

Slow Flowers
SOCIETY



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2024 Year in Review

Presented by Debra Prinzing

Slow Flowers Podcast Episode 696

December 26, 2024





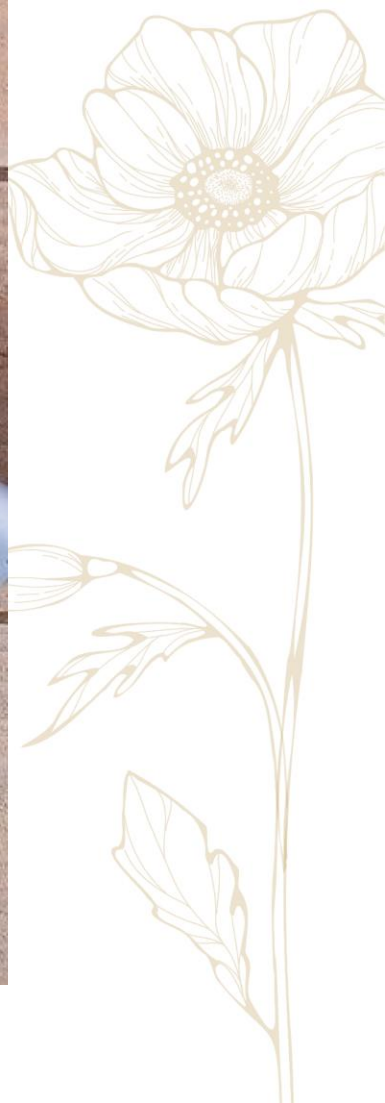
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F L O W E R S**
— *with* —
**D E B R A
P R I N Z I N G**

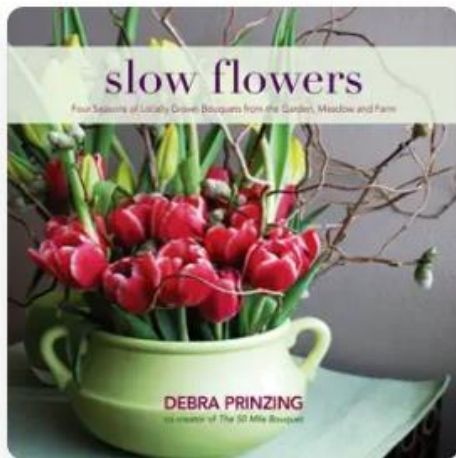


**S L O W
F L O W E R S**

— *with* —

**D E B R A
P R I N Z I N G**





Slow Flowers Podcast

Debra Prinzing

★ 4.6 (182) · HOME & GARDEN · UPDATED BIWEEKLY

The Slow Flowers Podcast is the award-winning, long-running show known as the "Voice of the Slow Flowers Movement." Airing weekly for more than 9 years, we focus on the business of flower farming and **MORE**

▶ Latest Episode

Episodes >

3D AGO

Episode 695 – New Cut Flower Seeds for 2025 + Flower Breeding News with Hillary Alger, Joy Longfellow, and Lindsay Wyatt of Johnny's Selected Seeds

https://youtu.be/9bau3g6_h6A?si=a70BbD2OFYpQmrrW Back by popular demand, we're hosting Johnny's Seeds' floral experts, Joy Longfellow and Hillary Alger, who will introduce some of Johnny's Selected Seeds' 40-plus new flower seed varieties for 2025! Hillary and Joy take us behind the scenes to learn more about the dazzling selections of floral varieties...

DEC 11

Episode 694 – A Conversation with Mary Jo Hoffman on her new book STILL: The Art of Noticing

<https://youtu.be/51sESInFzIY?si=ySgAIO3LNUlppvTd> Every day for more than a decade, Mary Jo Hoffman has made a photograph of found nature – no subject too small or too ordinary. For Mary Jo, a former aeronautical engineer, this daily ritual cracked open profound revelations about the connectedness of all things, the importance of place, and her own life. She joined me to talk about her daily practice that led to more than 4,000 consecutive days of images filled with surprise, play, wonder, and joy as she paid attention to the natural...

