

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

 **Colombia** 
@Colombia Following

Celebrate [#ValentinesDay](#) with an exotic and beautiful colombian flower.
[#ColombialsSabrosura](#)



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

10:02 AM - 14 Feb 2018

 **NBC Latino** 
@NBCLatino Following

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 L...
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...
youtube.com

11:18 AM - 14 Feb 2018

3 Retweets 1 Like   

 **Flowers of Colombia**
@FlowersofCol Following

Beauty itself doesn't need any makeup ✨
[#NoFilter](#) [#FlowersOfColombia](#)



9:02 AM - 1 Feb 2018

Maria Lorena
@mlorguti

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.

Translate from Spanish



1:32 PM - 1 Feb 2018

Travel is Life
@travelislifeorg

Following

Join me at El Cultivo Casa Loma in Santa Elena #Colombia where I discover just where exactly all those #FLOWERS come from on #ValentinesDay?

youtube.com/watch?v=2TbmgX...

#valentinesday2018 #Flowers #medellin #santaelena #VDayMeDay



Where Do All The Flowers Come From on Valentine's Day?
Join me at "El Cultivo Casa Loma" in Santa Elena, Colombia where I discover just where exactly all those FLOWERS come from on Valentine's Day? Subscribe to T...
youtube.com

7:02 PM - 11 Feb 2018

What We're Reading

- **The Washington Post:** "[In rose beds, money blooms](#)" | February 10, 2018 ([Read](#))
Excerpt: "The red roses many Americans will purchase this week are called Freedom roses in Colombia, a particular breed that was put into mass production around the time of the 2001 terrorist attacks in the United States. These roses are durable, bright and strong, but they have little fragrance. They also grow near a major international airport, where planes can reach Miami in less than four hours."
- **Reuters:** "[Fleeing Venezuelans find work cutting Valentine roses in Colombia](#)" | February 9, 2018 ([Read](#))
Excerpt: "As millions of Americans prepare to celebrate Valentine's Day with flowers, many of those blooms will be picked and packaged by Venezuelan migrants working for a minimum wage after fleeing violence and economic collapse in their South American homeland. Hundreds of thousands of Venezuelans, faced with growing shortages and hyperinflation at home, have fled to neighboring Colombia, the world's No. 2 flower grower."

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