**Intro**

Bear Stearns wasn’t the only company that went up in flames during the 2008 financial crisis; everyone felt the impact—including the flower industry. While the economy slowly returned to a better state, florists and flower farms still needed to work out heavy damage. With the birth of e-commerce flower sites like 1-800-Flowers, boutique flower shops have seen a fall in business. The flower industry as a whole has not made a comeback since 2008 and experts don’t believe that it will improve any time soon.

**Part 2**

**Part 3: Flower Schools & Florists**

Though people regularly buy flowers, many do not go more in-depth to arrange flowers. However, there has been a recent rise in young men and women interested in flower-arranging, according to the *New York Times*. Over the past several years, flower schools and academies have developed. Flower designers have also said that private lessons are popular as well.

With many DIY-championed spirits and sites like Pinterest and Etsy, everyday men and women have grown increasingly interested in flower-arranging. Special workshop classes, like those at the Little Flower School in Brooklyn, offer students of all skills to learn how to arrange flowers like wildflowers, peonies, dahlias into loose, natural, garden-style floral designs. The owners, Nicolette Owen and Sarah Ryhanen, both run their own floral design studios and Ryhanen has her own flower farm called Worlds End in Albany.

Ryhanen wrote on the Worlds End that she hopes her farm will eventually become a center for botanic arts and a farm that can supply her fellow flower business friends with “unusually beautiful flowers.”

The Flower School Brooklyn holds seasonally oriented classes that focus on particular flowers or design concepts. The students range from novices to professionals interested in starting their own businesses.

**Part 4: Where will industry go?**

While the numbers say that the floral industry is not a bountiful one, the rise of interest in floral design and flower academies seem to prove otherwise. However, as the flower industry is one dependent on the environment, states like California are taking hits to the flower industry.

According to California Cut Flower Commission, California supplies around 20 to 25 percent of cut flowers sold in the United States. Cypress Flower Farm, located in Moss Beach, California, are reducing their crop sizes as natural water resource supplies are drying up in addition to rising water prices.