DEC 4

Episode 693 – The Wonderful World of Willows with Alana Karam of Willamette Willows

<https://youtu.be/14Tb-BfiW6U?si=-oTJseUbcNEP22uU> It's Willow Week here at the Slow Flowers Podcast and Alana Karam of Willamette Willows is my guest. Learn about the three distinct categories of willow plants and their markets – including cultivars suitable for basketry and woven garden structures, as well as the many varieties of curly willow and pussy willow loved by floral designers. Alana breaks it all down and I for one am wondering why more flower farmers aren't getting into the willow market!?! You'll learn all about the potenti...

NOV 27

Episode 692 – The Art and Business of Pressed Flowers with Ottawa-based Kate Punnett of The August Press

https://youtu.be/mu0JH_Pj4XE?si=Z3BS5eQRfw56DE7N Wondering what's NEXT in your portfolio of floral products and services? Today's topic – the art and business of flower pressing -- promises to inspire you. I'm thrilled to share our recent November Slow Flowers Meet-Up with Kate Punnett, who's based in Ottawa, Ontario, Canada. She is a pressed flower artist dedicated to sustainability and she crafts custom pressed floral art, greeting cards and fine art with botanicals she grows and sources from fellow farmers. Her studio,...





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with Debra Prinzing

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This channel features our weekly Slow Flowers Show, produced and hosted by Debra Prinzing. [...more](#)

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Slow Flowers Show Episode 691V

191 views · 1 month ago



Slow Flowers Show Episode 692V

209 views · 1 month ago



Slow Flowers Show Episode 690V

175 views · 1 month ago



Slow Flowers Show Episode 689V

170 views · 1 month ago



Slow Flowers Show Episode 688V

151 views · 1 month ago

Welcome to 71 NEW MEMBERS in 2024!!





Happy 10th
Anniversary
slowflowers.com



To change the flower sourcing practices of consumers and professionals through outreach and education that highlights the benefits of local, seasonal and domestic floriculture.

To build a movement that promotes cultivation and sales of local, seasonal and sustainable flowers, while nurturing authentic connections between consumers, farmers and florists.

Slow Flowers Society Membership Benefits:
It's all about Education!

Slow Flowers Show: 52 video episodes

Slow Flowers Podcast: 52 audio episodes

Slow Flowers Meet-Ups: 10 monthly sessions

Slow Flowers Newsletters: 12+

Slow Flowers Journal (online): 20 articles,
profiles, Q&As and book reviews

Slow Flowers Journal (digital magazine):
2 free quarterly issues with 112 editorial pages
PLUS . . . *Webinars, Guest Articles, and more
Special Events*





