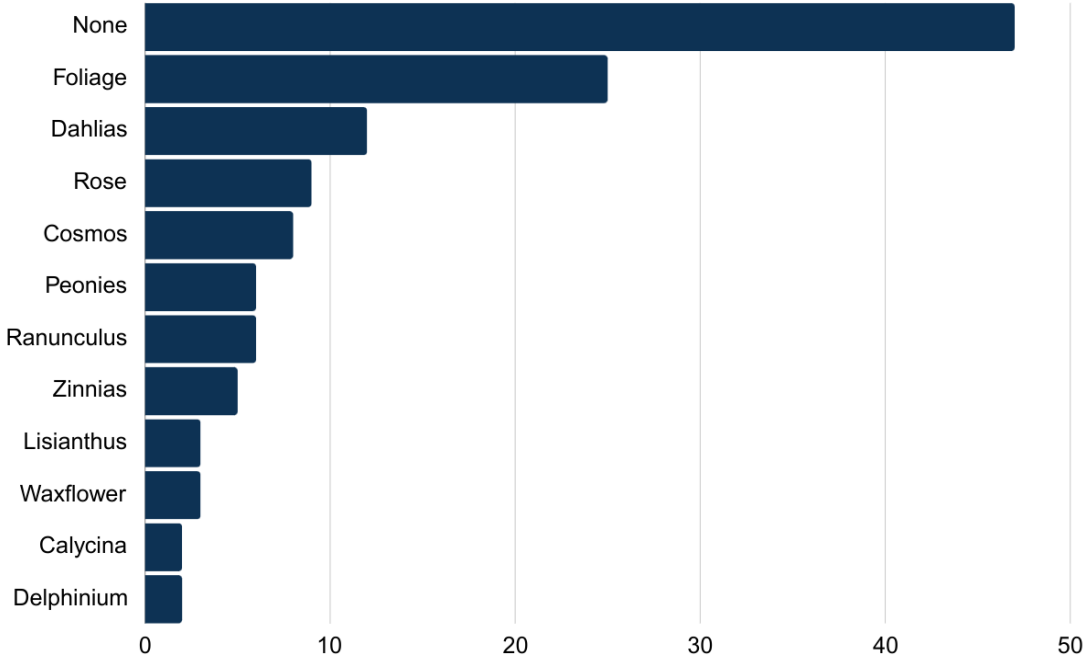


**What dried flower colors would be most useful to you?**

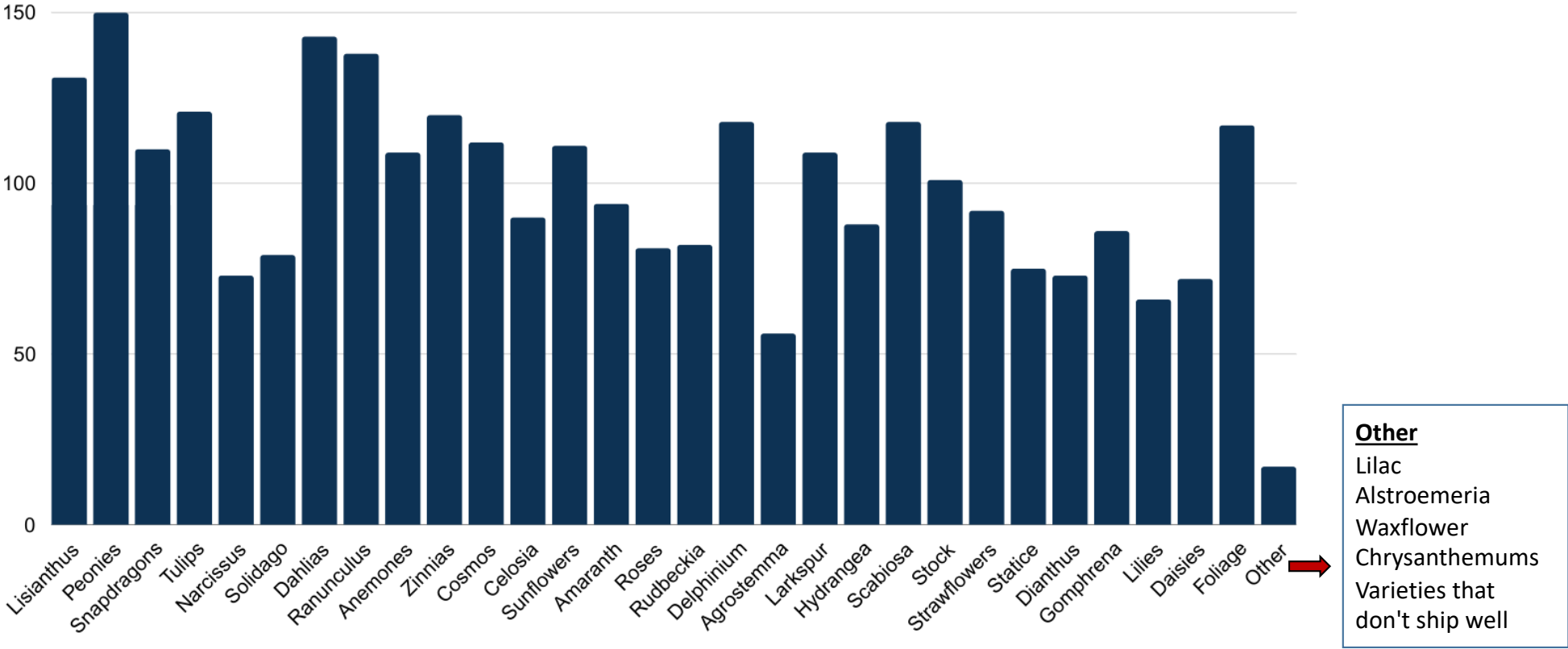
# Is there a flower variety that you use in more than 50% of your designs that is difficult to obtain from wholesalers?



