



## WHY THE FLORAL INDUSTRY?



You have many different career options to choose from in the floral industry. Take a moment to read through the opportunities that will allow you to inspire a beautiful world.

There is so much beauty in our world to celebrate. Why not work in an industry that captures that beauty and shares it with others?

The U.S. floral industry consists of more than 60,000 small businesses, such as growers, wholesalers, retailers, distributors & importers.

## ABOUT FLORICULTURE

The term floriculture means “to cultivate flowers.” Floriculture does offer the amazing job of cultivating flowers, but there are also many other career opportunities in this industry!

Careers are available for individuals with interests ranging from greenhouse management to retail.

Job opportunities include retail and wholesale florists, garden centers, supermarkets, colleges and universities, and many more!

Products sold in floriculture include fresh cut flowers, cut cultivated greens, potted flowering plants, foliage plants and bedding/garden plants.



## ARE YOU READY TO INSPIRE A BEAUTIFUL WORLD?

Learn about career opportunities at:  
**[ENDOWMENT.ORG/CAREERS](http://ENDOWMENT.ORG/CAREERS)**

## FOLLOW US!



Funding Generations of Progress  
Through Research and Scholarships

1001 North Fairfax St, Suite 201  
Alexandria, VA 22314  
(703) 838-5211

**BONUS!** There are many scholarships and internships available for floriculture students.

INSPIRE A  
**BEAUTIFUL  
WORLD**

**FIND YOUR  
CAREER IN THE  
FLORAL INDUSTRY**

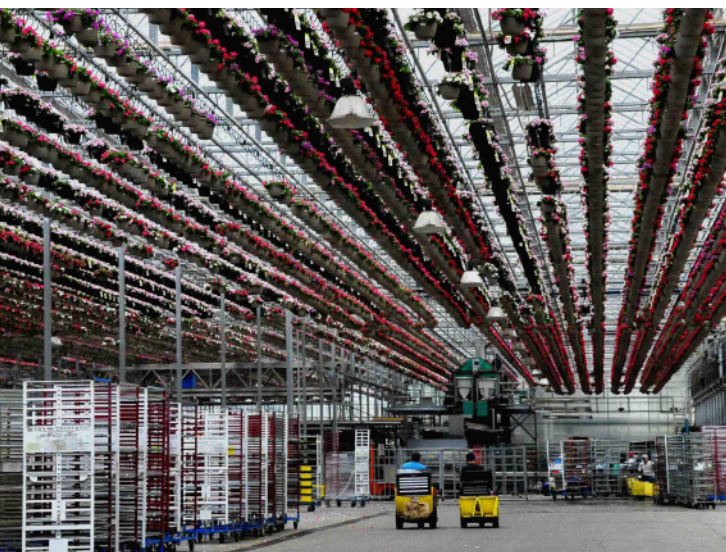






## PREPARING FOR A CAREER IN THE FLORAL INDUSTRY

- Determine the right career path for you.
- What training is appropriate?
  - On-the-job training
  - After school/summer jobs
- Establish career goals.
- Pursue technical programs, two-year and four-year college degrees to help you proceed along your chosen path.



## COMMERCIAL GROWER

There are more than 26,500 commercial floriculture growers in the U.S. ranging from small scale operations to large producers.

### CAREERS IN THIS SECTOR:

- Growers/Owners
- Operation Managers/Owners
- Sales
- Marketing
- Logistics (inbound & outbound)
- Procurement
- Plant Breeders
- Laboratory Personnel
- Pathologists, Entomologists & Regulatory Compliance Technicians

## RETAIL FLORIST

There are over 16,000 traditional and specialized retail florists, thousands of garden centers, supermarkets, big box discount outlets and hundreds of online sellers.

### CAREERS IN THIS SECTOR:

- General Retail Management
- Procurement w/style & trend expertise
- Consumer Sales
- Care & Handling
- Wire Service & other digital consumer sales
- Creative Design for home interior & landscape installations

## FLORAL WHOLESALER

Wholesalers procure fresh flowers, plants and design hard goods. They source from the U.S. and worldwide to their local market. Their role is a critical logistics function with a major role in the quality of products through care and handling.

Wholesalers resell to all retail outlets including florists, garden centers, landscapers, supermarkets, big box mass markets, wedding and event designers, & contract designers serving commercial business.

### CAREERS IN THIS SECTOR:

- Executive/Business Owner
- General Management
- Operations Management
- Buyer
- Importer
- Sales & Marketing
- Procurement
- Inventory Management
- Logistics
- Shipping & Importing
- Wholesale Designer

## RESEARCH

Research is fundamental for a thriving industry! Researchers provide the knowledge and tools for sustainable production, with less costs, more quality and new products that can reach consumers around the globe.

### OPPORTUNITIES IN RESEARCH & INSTRUCTION

- Undergraduate and Graduate Professors
- Researchers at universities, government agencies or private companies
- Multidiscipline Scientists blending pathology, botany, entomology, environmental science, hydrology and agriculture science
- Land Grant Extension Service Technicians
- Private and Public Arboretums and Botanical Garden Technicians and Managers
- Garden Club Instruction and Management
- Trade and Consumer Publication Writers, who specialize in flowers and plants for home decorating, events, and celebrations and landscapes