American Flowers Week

JUNE 28 - JULY 4

a project of Slowflowers.com

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American Flowers Week

JUNE 28 - JULY 4

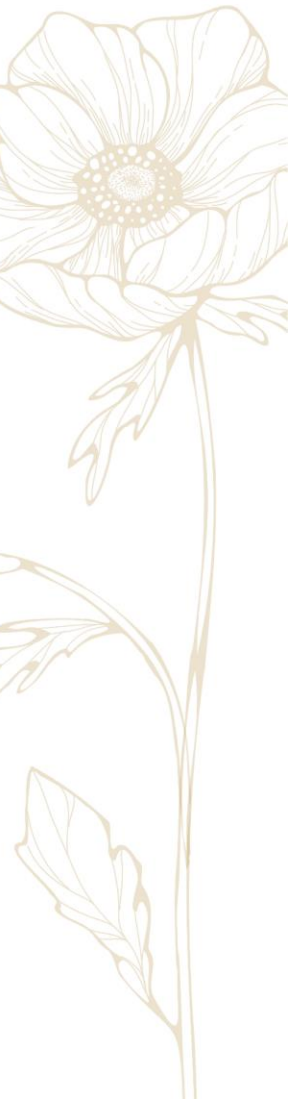
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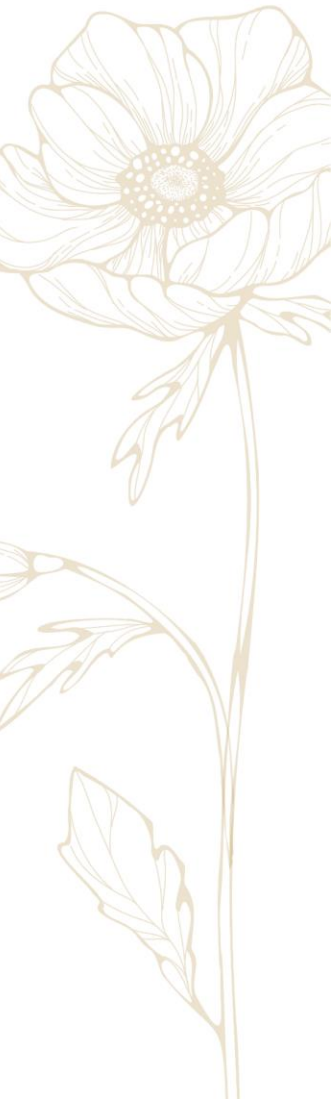












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Journal

AMERICAN FLOWERS WEEK | SUMMER 2024

ALSO IN THIS ISSUE

SITE SPECIFIC
PETRICHOR IN DETROIT

FARM LIFE
IS FROM THE HEART

FLORAL TAKEOVER
LIVING WITH ROSES

GARDEN SURVEY
KEEPING IT LOCAL



BOTANICAL COUTURE



California Dreaming

THE CALIFORNIA POPPY (*ESCHSCHOLZIA CALIFORNICA*), ALSO CALLED golden poppy, has long been depicted by illustrators and artisans who work in pottery, stained glass, surface design, and other media. Poppies often appear in the Art Nouveau style of the early 1900s, entwined with graceful curves and natural forms.

Jenny Diaz was inspired by the work of Art Nouveau painter and illustrator, Alphonse Mucha (1860-1939), known for his illustrations of women with flowing hair, diaphanous gowns, and lots of flowers, including poppies. In planning her fourth floral fashion for American Flowers Week, Jenny turned to Mucha's style, interpreting it for her own.

"His work is whimsical, but feminine and elegant," Jenny explained. "The vibe I wanted was whimsical, but also playful and ethereal." You can just imagine her model looking at home in the California of the 1960s—barefoot and carefree.

Jenny is credited with designing many American Flowers Week and Slow Flowers Society projects—including our original AFW logo in 2016 and two popular coloring sheets, including one depicting all 50 state flowers on a



DESIGN + CONCEPT: Jenny M. Diaz, Jenny M. Diaz Design, [@jennymdiaz](https://www.instagram.com/jennymdiaz)
 PHOTOGRAPHY: Jenny M. Diaz FLOWER SOURCES: CamFlor Inc., Watsonville, California, [camflor.com](https://www.camflor.com) | [@camflorinc](https://www.instagram.com/camflorinc) MODEL: Kara Trukki, [@luckytrukki1](https://www.instagram.com/luckytrukki1)
 VENUE: Shaver Lake, California



Slow Flowers SUMMIT

INQUIRE INFORM INCLUDE INSTIGATE INSPIRE

JUNE 23-25, 2024 | BANFF, ALBERTA

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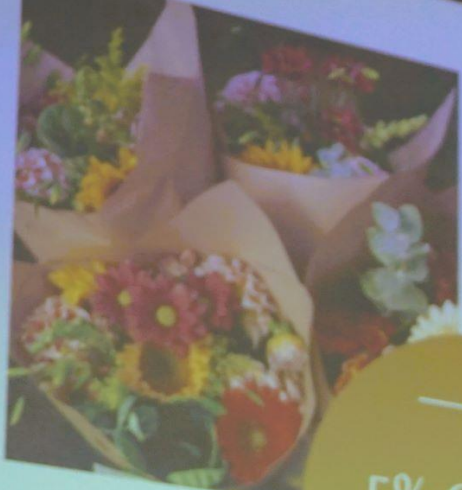