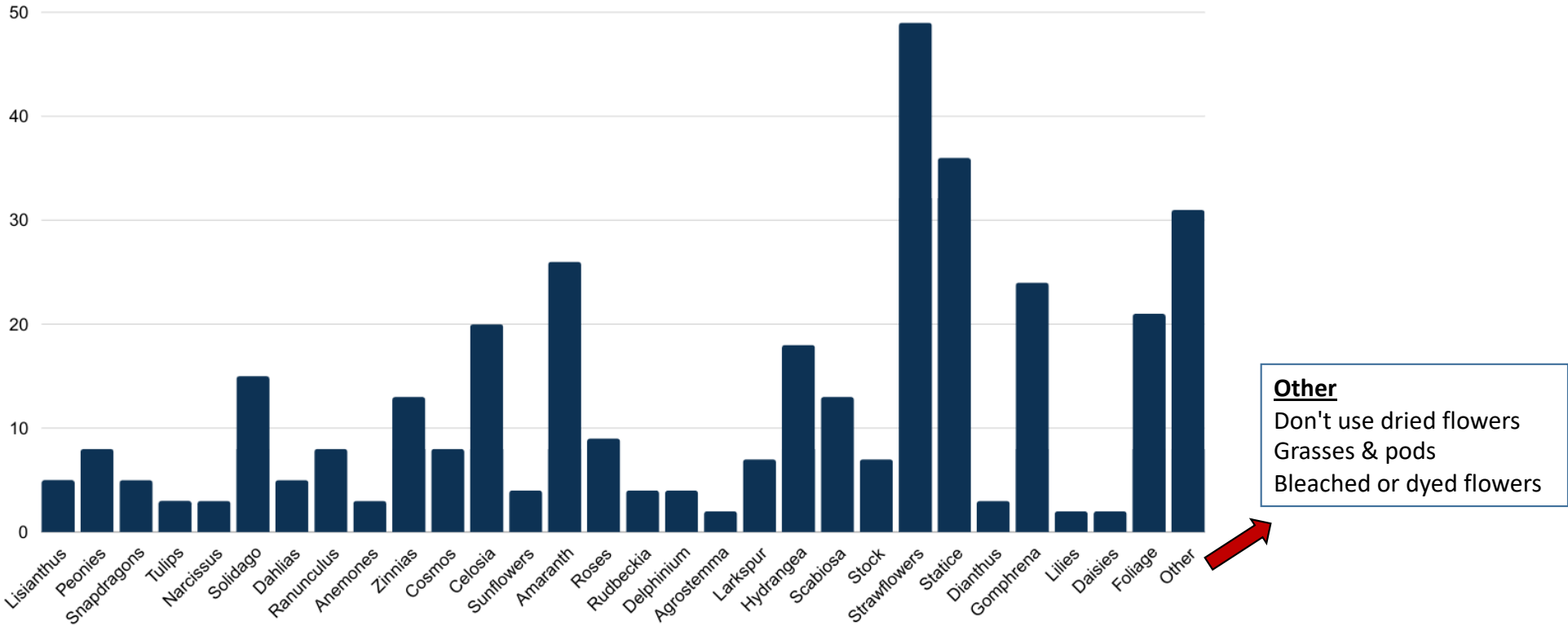
**Crops to consider/prioritize**



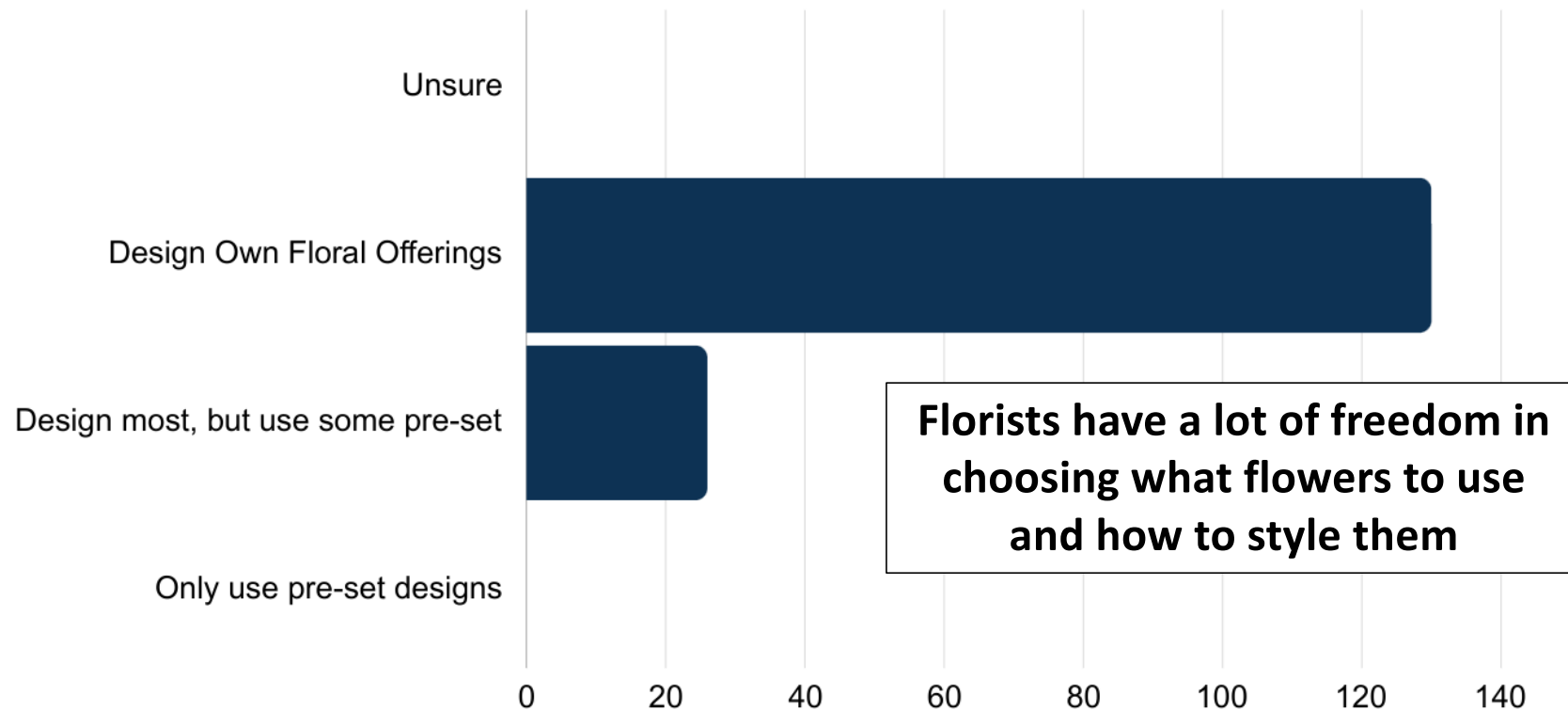
# What flower types or varieties would you prefer from a local grower?



# What dried flower types or varieties would you prefer from a local grower?



# Do you create your own floral designs, or do you normally follow pre-set/prescribed designs?



## **Do you have any final tips or suggestions for cut flower growers looking to serve the florist market?**

- Florists want things to be easy: easy ordering systems, easy pick up or delivery, etc.
  - Communication is important & knowing what is available
    - Weekly newsletters on availability or pictures on website
    - Some florists prefer a forecast of availability at the start of the season
    - Let them know if availability changes
  - Some florists wanted prices closer to wholesale
    - Don't undercut florists when selling direct to consumers
  - In terms of what varieties to grow, some florists wanted unique things and others bulk in your best varieties
    - Cooperatives may be useful for growers who can't independently meet florists' volume needs
  - Florists need flowers through as much of the year as possible
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# Summary

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- Local cut flowers are growing in popularity with florists as awareness increases
- Florists can be sensitive to price, but appreciate quality and recognize benefits of local cut flowers
- Know your florist
  - Use the off season to learn about their clientele and potential challenges with current suppliers
- Barriers to work on:
  - Reliability/seasonality – Season extension options
  - Education – Understand the quality and benefits of local flowers
  - Supply – The right kinds and more of them!





Questions?  
Thank you!



# What colors are difficult to obtain wholesale?

