



Appreciation, Recognition, and Funding the Future of Floriculture

The Endowment hosted its annual event during the SAF Annual Convention in Orlando, Florida, on Tuesday, September 6, 2022



The afternoon was full of excitement as industry members and supporters joined together after a long three - year gap in AFE's annual in-person events due to the pandemic. AFE Chairman Laura Shinall, Managing Partner of FreshPath Marketing, kicked off the event by welcoming everyone back

and setting the tone for celebrating AFE's supporters and accomplishments.

"We're excited and thankful to see everyone again and celebrate the many successes of the past few years," noted Shinall, "It's important to share the impact being made throughout the industry thanks to the many generous industry donors. Through contributions to AFE, industry members support innovative research, educational opportunities, and programs empowering young professionals joining the industry."

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A Message from Our New Chairman, Ken Young

Dear Industry Friends,

I am honored to be appointed the 29th Chairman of the American Floral Endowment. AFE has a tremendous history of serving our industry, having funded over \$18,000,000 in research, internships, scholarships, and education to advance the floriculture industry over the past 60 years.

AFE has not been immune to the challenges every organization has faced over the past few years. Thanks to our dedicated staff and Board of Trustees, AFE remained focused on our mission and continued to provide critical funding for research and scholarships during the most challenging period we have faced in my ten years of service as a Trustee.

Recently, AFE's Staff and Trustees completed a strategic planning project spanning eight months that included four intense meetings. Input from over four hundred industry members allowed us to review our strengths, weaknesses, how we could grow, and how we can better serve the industry. The result was the development of AFE's 2022-2025 Strategic Plan, which updated our Vision and Mission statements and developed five core goals for AFE's direction, which are:

- **Expand Fundraising** to increase internal capacity and further support the industry
- **Increase Engagement** with Young and Next-Generation Professionals
- **Improve Brand Awareness and Communications** with existing stakeholders
- **Expand the Reach of AFE** to new stakeholders to grow our market
- **Increase Participation** in AFE Core Programs



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About AFE

AFE's Mission Statement

To be the trusted source and catalyst for floriculture advancement through funding of innovative research, scholarships, internships, and educational grants that best serve the dynamic needs and demographics of all industry sectors.



The AFE Bulletin is proudly sponsored by the Todd Bachman Memorial Fund.

Todd Bachman served as Chairman and CEO of Bachman's before his untimely death in 2008. Todd was a past chairman of the American Floral Endowment and was very active in many state and national industry organizations. Those who knew him will always remember what a great communicator he was and his outstanding leadership and devotion to work and family. His wife and daughters are honored to carry on his legacy.

A Message from Our New Chairman, Ken Young

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Much of my focus during my tenure as Chairman will be to ensure that AFE remains focused on implementing these key goals so that AFE continues as the organization dedicated to Funding the Future of Floriculture.

One new initiative to help us attain these goals is AFE's recently announced Sustainability Project. This exciting project aims to create usable assets, identify new research needed, and close the gap in making sustainability accessible for all segments of the industry. Industry leaders Altman Plants, Armellini Logistics, Ball Horticultural Company, Kennicott Brothers Company, Mayesh Wholesale Florist, Smithers-Oasis, and Tagawa Greenhouses have committed as the major sponsors of this project, and we are actively looking for additional supporting sponsors of this important project at various levels.



This year we will deliver important research from our \$1,500,000 Botrytis and Thrips Program. We will also continue the development of our Young Professionals Council, Internship Programs, and AFE Career Center, which are among the many core programs offered by AFE.

Finally, I hope we can continue to expand an important group of new grants established at AFE over the past few years. Specifically, in 2017 AFE established the Arizona Retail Florist Travel Grant, which was AFE's first grant focused on retail florists. Since then, AFE has added the Retail Florist Continuing Education Grant and the Meinders Retail Florist Education Grant both supporting

retail florists. These new grants are important steps in increasing educational opportunities for individuals working in the retail floral industry.

Details regarding the 2022-2025 Strategic Plan, Sustainability Project, Retail Florist Educational Grants, Botrytis and Thrips Program, and much more can be found on AFE's site at endowment.org. I encourage you to explore the site and see all of the resources that are available to the industry. While there, be sure to sign up for the newsletters and bulletins that are of specific interest to you.