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5% OF OUR SALES

RETAIL PARTNERS/ WHOLESALE BOUQUETS

Reach customers outside of your area

Help to introduce customers in neighboring towns to your flowers and brand

Convenient for customers

Flowers are great impulse purchases for customers who may not come out to your farm regularly

Build strong business relationships

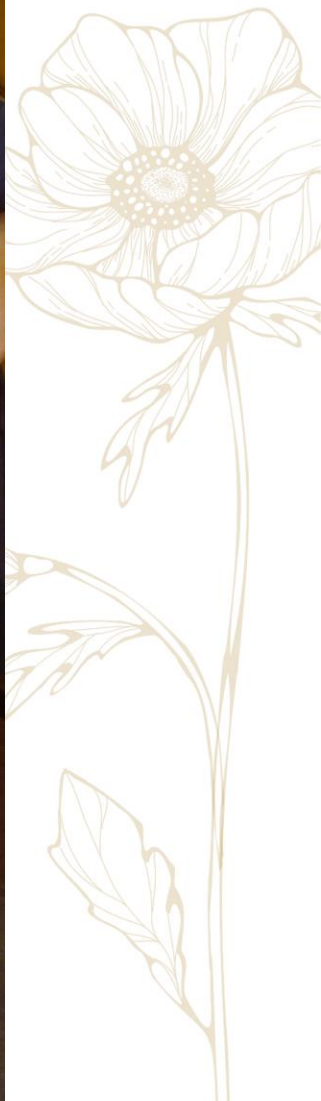
Connect with, and cross promote, other businesses who have customer overlap with your shop customers

Do not offer consignment!
There's no skin in the game for partners. Have your partners purchase your flowers. Have your partners purchase your flowers at a wholesale price.





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“The Slow Flowers Summit has been hugely supportive in both my personal and professional development. These gatherings inspire creativity, build community, and curate highly relevant topics to farmers and florists/designers. I'm so grateful for this community of practice!”

“The opportunity to learn from and connect with leaders in the flower community and meet with like-minded growers across North America was invaluable.”

“It was my first Slow Flower Summit and it did not disappoint. I was energized and inspired by presenters and hands-on experiences! The setting was beyond beautiful. I hope to return next year and beyond!”

“I had a truly magical time at the Slow Flowers Summit. Being surrounded by like-minded individuals who share similar experiences fosters quick bonds, making it hard to say goodbye. The intimate setting allowed for all my questions to be answered and sparked new inspiration. I hope to be back next year!”





Slow Flowers
WORLDWIDE
SUMMIT

JANUARY 9-11, 2025
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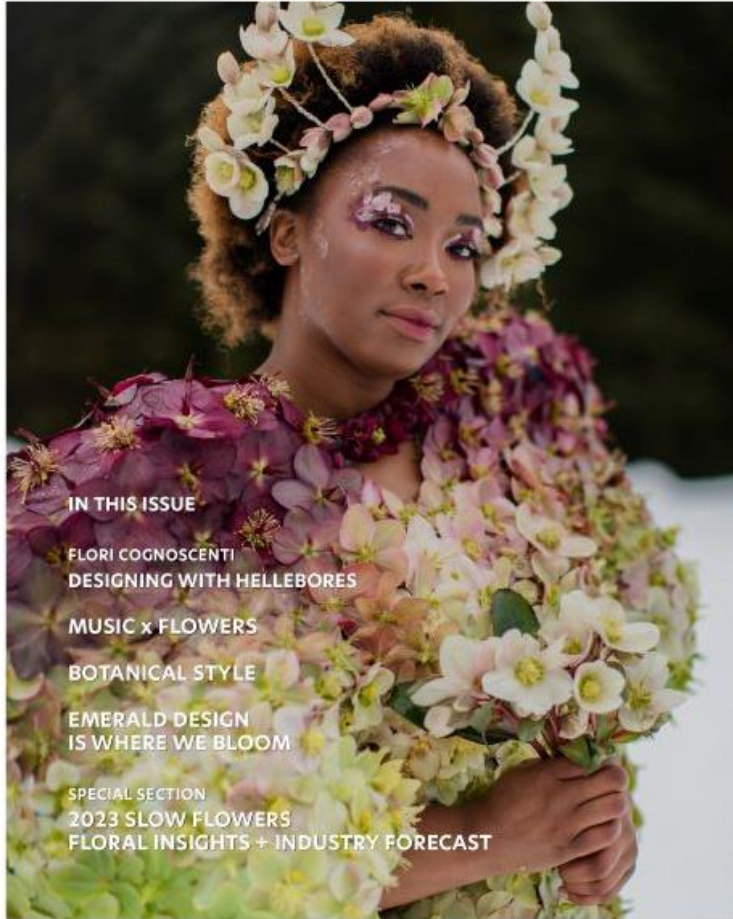
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Journal

