**Intro**

Bear Stearns wasn’t the only company that went up in flames during the 2008 financial crisis, all industries suffered—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 b