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

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
Theatre of the Tabletop
Reversing Climate Change
Beyond the Hobbyist
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
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