INSIGHTS + TRENDS | WINTER 2023



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FLORI COGNOSCENTI
DESIGNING WITH HELLEBORES

MUSIC x FLOWERS

BOTANICAL STYLE

EMERALD DESIGN
IS WHERE WE BLOOM

SPECIAL SECTION
2023 SLOW FLOWERS
FLORAL INSIGHTS + INDUSTRY FORECAST

BOTANY LESSONS

GARDEN COMM

Garden Communicators
International

GOLD

LAUREL

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2024



Inspiration & Advice from Expert Growers

the FLOWER FARMERS



DEBRA PRINZING & ROBIN AVNI

Foreword by Christina Stembel, Farmgirl Flowers

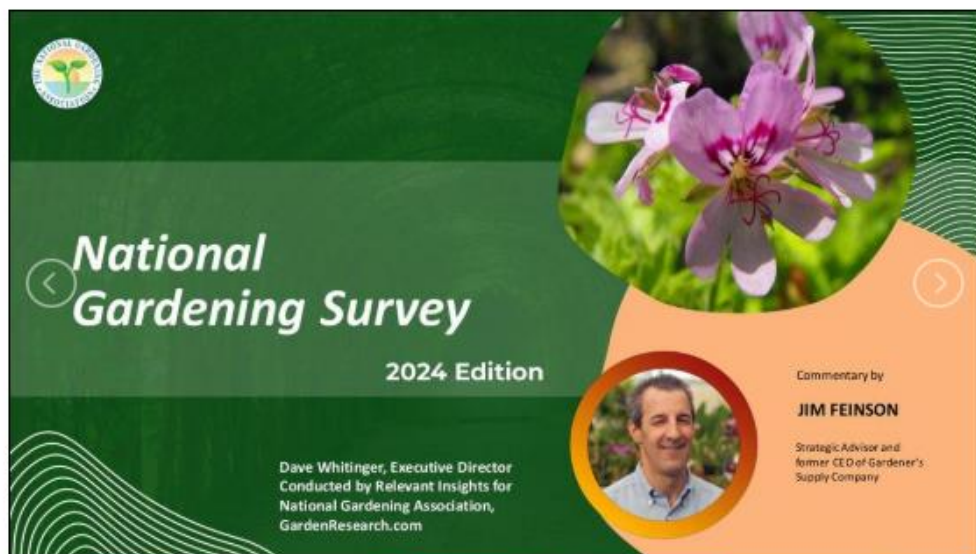
"If you've ever dreamed of being a flower farmer, this joyful book will show you that dreams do come true. *The Flower Farmers* celebrates a rich tapestry of creative and inventive free spirits who have built their lives around the soil, the harvest, and their communities. It's a visual feast and a delightful dose of inspiration."

