



Identifying Target Consumers & Pricing for Locally Grown Flowers

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Market Research Study

- Florists in Utah – 2021 and 2022
- Intermountain West Florists – 2024
 - Online survey – 170 valid responses
 - Florist directory available on cut flower marketing website
- Intermountain West Wholesalers (larger companies) – 2024
 - Online survey – 8 of 26 invited completed the survey
- Intermountain West Consumers – 2024
 - Online surveys (2) – 685 valid responses
- Study funded through a USU Extension grant



Consumer Surveys

- Survey conducted via Qualtrics response system – summer/fall 2024
 - 513 respondents from Intermountain states
 - Utah, Nevada, Wyoming, Colorado, Idaho, Montana
- Survey conducted with farmers market consumers - summer/fall 2024
 - 172 respondents from Utah
- Questions related to...
 - Flower/plant purchase habits
 - Attitudes and perceptions
 - Demographics
 - Label knowledge and familiarity
 - Willingness to pay - choice experiment and auction formats



Today's Plan....

- Last year discussed results of the Qualtrics survey of Intermountain West Consumers
 - Preferred cut flower varieties and colors
 - Cut flower purchase frequency, rational, and factors considered
 - Cut flower purchase locations
 - Perceptions and attitudes regarding local and organic
 - Auction pricing results across labeled bouquet products
- Today will discuss pricing and target market for locally grown cut flowers, using combined results from both consumer surveys
 - Including cut flower/plant purchase frequency and spending
 - Label familiarity and purchase frequency
 - Choice experiment and auction pricing results across labeled bouquet products



Flower/Plant Purchasing

Purchase Frequency (Percentage)	Cut Flowers	Potted Plants	Bedding Plants
Never	4.67	12.55	18.69
Once a year or less	25.4	36.93	34.89
Several times a year	47.3	40.44	35.47
Monthly	17.52	8.18	8.18
Weekly	5.11	1.9	2.77

Spending Per Purchase	\$ Value
Cut flowers	\$54.01
Potted plants	\$48.95
Bedded plants	\$67.94



Percentage of total sample, N = 685

Consumer Willingness to Pay

- Respondent willingness to pay for cut flowers
 - One 18-22 stem wrapped bouquet
- Choice experiment and auction methods
- Labels considered
 - Certified Organic
 - Locally Grown
 - Rainforest Alliance Certified



Label Familiarity & Purchase Frequency

Label Familiarity (Percentage)	Certified Organic	Locally Grown	Rainforest Alliance
Not at all	10.51%	3.94%	54.16%
Slightly	25.26%	14.01%	21.75%
Moderately	32.12%	27.59%	12.70%
Very	21.61%	35.77%	7.30%
Extremely	10.51%	18.69%	4.09%

Purchase Frequency (Percentage)	Certified Organic	Locally Grown	Sustainable/Eco-Friendly
Never	17.81%	6.28%	17.81%
Once a year or less	19.42%	12.12%	19.42%
Several times a year	27.59%	33.28%	27.59%
Monthly	18.39%	29.49%	18.39%
Weekly	16.79%	18.83%	16.79%

Percentage of total sample, N = 685



Choice Experiment

- Respondents complete 24 choice tasks
- Choices differ by...
 - Label – Certified organic or not, Locally grown or not, Rainforest Alliance Certified or not
 - Price – 4 prices levels
 - One at 50% discount
 - One at current price
 - One at 50% premium
 - One at 100% premium
- Each choice offers two products and a none option
- Purpose is to elicit the actual value the consumer derives from purchasing the product and thus their WTP – pricing for each labeled product



Sample Choice Task

This choice involves a wrapped (no vase) mixed flower bouquet of 18-22 stems. Which of the following options would you choose based upon the listed price in dollars and the labels indicated?

Option 1 = \$31.99
Rainforest Alliance Certified
Locally Grown



Option 2 = \$15.99
Certified Organic
Locally Grown



None



Choice Task Results – Retail Premiums

<u>Labeled Product</u>	<u>Premium (\$/Bouquet)</u>
Certified Organic	\$4.12
Locally Grown and Certified Organic	\$13.30
Locally Grown	\$11.70
Rainforest Alliance Certified	\$1.72
Certified Organic and Rainforest Alliance Certified	\$8.63
Locally Grown and Rainforest Alliance Certified	\$11.96



Auction Style Bidding

For each cut flower product below, specify the most you would be willing to pay for a 18-22 stem wrapped bouquet. Slide the bar to the appropriate amount between \$0 and \$50.

