

# Global flower marketing

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Global flower marketing Flower market is also called the market linked with emotions as flowers are used to express once feelings. People buy flowers for a number of reasons: as a gift (for a birthday or a special day such as Mothers Day, Valentines Day, and Thanksgiving), for weddings and funerals, or for own use to brighten up the home (International Labour Organization, 2000). Flowers are most powerful as living plants. There are several researches that show that flowers have a great potential of healing, stress relief, etc. Modern day working environment is quite hectic. A recent scientific study conducted at Texas A&M University finds that nature can hold the secret to business success. The research demonstrates that workers idea generation, creative performance and problem solving skills improve substantially in workplace environments that include flowers and plants (Society of American Florist, 2006). Flowers bring colors into our life, flowers bring healing vital energy into our home, flowers always reminds us of the loving side of life, of the beauty of life, of the importance of love. Besides, these are perishable goods with a life of only a few days unlike goods like laptops and mobiles. While people buy laptops and mobiles only a few times in their life time, flowers are a part of their every day life and need to be replaces at least once in two days.

Today, flowers symbolize a global billion-dollar industry. In 2000, the market for cut flowers and potted plants reached an estimated total of 6. 8 billion euro in global sales. Germany is one of the most important core marketplaces as more than a third of all cut flowers are sold in Germany. According to the latest prediction of the Dutch Flower Office (BBH), the flower market will continue to grow, and by 2012 should surpass todays

values by 45 percent. The Netherlands is the indisputable global market leader among flower exporters, and according to the prediction, its market share will continue to grow: it should reach up to 40.2 percent for cut flowers in 2007 (iAnywhere, 2004).

According to another estimate total import/export trade of cut flowers in the world is estimated at US \$ 4100 million. Of the US \$ 3716.8 millions of imports, the share of Germany was the highest (30.3%) followed by USA (16.8%), UK (9.7%), France (9.7%) and Netherlands (8.4%). These five countries together shared nearly 75% imports. Netherlands which exports large amount of flowers also imports cut flowers (Export of cut flowers from India, N. D.).

Roses are the main traded product; Germany is the main market for imports, and the Netherlands the world's leading exporter (International Labour Organization, 2000). Other main export flowers are orchids, calla lilies, sandersonia, and peonies. Ornamental plants, bulbs, corms, tubers and foliage, and sphagnum moss are also exported (MAF, N. D.).

There are several challenges faced by the floriculture industry today. Poor vase life is the result of long transportation times, excessive storage durations, and poor temperature management in the supply chain. The successful cultivation of flowers requires the following elements: Good physical conditions: high light intensity, abundant water, clean soil, good climate; Appropriate seeds and planting material; Capital for investment and working capital; Productive labor; Expertise in growing techniques; Good management and organization; Pesticides and other chemicals; Energy for heating; Infrastructure; And a high level of quality consciousness all along

the production and post-harvesting chain (International Labour Organization, 2000). Industry look into these aspects and this is the way they cope with the problems.

Only high-quality flowers are traded internationally. Growers must ensure that their produce is free from disease and that it is carefully treated once harvested. Today the concept of organic cultivation is increasing and people are conscious about environmental pollution caused by pesticides and fertilizers. Production conditions are a new dimension of quality. Consumers are increasingly concerned about the high level of toxic substances found in cut flowers, and about the poor treatment certain workers are said to receive in exporting countries. This has led to initiatives by traders and growers alike to provide consumers with a guarantee that the flowers they buy are free of toxic chemicals.

#### Work Cited

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