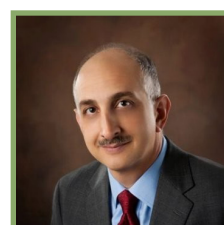
As you can see, we have many new initiatives and goals for AFE over the next few years, and we need your input, comments, participation in utilizing the resources we create, and, most importantly, your honest assessment of how we are doing.

A sincere thank you to all who support AFE's work; we simply cannot accomplish our goals without your generous contributions. If you are not currently supporting the Endowment, I encourage you to become more familiar with AFE's work and consider contributing. Every dollar makes a difference and helps AFE provide critical funding to support the future of the floriculture industry. We can only move forward if all segments of the industry work together with the Endowment.

Again, thank you for your support of the American Floral Endowment. I am truly humbled to be entrusted to help navigate the focus of AFE during this exciting period as AFE continues to Fund the Future of Floriculture.

Sincerely,

Ken Young, AAF
Owner, Phoenix Flower Shops
Chairman, American Floral Endowment



New Young Professional Advisor Position and Other Opportunities

Dr. Melinda Knuth to Serve as First YPC Advisor to the Board

As a part of our continued focus on the next generation of floral industry members, a special advisory position has been established for AFE's Board of Trustees. The AFE Young Professionals Council Advisor to the Board is a special position that will engage and interact with the AFE Board of Trustees and Staff to represent the industry's young professionals and share their perspectives.

This new Advisor will participate in AFE Committee and Board meetings, share the perspective of the next generation, and influence how AFE engages with young professionals. It is a unique volunteer opportunity facilitating direct connection between longtime industry leaders and up-and-coming members.

Each Advisor will come from AFE's **Young Professionals Council (YPC)**. Established in 2015, the YPC is a free-to-join group that offers leadership and networking opportunities for young industry professionals. YPC members participate in online and in-person meetings, webinars, and other opportunities to share ideas, collaborate with influential industry members, and help promote careers in the floral industry.

This advisory position will be another one of those opportunities. Granting benefits to both AFE and the Advisor themselves, the new shared perspectives will increase the diversity of thought in Board meetings and ensure that the current challenges and needs of young professionals are communicated.



Our first YPC Advisor to the Board is Dr. Melinda Knuth. Dr. Knuth is an Assistant Professor and Researcher at North Carolina State University. In 2016 Dr. Knuth joined the YPC as one of the first members. She has been involved with AFE through receiving research funding and as a webinar presenter.

Dr. Knuth specializes in innovative management and marketing strategies to investigate consumer attitudes and behaviors for horticulture crops — both edible and ornamental. With funding from the Floral Marketing Fund, she conducted an innovative eye-tracking study and, most recently, a study on houseplant purchasing.

"I'm excited to represent and share the current priorities and needs of young professionals in the green industry. Through my time in this position, I hope to support AFE's strategic goals, especially with regards to engaging the next generation," states Dr. Knuth.

The Young Professionals Council Advisor will serve a two-year term and will Chair the YPC Task Force to collect and share feedback with the Board as well as to implement AFE's priorities with the help of the Council.

"We are excited to bring Melinda's fresh perspective into our Board meetings and to continue to strengthen connections with the next generation," stated AFE's Executive Director, Debi Chedester.



Upcoming YPC Opportunities!

In 2023, the YPC will meet both in-person and virtually throughout the year with networking opportunities at industry events such as Cultivate and ASHS. A brand-new Personal Leadership Course is being developed in partnership with Smithers-Oasis focusing on personal development. For more information and to join the YPC contact AFE's Manager of Communications and Outreach, Karin Krause, at kkrause@afeendowment.org or fill out the application online at endowment.org/ypc.

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Updates were shared on AFE's core programs – research, educational grants, scholarships, and internships. This included a special announcement of the newly launched Sustainability Project.