Remember to make your selection for each flower bouquet (18-22 stem wrapped) as if you were actually facing this choice v

\$ Amount

0

Certified Organic bouquet	<input type="range"/>
Locally-grown and Certified Organic bouquet	<input type="range"/>
Locally-grown bouquet	<input type="range"/>
Non-labeled bouquet	<input type="range"/>
Rainforest Alliance certified bouquet	<input type="range"/>
Certified Organic and Rainforest Alliance certified bouquet	<input type="range"/>
Locally-grown and Rainforest Alliance certified bouquet	<input type="range"/>

- Slide the ruler to their valuation for each labeled product, from \$0 to \$50
- Pricing results tend to be lower than choice experiments
 - Stated WTP rather than estimated
- Respondents asked to select pricing as if in an actual shopping situation



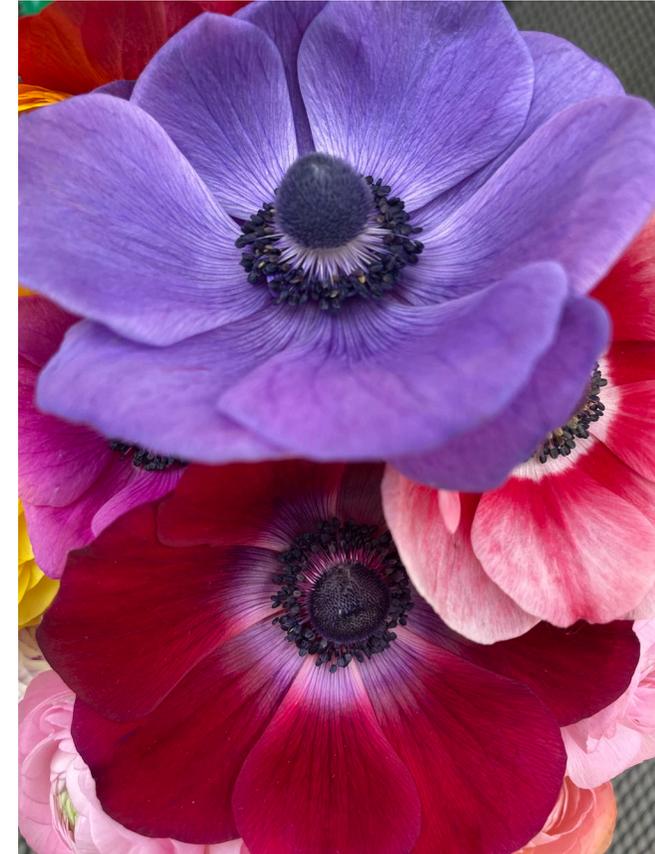
Auction Results – Retail Premiums

<u>Labeled Product</u>	<u>Total Price (\$/Bouquet)</u>	<u>Premium (\$/Bouquet)</u>
Certified Organic	\$23.57	\$5.30
Locally Grown and Certified Organic	\$25.45	\$7.18
Locally Grown	\$23.96	\$5.69
Rainforest Alliance Certified	\$23.48	\$5.21
Certified Organic and Rainforest Alliance Certified	\$24.50	\$6.23
Locally Grown and Rainforest Alliance Certified	\$25.57	\$7.30
Non-labeled	\$18.27	\$0.00



Target Market for Locally Grown Flowers

- Strongest preferences for locally grown cut flowers
 - Full sample separated into five groups by preferences and WTP
- Very high WTP for all labeled flowers, but more for locally grown
- Target market profile – Socio demographics
 - Employed full time
 - High household income (\$150K more more annually)
 - Smaller household size
 - Mid education level – college degree
 - Women
 - Few if any children in household
 - Ages of 18-35 and 55 to 65



Target Market – Flower Purchase Frequency & Expenditures

Purchase Frequency (Percentage)	Full Sample	Target Market
Never	4.67	1.1
Once a year or less	25.4	24.18
Several times a year	47.3	45.05
Monthly	17.52	24.18
Weekly	5.11	5.49

Spending Per Purchase	Full Sample	Target Market	Difference
Cut flowers	\$54.01	\$64.26	\$10.25
Potted plants	\$48.95	\$59.44	\$10.49
Bedded plants	\$67.94	\$86.47	\$18.53

Percentage of total sample, N = 685



- Purchasing cut flowers more often at monthly and weekly rates
- Spending on cut flowers and other plants much higher per purchase



Target Market - Attitudes Toward Locally Grown Flowers

Attitudes toward Locally Grown Flowers	Full Sample	Target Market
Local flowers are fresher than non-local flowers	4.07	4.11
Local flowers smell better than non-local flowers	3.59	3.80
Local flowers are better quality than non-local flowers	3.68	3.81
Local flowers last longer than non-local flowers	3.71	3.88
Local flowers are better for the environment than non-local flowers	3.72	4.00
Local flowers are better for my community than non-local flowers	4.09	4.35
Local flower are too expensive	2.96	2.64
The selection of local flowers isn't good	2.92	2.78
Local flowers are not important to me	2.52	2.27
Local flowers benefit local farmers	4.29	4.51

