

COLOMBIA TODAY

A Weekly Update from the Embassy of Colombia

February 14, 2018



Colombia's Blossoming Flower Industry Shines on Valentine's Day

Today, countless bouquets of roses are being delivered across the United States. Around 200 million of those stems were grown in Colombia.

Beyond roses, Colombia sent a total of 4 billion flowers stateside last year. For the United States, those flowers create U.S. jobs. For Colombia, Valentine's Day is peak season and accounts for close to 20 percent of annual revenue – benefitting both American sweethearts, the Colombian economy and Colombians for whom the flower industry has helped them transition the crops they grow and transform their lives.



Colombia's Flower Industry Supports U.S. Jobs

The Colombian flower industry also directly and indirectly supports thousands of U.S. jobs. It is estimated that the industry supports some 200,000 American jobs – from retail to logistics.

According to the Bureau of Labor Statistics:

- ❖ In 2016, there were 55,000 Americans employed in the floral design industry, which includes florists, grocery stores, wholesalers and lawn and garden supply stores. According to the U.S. Department of Agriculture, more than 26,000 traditional florist retailers and wholesalers source 60 percent of their products from Colombia.
- ❖ In addition, the industry supports jobs in transportation services, including companies like UPS, FedEx and DHL, as well as small delivery and courier businesses.

According to a U.S. Department of Agriculture Service Global Agriculture Information Network report, titled "The History of the Colombian Flower Industry and Its Influence on the United States":

- ❖ Approximately 150 companies in the United States import and distribute Colombian flowers – a majority of these companies are in the Miami area.
- ❖ Around 30-35 cargo planes loaded with flowers fly out of Colombia daily during peak season, and a majority land in Miami. According to the Association of Floral Importers of Florida, there are approximately 6,100 employees supporting the Miami fresh-cut flower importing industry.

The Flower Industry Is Transforming Colombia

PROCOLOMBIA, the Colombian government's official trade, investment, tourism and country brand agency, highlights the following facts:

- ❖ The Colombian flower industry exported around \$1 billion to the United States in 2015.
- ❖ 95 percent of Colombia flower production is exported to international markets.
- ❖ The floriculture industry employs more than 130,00 workers and 25 percent of those workers are women.
- ❖ Colombia is the second-largest cut flower supplier in the world and the largest supplier of cut roses in the United States.

In Tweets: Flowers of Colombia



Celebrate #ValentinesDay with an exotic and beautiful colombian flower.
#ColombialsSabrosura



Colombian Flowers The Best in the World | Marco Paíz Colombia
Why are Colombian flowers the best in the world?
colombia.co

10:02 AM · 14 Feb 2018



If you're getting flowers this #ValentinesDay, they probably came from Colombia and here's how they get to you. Via @NBCLeftField



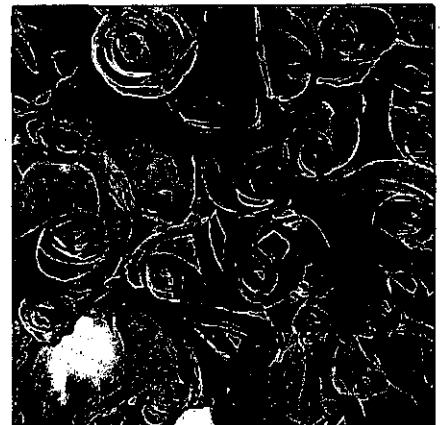
Colombia's Cash Crop: Flowers for Valentine's Day | NBC Latino
Nearly three-quarters of flowers sold in the U.S. for Valentine's Day come from Colombia. In the early 1990s, the U.S. government incentivized farmers in Col...

11:18 AM · 14 Feb 2018

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Beauty itself doesn't need any makeup ♡
#NoFilter #FlowersOfColombia



9:02 AM · 1 Feb 2018

Maria Lorena
@mloraguri

Following

Today @ MINAGRICULTURA and @ MincomercioCo visited flower crops with @ ASOCOLFLORES . For the Valentine's Day, 600 million stems of flowers, 35 thousand tons, will be exported to the United States.

• Translated from Spanish



1:32 PM - 1 Feb 2018

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#valentinesday2018 #Flowers #medellin #santaelena #VDayMeDay



Where Do All The Flowers Come From on Valentine's Day?
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* 7:02 PM - 11 Feb 2018

What We're Reading

- ***The Washington Post*: "In rose beds, money blooms" | February 10, 2018 (Read)**
- ***Reuters*: "Fleeing Venezuelans find work cutting Valentine roses in Colombia" | February 9, 2018 (Read)**

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