AFE's new Strategic Plan was also presented, along with recognitions of over 60 organizations and individuals reaching new lifetime giving levels and acknowledging the sponsors that have supported AFE's virtual fundraising campaigns over the past two years. The Endowment also thanked the event's sponsors, flower sponsor, and SAF for inclusion in their convention.

"I started my term during COVID, but I couldn't be prouder of the work that AFE Trustees and Staff have done to develop a solid strategic plan for the future and successfully continue funding for all of the Endowment's programs despite the pandemic's challenges," stated Chairman Laura Shinall.

AFE also announced new Officers and Trustees to the Board, followed by the passing of the gavel from Chairman Laura Shinall to Ken Young, Owner of Phoenix Flower Shops.

New AFE Trustees include Jeronimo Herrera of Jardines De Los Andes; Janet Kister of Sunlet Nursery; Jackie Lacey of Floriology/BloomNet; and Tim Noble of Hortica, a brand of the Sentry Insurance Group.



Jeronimo Herrera of Jardines de los Andes

Herrera has 13 years of experience in the floral industry with expertise in breeding, growing, and post-harvest. He is currently Quality & RD Manager at Jardines de los Andes. He also serves as a Flower Council Member for the International Fresh Produce Association and as an Advisory Board Member for Centro de la Innovacion de la Floricultura.



Jackie Lacey of Floriology/BloomNet

Lacey has over 35 years of experience in the retail floral market and floral education field. His portfolio includes an extensive background in the retail floral market and wedding/event design experience. His current positions as Director of Education and Industry Relations with Floriology, BloomNet, and Napco and Senior Design Team Specialist and Senior Editor for Floriology Magazine keep him on top of market trends, current design trends, industry education, and retail marketing. He has also served as a presenter for the Floral Marketing Fund (FMF), sharing key consumer data research findings at industry events.

Four outgoing Trustees were honored as they completed their term on the Board: Dwight Larimer of DESIGN MASTER color tool – a Division of Smithers-Oasis, Mike Mellano of Mellano & Company, Juan Carlos Uribe of G.R. Chia, and Randy Tagawa of Tagawa Greenhouses who completed his term in 2020.

The session ended with a reception full of energy and a fun networking game with a chance to win a free registration for SAF's 2023 Convention in Arizona. The game encouraged attendees to meet each other and connect with AFE's supporters – welcoming newcomers to begin conversations with longtime industry members. Announced on Thursday, September 8th, **Robbyn Repp of Petal to the Metal Flowers** in North Bend, Oregon, won that free registration to attend the SAF convention next year.

Thank you to the Event Sponsors:



Thank you to our Flower Sponsor:



Special Thanks to:



Take a Look at Our Event Photos!



The Impact of Your Involvement and Support of the Endowment

Past Successes, Present Priorities, and Future Goals

For over 60 years, AFE has been the leading source of funding for floral industry advances through scientific research, scholarships, internship programs, and educational grant funding for continued education for all industry members. This has been made possible through the continued support from the floral community that we serve.

The future will continue to bring new challenges, and with your support, AFE can continue to expand resources and programs. As the year comes to a close, we'd like to thank you for your contributions and share some of the impacts that your dollars have had:

Advances Through Scientific Research Funding

Through working with leading floriculture researchers from universities across the U.S., AFE supports projects focused on improved quality, longevity, technologies, production, post-production, sustainability, care & handling, pest & disease management, and more. The findings are broken down and presented to the industry through directly useable business resources such as posters, webinars, training programs, and more.

In 2023, we are presenting training programs, sharing the results from our Thrips & Botrytis Research Fund, sharing our general research findings through monthly Grow Pro Webinars, which are free to the entire industry, and funding 15 projects in total for 2022-2023.

“ If the employees of floral shops read and follow AFE’s Care and Handling posters, it will save the businesses a lot of money in the long run. This will ensure that the shops throw away less product.

John Smith, Manager of DWF’s Toledo Branch



Continued Education and Career Resources for All Industry Levels

The support of education within our industry provides for advancement for all segments. Our **educational grant funding** supports continued education at all levels for industry members through state, national, and other industry-related programs nationwide. AFE’s grants support floral design education, event sponsorships to reduce registration fees, sponsorships at events, and more, for both in-person and virtual opportunities.

