

About

# Slow Flowers SOCIETY

The **SLOW FLOWERS SOCIETY** is an inclusive community dedicated to preserving domestic flower farms. The Slow Flowers Society supports safe, seasonal and local supplies of sustainably farmed flowers and foliage. Our members are engaged in all facets of the U.S. floral industry.



## Brand Promise

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



## Positioning Statement

**Slow Flowers** promotes local, seasonal, and domestic flowers and connects consumers with farmers, florists, designers and retailers who supply those blooms.



## Our Mission

To change the flower sourcing practices of consumers and professionals through outreach and education that highlights the benefits of local, seasonal and domestic floriculture and to build a movement that promotes cultivation and sales of local, seasonal and sustainable flowers, while nurturing authentic connections between consumers, farmers and florists.

# 800

Members

# 3.2k

Email Subscribers

# 20k

Unique Visitors  
(Mar-Aug 2020)

# 10.1k

Average Monthly  
Page Views

SLOW FLOWERS SOCIETY

## By The Numbers



Slow Flowers  
Facebook  
Community

# 2.2k

members

# 10.6k

page likes

# 12.4k

followers



Slow Flowers Instagram

# 29.3k

@myslowflowers

# 10.4k

@dkprinzing

# 98M

Social Media  
Impressions  
(12 months)

# 1.5M

Social Media  
Reach  
(12 months)

FOLLOWERS

## Press Coverage

New York Times	Florists' Review
Los Angeles Times	Victoria Magazine
Martha Stewart Living Magazine	Garden Design Magazine
Better Homes & Gardens	Country Gardens
Sunset Magazine	Refinery 29
Houzz.com	ATMOS



Slow Flowers  
Podcast

# 650k

total downloads

# 12k

average monthly downloads

# 700k

Social Media  
Impressions  
(12 months)

# 633k

Social Media  
Reach  
(12 months)



Slow Flowers  
Summit

# 140

guests annually

# 153k

Social Media  
Impressions  
(12 months)

# 11.8k

Social Media  
Reach  
(12 months)

"Under the Slow Flowers banner, Debra Prinzing's work is helping to change the American floral industry and its environmental footprint for the better."

– The American Gardener Magazine

# Slow Flowers

the conscious choice for buying and sending flowers