-- **Amy Stewart**, *New York Times* bestselling author of *Flower Confidential* and *The Drunken Botanist*

Publication Date: May 5, 2025



GARDEN RESEARCH



National Gardening Survey 2024 Edition

To order this product, visit its [product page](#) at our [National Gardening Association store](#).

Published June 14th, 2024 with 316 pages including extensive commentary

The 2024 *National Gardening Survey* is the comprehensive market research report that leaders in the lawn and garden industry count on each year to track the market and help them make strategic marketing decisions. Conducted annually since 1973, the Survey provides in-depth and up-to-date marketing information on industry trends, household participation, consumer profiles, gardeners' attitudes, and retail sales.



**Which of the following describe
the TOP Three Reasons you purchase
locally-grown or American-grown cut
flowers or arrangements?**

66% - Helping family-owned flower farms to
keep jobs in my region

60% - Backing my community's economic
growth

51% - Protecting the floral agriculture industry
in my region

49% - Supporting a diversity of flower choices
and sources in the marketplace

38% - Minimizing the carbon footprint of
moving perishable products like flowers

33% - Preserving rare and valuable flower
varieties

2% - other

2024 National Gardening Survey
& Slow Flowers Society

*Reasons to purchase locally-grown or
American-grown cut flowers and
arrangements





Where were the cut flowers and flower arrangements you purchased in 2023 GROWN?

49% - Local flower farms in my region or state

20% - Flower farms in the United States, outside of my region

40% - Unsure, I don't know where the flowers I purchased were grown

6% - Flower farms in other countries

2024 National Gardening Survey
& Slow Flowers Society
*Sourcing of Cut Flowers and Flower
Arrangements Purchased in 2023



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Gardens

These are the key industry trends we will be embracing in our own backyards – for a sustainable start to the gardening year

Discover the gardening industry ideas that will provide long-term, stylish solutions to your backyard schemes

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BY RACHEL BALL
PUBLISHED 3 DAYS AGO



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An edible flowers "bento box" from Daisy Duke's Flower Farm.



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A behind the scenes chat about the making of Episode 7 of Follow the Blooms.



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The Farm-to-Table Movement Is Coming to Flowers

Rising costs, supply chain snarls and an emphasis on sustainability are driving changes in the cut flower industry. ↗

BY NICK HAWKINS, ASSISTANT WEB PRODUCER @NICKHAWKINSNYC

APR 22, 2024

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She turned an empty L.A. lot into a gorgeous mini flower farm as a 'win-win'



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TRAVEL

The key to better mindfulness may be your public garden

Your local gardens serve as more than a mere showcase of beauty—it can be a sanctuary that offers a deeper connection to the natural world.

By Beverly Hurley | May 06, 2024

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BY NICK HAWKINS, ASSISTANT WEB PRODUCER | @NICKHAWKINSNYC

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CLIMATE SOLUTIONS

How to make picking wedding flowers a little less wasteful

Tulips in spring. Sunflowers in summer. We tell you which flowers are in season throughout the year to help you make more sustainable choices.

By Allyson Chiu

May 18, 2024 at 7:00 a.m. EDT



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The key to better mindfulness may be your public garden

Your local gardens serve as more than a mere showcase of beauty—it can be a sanctuary that offers a deeper connection to the natural world.

By Beverly Hurley | May 09, 2024

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By Allison Chiu

May 18, 2024 at 7:00 a.m. EDT



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...and a ...
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May 18, 2024 at 7:00 a.m. EDT



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May 09, 2024

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THE NEW YORK TIMES, SUNDAY, JUNE 30, 2024

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FIELD NOTES

Find Your Signature Wedding Flower Close to Home

Instead of imported blooms, many couples seek out variety and originality at local farms.

By AMANDA MCCrackEN

When Erin Tobiasz, a childhood friend of Pittsburgh, was planning her September 2022 wedding with Matt Fox, a lawyer, she thought about the goldenrod growing in the fields outside her library where the first story was in the fall.