Scale of 1 to 5, Strongly Disagree to Strongly Agree

-Ratings on all positive statements higher

-Ratings on all negative statements lower



Target Market - Attitudes & Interests in Flowers

Attitude/Interest Statements	Full Sample	Target Market
I have flowers at home	3.85	4.18
I grow my own flowers	3.34	3.67
I often buy flowers for gifts	3.37	3.60
I often buy flowers for myself	2.86	2.96
I enjoy smelling flowers	4.30	4.42
I enjoy food with flowers	3.02	3.13
I enjoy touching flowers	3.76	3.91
Flowers give me a sense of joy	4.29	4.33
Flowers give me a sense of peace	4.23	4.30
Flowers make me feel happy	4.42	4.46
I am interested in new or unique flowers	3.97	4.06
I am interested in uniquely colored flowers	4.11	4.26
I would buy more flowers if provided a longevity/vase life guarantee	3.76	3.82
I understand how to care for fresh cut flowers	3.86	4.17
I know where to purchase locally-grown flowers	3.55	4.06
I know where to purchase certified organic flowers	2.88	3.09



Scale of 1 to 5, Strongly Disagree to Strongly Agree
Target market rating higher for each

Overall Results

- Consumer willingness to pay strongest for locally grown flowers
 - \$11.70 premium per 18-22 stem bouquet
- Distinct target market
 - Target market consumers were more likely to be women, employed full-time, have household incomes above \$150,000, hold a college degree, and fall within the 18–35 or 55–65 age ranges
- Higher cut flower purchase frequency among target consumers
- Greater spending per cut flower purchase
- More favorable attitudes toward locally grown flowers and flowers in general





Recommendations

- **Emphasize “locally grown” in branding and labeling**
 - Local origin generated the strongest consumer preferences and highest willingness to pay, making it one of the most valuable marketing messages.
- **Target higher-income, frequent buyers**
 - Focus marketing efforts on consumers with higher household incomes, full-time employment, and college education—especially women—who purchase flowers more frequently and spend more per purchase.
- **Use premium pricing strategies**
 - Many consumers are willing to pay price premiums for locally grown flowers, so growers should avoid competing on low price and instead price to reflect quality and local value.
- **Prioritize direct-to-consumer channels**
 - Farmers markets, farm stands, subscriptions, and other direct sales can help growers capture higher margins and connect with consumers who already value local flowers.
- **Encourage repeat purchases through subscriptions or regular offerings**
 - Since target consumers buy flowers monthly or weekly, subscription programs or loyalty incentives can increase revenue.
- **Promote quality, freshness, and local impact**
 - Marketing messages should highlight freshness, support for local farms, and community benefits, as target consumers already have strong positive attitudes toward locally grown flowers.



USU Cut Flower Production/Marketing Resources

- Cut Flower Marketing – Factsheets, presentations, florist directory...
 - <https://extension.usu.edu/apec/cut-flower-marketing>
- Cut Flower Production and Budgets – Factsheets, budgets, etc....
 - <https://www.smallfarmlab.com>



Marketing Website – Fact Sheets

Cut Flower Marketing

Extension Fact Sheets



June 6, 2025

Utah Farmers Market Consumer Preferences for Local Cut Flowers

This fact sheet from Utah State University's 2024 study on consumer preferences for locally sourced cut flowers in northern Utah farmers markets shows a high interest in locally sourced, high-quality flowers.



August 14, 2024

Intermountain West Florist Local Cut Flower Sourcing Preferences

Americans purchase 10 billion dollars annually (Tegethoff, 2022) of cut flowers in the U.S. are grown internationally, such as Ecuador, Columbia, and Kenya.



August 14, 2024

Intermountain West Wholesale Cut Flower Buyer Market Assessment

This fact sheet discusses the results of a 2024 survey of wholesale flower buyers in the Intermountain West. The study was intended to provide pertinent information on wholesale flower buying preferences and market trends.

Fact sheets currently available

- Utah Farmers Market Consumer Preferences for Local Cut Flowers
- Intermountain West Florist Local Cut Flower Sourcing Preferences
- Intermountain West Florist Market Overview and Outlook
- Intermountain West Wholesale Cut Flower Buyer Market Analysis
- An Overview of the Cut Flower Industry
- Cut Flower Markets and Marketing in the Intermountain West
- Understanding Cut Flower Consumers
- Utah Florist Preference for Local Cut Flowers

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Forthcoming Fact Sheets

- Intermountain West Consumer Cut Flower Preferences
- Target Consumers for Locally Grown Fresh Cut Flowers
- Consumer Familiarity and Preferences for Specialty Labeled Cut Flowers
- Utah Consumer Preferences for Local Fresh Cut Flowers
- Intermountain West Cut Flower Grower Marketing Needs Assessment Overview





Questions? Thank you

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