

Jackie and Euna

Pitch - The Wilting Flower Industry

Interactive Design

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### **Pitch**

The floral industry is a unique one. Though it traffics a seemingly superfluous product, flowers represent an important part of most world cultures, whether to say thank-you, goodbye, congratulations, or any other well wishes. The industry, however, is currently in an odd state in U.S. Since the recession, florists have taken a hit to their businesses and have yet recovered, while e-commerce sites selling flowers have seen huge jumps in revenue — even in the years just after the market crashed. Our story explains this trend by getting an inside look from florists and consumers. We'll interview local florists, students of floral design, the national Society of American Florists, funeral homes and hospitals, and the grocery stores and websites taking a slice of florists' businesses.

We'll also include an interactive that explains how the flowers we are used to seeing for sale on the streets of New York get to our local shops. Making the industry even more strange and complex is the precarious shipping methods, potential for weather to disrupt the supply chain, and the increased demand for certain flowers at one time of the year — like Mother's Day and Valentine's Day. We'll tell that story by tracking three of the industry's most popular products — roses, tulips, and lilies — from the earth they grow on to the consumer's vase.

### **Three Parts to the Story**

1. What does the current industry look like?
2. Threats to the industry
  - a. e-commerce
  - b. labor market
  - c. environmental conditions/concerns
3. Where will the industry go?
  - a. Bad conditions like California drought
  - b. Increase in U.S. importing international flowers
  - c. Consumer ability to pay post-recession

**Sources:**

- IBIS World
- Gotham-Magazine's Top Florists:  
<http://gotham-magazine.com/living/articles/guide-the-citys-best-florists-and-floral-designers>
- Society of American Florists
- Belle Fleur NY (florist)
- FlowerSchool NY
- Sage Esposito  
Landscape Architecture Student, UConn - (203) 619-4895
- Michael J. Balick  
Vice President for Botanical Science, Director and Philecology Curator Institute of  
Economic Botany, The New York Botanical Garden  
[Harvard, Ph.D mbalick@nybg.org](mailto:mbalick@nybg.org)

**Will Contact:**

The Highline  
NY Botanical Garden