"It just looks like Pennsylvania," said Ms. Tobiasz, 35, a youth services manager at C. G. Mather Memorial Library, she decided to include the yellow flowering plant in her bridal bouquet, along with bunches of orange, fringed rose hips, sinuous and Chabaud La France carnations. All were sourced from local flower farmers.

"I had made in Pennsylvania, but my family did not, so it was a neat way to introduce my family to the area that I've been living," said Ms. Tobiasz, who has lived in Pennsylvania for 13 years. Every September when she sees goldenrod, she said, she is reminded of her wedding.

Ms. Tobiasz and Mr. Fox, 36, are among many couples using locally grown flowers for their weddings. Local growers offer brides and grooms a more sustainable option over imported flowers, often without the use of pesticides or harmful pesticides, while allowing them to personalize their nuptials by matching a season and a location.

"The level of customization that our happy with local flowers is completely different than ordering from, like, Australia, these national and international wholesalers," said Jessica Stewart, a florist and the owner of Blossoms in Pittsburgh, who worked with Ms. Tobiasz and Mr. Fox.

Most florists requesting, say, roses as a wedding centerpiece will often have to order in mass shade and size in bulk. Buying from several small, local farmers offers guests a variety of sizes and shades, creating a more dynamic color palette.

"Pioneers' culture tells couples that luxury comes from replicating a design from someone else's wedding," said Ms. Stewart, 42, a florist in Pittsburgh, who has been in the business for 15 years.

Ms. Stewart suggests So Patch Gardens, a flower farm in the Pittsburgh area, as a source for locally grown flowers. She said, "The specifications for a wedding are not only for your wedding, but for the groom's wedding, too." She said, "The specifications for a wedding are not only for your wedding, but for the groom's wedding, too." She said, "The specifications for a wedding are not only for your wedding, but for the groom's wedding, too."

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Domestic Flower Farmers Strive to Bloom

By Rosamund Larsen
May 20, 2024



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By Beverly Hurley
May 09, 2024

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HOW TO HAVE THE CONVERSATION THAT WILL CHANGE PERCEPTIONS AROUND LOCAL FLOWERS

By Elizabeth Fichter October 3, 2024

Since the pandemic there are hundreds if not thousands of people who have declared that they are now flower farmers. You don't have to be an Instagram camper to have your feed saturated with a multitude of daily posts of people's farmstand flowers or bouquets or to whatever degree they're growing flowers in their backyard, side lot, rented lot or have embarked on a larger scale commercial production.

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Domestic Flower Farmers Strive to Bloom

By Rosamund Larsen May 29, 2024

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Domestic Flower Farmers Strive to Bloom

Rosamund Lannin, Ambrook Research | October 10, 2024



Domestic Flower Farmers Strive to Bloom

Although flower farming can seem dreamy, something out of the romantasy novels Dillon reads in the spare hours between multiple jobs and co-parenting their toddler Imogene, the reality is that flowers alone cannot sustain their modest lifestyle. Sales of cut flowers in Indiana totaled \$461,000 last year, about 15% of what the CEO of 1-800-FLOWERS earns annually — an extremely slim slice of that is the Dillons.

To read the rest of the story, please go to: [Ambrook Research](#)

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These are the 2024 floral design trends industry pros predict we will be seeing more of in the new year

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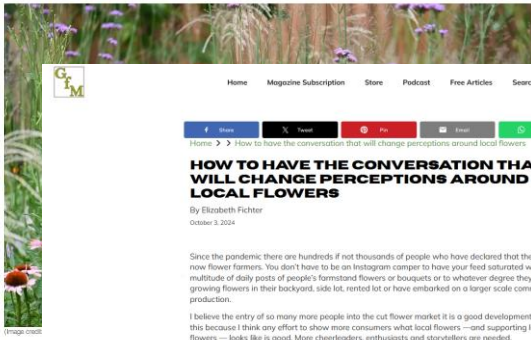
By Rosamund Lannin
Sep 25, 2024

Domestic Flower Farmers Strive to Bloom



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Domestic Flower Farmers Strive to Bloom

