

SLOW FLOWERS
FLORAL INSIGHTS &
INDUSTRY FORECAST
2021

"In Pursuit of
Nature"



Presented by Debra Prinzing
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SLOW FLOWERS 2021

FLORAL INSIGHTS & INDUSTRY FORECAST

"IN PURSUIT OF NATURE"

- 1 FLORAL WELLNESS
- 2 THE VIRTUAL FLORIST
- 3 FLOWERS IN A BOX
- 4 BOTANICAL ACTIVISM
- 5 THEATRE OF THE TABLETOP
- 6 REVERSING CLIMATE CHANGE
- 7 BEYOND THE HOBBYIST
- 8 MARKETPLACE ACCESS & FARMLAND EQUITY
- 9 OPPOSITE PALETTES
- 10 STAR POWER

Floral Wellness



The Virtual Florist



Flowers in a Box



AMERICAN
GROWN AT HOME

FEATURED
FARM:
FERN TRUST

LEARN SOMETHING NEW.
CREATE SOMETHING BEAUTIFUL.



POSTAL PETALS

**FARM-DIRECT FLOWERS FOR
YOUR DIY ARRANGEMENTS**

There's a new floral adventure inside every bloom box!



Botanical Activism



**WE STAND WITH OUR FELLOW
BLACK SLOW FLOWERS SOCIETY
MEMBERS: THE FLORISTS,
FARMERS, SUPPORTERS, AND
THE ENTIRE BLACK COMMUNITY.**

WE CANNOT STAY SILENT ABOUT
THINGS THAT ACTUALLY MATTER.

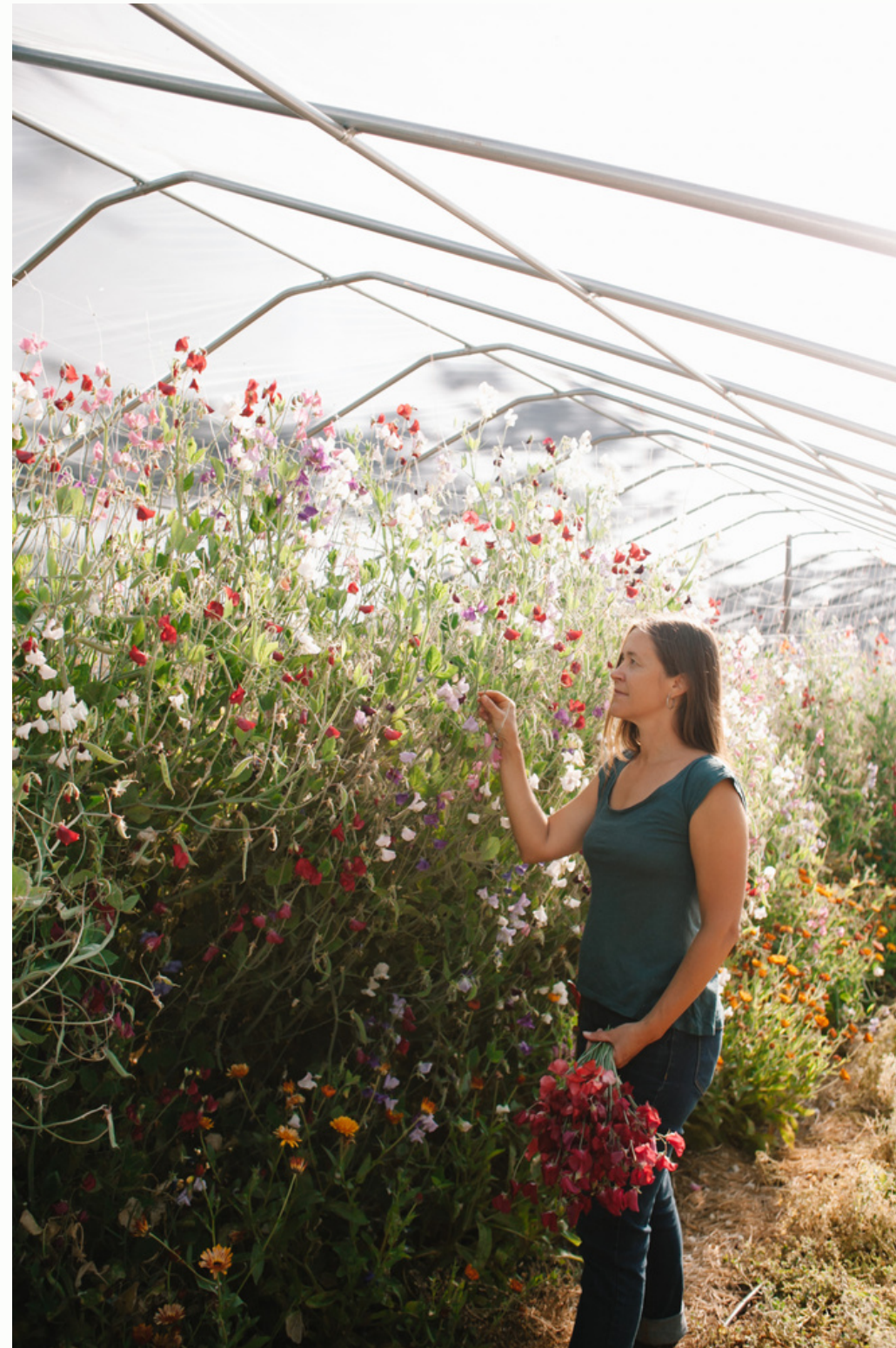
Slow Flowers
SOCIETY



Theatre of the Tabletop



Reversing Climate Change



Beyond the Hobbyist



Marketplace Inclusion & Farmland Equity



sn **STAL** **PETALS**

Florists,
Gifted & Black

*Like the Rose
In Bloom*

#BlackFloristFriday

Tag your favorite Black florists so we can celebrate them!



98%

White landowners
currently control
between 95-98% of the
farmland in the United
States and nearly 100% in
the northeast.

**THIS IS NOT AN ACCIDENT OF
HISTORY.**

-Leah Penniman



Opposite Palettes



Star Quality



Photos courtesy of Maurice Harris, Marta Sasinowska and Mark Waugh

Slow Flowers
SOCIETY

Join Us

the Slow Flowers Movement



*Inspiring the floral industry and its
consumers to embrace local,
seasonal, and sustainable flowers.*

Learn More at
SlowFlowersSociety.com