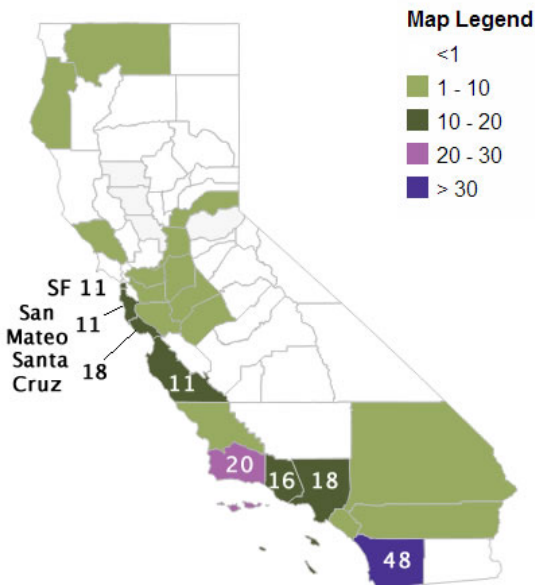


**Association Backgrounder**

**About CalFlowers**

CalFlowers (The California Association of Flower Growers & Shippers) is the leading floral trade association in California, made up of 247 voting members in California and more than 500 associate members from all over the United States. CalFlowers provides valuable transportation and other benefits to flower growers and to the entire flower supply chain in California and 47 other states. The Association is a leader in bringing fresh cut flowers to the U.S. market, and in promoting the benefits of flowers to new generations of American consumers.

**Snapshot of California CalFlowers Members**



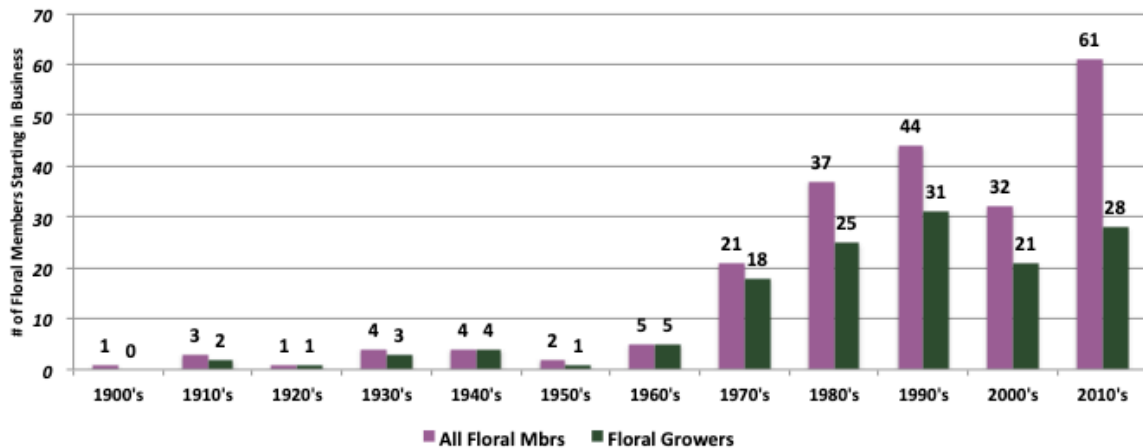
Thanks to California’s varied microclimates, our flower grower members produce about 660 varieties of cut flowers for U.S. consumers.

Flower wholesalers, growers, and storefront retailers make up nearly three-quarters of our members. Other member types are brokers, internet sellers, designers, and transportation and logistics services businesses.

CalFlowers’ revenue sources are member dues and transportation rebates, making up 12% and 88% of 2017-18 revenue, respectively. We re-invest in the floral industry every year using at least 26% of our annual operating revenue.

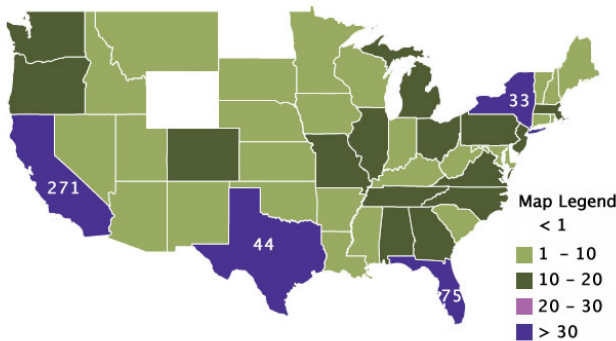
51% of CalFlowers California grower members began their businesses after 1993. It’s as though imports had the effect of a forest fire, after which new growth appeared.

## # of 2019 California Members in the Decades Started Their Businesses



### Why the Floral Industry is Important to California

California is the flower garden of the United States, growing almost 80% of total domestic floral production, which amounted to approximately \$450 million in wholesale value in 2015<sup>1</sup>.



CalFlowers members are in every state except for two: North Dakota and Wyoming.

Imported flowers make up more than 80% of total U.S. floral consumption. Colombia and Ecuador are the leading importers into the U.S. market.

Considering that imports account for more than 80% of floral consumption in the U.S. market, and that approximately 95,000 Americans are directly employed in the domestic floral

industry<sup>2</sup>, it's clear that more than 80% of these Americans – a large number of whom are Californians – owe their livelihoods to floral imports.

### A brief history of CalFlowers

CalFlowers was founded in 1941 by a small group of flower shipping companies to foster the success of the California floral industry. Current members include florists, growers, and other industry members who have been in business since as early as 1906. Members have experienced military, economic, and social upheaval over the years, but many from the early years have persevered and continue to contribute to the domestic floral market today.

In recent years, some members have exited the market, as up-and-coming startups capitalize on online sales and marketing, or as land prices have made the business climate challenging.

Please see the enclosed history document to learn more about the very rich history of California flowers.

<sup>1</sup> United States Department of Agriculture

<sup>2</sup> The Florist Guide (thefloristguide.com)