By Rosamund Lannin, Ambrook Research | Floral | October 10, 2024



As summer turns to fall, Lauren Catey Dillon is thinking about love. Specifically, weddings — the small flower farmer rents out her barn for events year-round. This helps support her family through Indiana winters, when the dahlias and the sunflowers slumber under frost. Selling cut flowers to florists is just one part of Dillon and her husband's income. They also create floral designs for events, run DIY flower workshops, sell bulk buckets of flowers, manage CSA subscriptions, and run a farmstand two days a week. In addition to the farm, they both work at nearby Ivy Tech Community College; her husband Jim is an adjunct philosophy professor and a success coach, helping first-generation college students navigate the education system.

Although flower farming can seem dreamy, something out of the romantasy novels Dillon reads in the spare hours between multiple jobs and co-parenting their toddler Imogene, the reality is that flowers alone cannot sustain their modest lifestyle. Sales of cut flowers in Indiana totaled \$461,000 last year, about 15% of what the CEO of 1-800-FLOWERS earns annually — an extremely slim slice of that is the Dillons.

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Ms. Tobias and Mr. Dan, 36, are among many couples using locally grown flowers for their weddings. Local growers offer garden and grow a more sustainable option over imported flowers, often without the use of pesticides or harmful pesticides, while allowing them to personalize their bouquet by marking season and a location.

"The level of customization that can happen with local flower is much higher than ordering from national and international florists," said Jessica Stewart, a florist and business partner with Mr. Tobin from Mont. Florists' region.

Some wholesalers will issue shade and sun several small, even a variety of it, in a more dynamic or "Pinterest" culture. It's common from replanting.



to more distinctive blooms, but the flowers are also likely to be more fragrant. Helen Salda, who grows more than 100 varieties of flowers at Arroyo Flower Farm in Boulder, Colo., said that with many wedding period trees, "a lot of those scents have been bred out of them, so you have that whole sensory dimension that you don't get from the U.S. flower industry." Imports still make up about 90 percent of the U.S. flower supply, according to the USDA. The industry is expected to grow, but it's not clear if you're getting the same quality as you're getting.

Some couples also use locally grown flowers for their weddings. Local growers offer garden and grow a more sustainable option over imported flowers, often without the use of pesticides or harmful pesticides, while allowing them to personalize their bouquet by marking season and a location.

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By Allyson Chiu
May 18, 2024 at 7:00 a.m. EDT



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Domestic Flower Farmers Strive to Bloom

By Rosamund Lannin
Sep 20, 2024

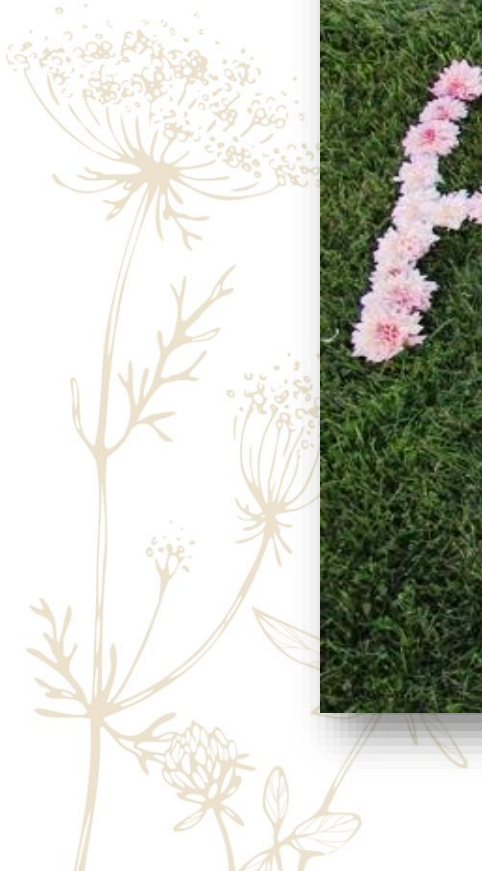


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