

SOURCING LOCAL IS A SELLING POINT!

82%

Consumers reported making more sustainable purchases since March 2020
- Accenture 2020

73%

Consumers say they would definitely or probably change a behavior to reduce their impact on the planet
- Nielsen, 2019

67%

Consumers willing to pay more for sustainable products
- Nielsen, 2021



JOIN US

rootedfarmers.com

Sourcing American- Grown Flowers

A GUIDE FOR FLORISTS AND
DESIGNERS



WHY SOURCE LOCAL



Superior Quality
Reduce your floral shrink: use more, waste less.



Specialty Varieties
Your customers want spectacular and unique designs.



Sustainable Practices
Avoid the 100+ pesticides and preservatives on floral imports.

SMALL FARMS: BECAUSE FLOWERS MATTER AND SO DOES YOUR SUPPLIER



GETTING STARTED

CREATE A FREE ACCOUNT

Go to: rootedfarmers.com
Be sure to have your reseller certificate handy!

BROWSE BY VARIETY, COLOR & MORE

Connect with farmers and browse inventory by variety, color or design element

PRE-ORDER

Pre-order and pay online to reserve product in advance.

