



Leading and Reinvesting in the Future of the Floral Industry

CalFlowers leads industry-wide initiatives to promote flowers and grow the floral market throughout the United States, and uses 26% of its revenue to support new or ongoing initiatives to ensure a healthy future for the floral industry, and consumer choice.

The Floral Summit. CalFlowers initiated a “[Floral Summit](#)” in 2014, inviting ten other significant stakeholder floral associations to explore collaborations that would benefit and grow the entire U.S floral market. Since 2014, some Summit members have worked together on such initiatives as encouraging flower giving on Women’s Day, sponsoring [Memorial Day Flowers](#), joining with representatives from other organizations to commission joint industry research, and developing powerful advertising campaigns to be used by industry members to increase demand for fresh flowers.



2018-19 \$1000 Scholarship
Recipient Roamie Thatcher

College Scholarships. To encourage and support careers in the floral industry, we offer a floriculture scholarship every year to an undergraduate student attending an accredited California college or university, or an undergraduate California resident attending an accredited college or university elsewhere in the U.S.. Recipients must have a desire to work in the California floriculture industry after graduation.



Fun ‘N Sun California Floral Event. We host a large biennial floral event in California, celebrating and featuring California flowers and flowers from other regions of the country. Professional education sessions and flower farm tours are included. Visit our [Fun ‘N Sun event page](#) to learn more about our biennial event taking place July 24-27, 2019.



Grants to State Floral Associations. We also provide funds to industry participants who provide education in the form of scholarships, internships, teacher training and support, horticulture research, and other initiatives. To date, CalFlowers has supported the California State Floral Association, the Texas State Floral Association (left photo) the Illinois State Florists Association, and the Michigan Floral Association.

Memorial Day Flowers. CalFlowers has sponsored Memorial Day Flowers since 2015, donating funds and flowers, and arranging



complimentary flower transportation so that volunteers and family members can place a single flower stem on a gravesite at National Cemeteries on Memorial Day. CalFlowers is the coordinator for the Sacramento Valley, San Francisco and Golden Gate National Cemeteries on Memorial Day 2019, and provides support through our grower members at some of the 36 other national cemeteries participating this year. Our CEO also serves on the Memorial Day Flowers Foundation board of directors. We expect to place approximately 400,000 flowers at 40 of the nation's National Cemeteries in 2019.



CalFlowers members meeting with Congressman Jimmy Panetta, March 2019.

Congressional Action Days. CalFlowers has been a sponsor of this industry-wide program, which includes an annual visit to educate Congressional legislators about the issues impacting the U.S. floral industry. This year's top issues include: a) minimum wage; b) immigration; and c) sustained funding for critical industry benchmarking research conducted by the U.S. Department of Agriculture. This year's CalFlowers delegation included six Association leaders.



PBS Series 'Life In Bloom'. CalFlowers is sponsoring a new lifestyle TV series about flower arrangement, design, and instruction, with the aim of educating and inspiring viewers to make flowers a part of their lives. Host J Schwanke is a fourth-generation florist, award-winning author, and well-known floral educator.



Researchers visit Colombia growers before presenting at international floral event.

Significant contributor to pest research. Losses from such pests as Thrips and Botrytis affect all segments of the industry every day. CalFlowers was an early contributor to the collaboration led by the American Floral Endowment to conduct new and innovative research leading to effective control procedures and management strategies. The research will help reduce losses and produce higher quality flowers and plants.

CalFlowers Shipping Programs

CalFlowers offers its members the most comprehensive and affordable shipping programs for transporting floral products through the value chain. Our programs also make it possible for flower growers' customers to receive the same shipping terms and discounts previously reserved only for high volume shippers. The following programs are available to all qualifying members, whether they ship one box a year, or thousands a day.

Thanks to the generosity of the following program sponsors, CalFlowers enjoys a rebate on all qualified shipping by FedEx, OnTrac and Golden State Overnight, making it possible for the organization to reinvest in the market in the form of the projects described above.



Express. Through this program, CalFlowers members shipped almost a half million packages in 2018. Our retail and wholesale members can overnight the California flowers they need anywhere in the lower 48 directly from the farm. This program has been a benefit for CalFlowers members since 1988.



OnTrac. One of the premier ground carriers in the western states, OnTrac has provided shipping solutions to CalFlowers members since 1989. CalFlowers members use OnTrac for overnight and 2-day ground shipping, mostly within in California, but also to Arizona, New Mexico, Nevada, Oregon and Washington.



Golden State Overnight (GSO). In 2016 CalFlowers members enjoyed additional access to premier ground shipping in California, Arizona, New Mexico, Utah, Nevada, Idaho, Oregon and Washington. In 2018 CalFlowers members shipped 56,017 packages.