“ The Arizona Travel Grant allowed me to take my two top designers to the AIFD Symposium in Las Vegas, NV. What an amazing experience to bring my team; the trip was full of education, design trends, and the opportunity to meet and learn from some of the industry’s best!

Martha Aaron, Owner of Sedona Mountain High Flower

Additionally, the **AFE Career Center** provides recruitment and employment resources helping to address the current labor challenges in our industry. The Career Center – www.AFEcareercenter.com – provides a platform for job seekers and employers to connect and shares important resources to help you recruit top talent locally at the grassroots level. Not only that, but the Center also provides professional development resources including resume reviews, career tips and best practices, and more.



Supporting and Recruiting the Next Generation

Each year, more than 30 annual scholarships are awarded to students enrolled in floriculture or horticulture programs. AFE provides more scholarships in floriculture than any other organization to help attract and retain young professionals for our industry. Without these scholarships, floriculture can't compete with other agricultural industries for top talent.

“ I am so grateful for the gift of scholarship funding that AFE has granted my students. For many of our students, finances are a primary driver affecting their decision to pursue higher education.

Terry Lanker, Coordinator of Floral Design & Marketing Technology at Ohio State ATI



Additionally, we provide students with unique opportunities to gain hands-on experience through **internship programs** while they are still enrolled in studies. These internship programs bring industry businesses new perspectives and potential employees.

“ The interns we have hosted through our partnership with AFE are pre-vetted and have a strong passion for flowers and plants. They’ve been very successful at our facilities and have brought new ideas to our programs. Their enthusiasm and dedication inspire our team, reminding us all why we are in this industry.

Ann Pennington, HR Manager of Neal Mast Greenhouses

Our **Young Professionals Council (YPC)** was established to bridge the gap between youth and the industry. It provides opportunities for young professionals and students to network with peers and industry leaders. The YPC provides professional development opportunities for the next generation through webinars, meetings, volunteer opportunities, and other resources, while they become ambassadors for AFE’s programs.

“ AFE is one of the best, if not the best, supporter of young horticultural professionals that are on their journey to being upcoming leaders in the industry and academic settings.

Annika Kohler, YPC Member and Research Assistant at Michigan State University



Where do YOU fit in? Industry Engagement, Partnerships, and Collaboration

AFE’s programs, advances, and resources are successful through industry involvement and support. The many ways to give include: mail, online, gift of securities, employer matches, monthly recurring pledges, legacy giving through estate planning, and more. Have a specific focus in mind? Consider establishing a designated fund for research, scholarships, grants, or memorial tributes.

Together with the industry, AFE works to create, fund, and deliver resources to address challenges at all levels and for all segments. With your input and engagement, we can continue to build a stronger, more sustainable industry today and for generations to come!

So, thank you again for your continued support and involvement! We look forward to a bright new year and ongoing industry advances.



White LEDs: A Cost-Effective Alternative to Red + Far-Red LEDs

By Qingwu (William) Meng, Department of Plant and Soil Sciences, University of Delaware

Many important greenhouse floriculture crops are long-day plants, meaning they require long days and short nights (usually less than 8–10 hours of darkness) to produce flowers early. In areas where winters have short days and long nights, the flowering of long-day plants grown during that time is delayed or inhibited. To shorten long nights and promote flowering of long-day plants, growers can use dim photoperiodic lighting at the end of the day (day-extension lighting) or in the middle of the night (night-break or night-interruption lighting). 16-hour days created from day-extension lighting or 4 hours of night-break lighting are generally sufficient to achieve complete flowering of long-day plants.

In the past decade, “flowering” LED lamps with custom light spectra including red (R) + far-red (FR) light have been commercially available for flowering applications, albeit at high prices. A more affordable option may be white LED lamps, which are mass-produced for general use. Developed for human vision, white LED lamps emit mostly visible red, green, and blue light, but little FR light. There are pros and cons to both, in addition to cost considerations. “Flowering” LED lamps with FR light can result in rapid flowering of some crops like petunia, but may also cause undesired stretching. White LED lamps may be less effective at promoting flowering than LED lamps with FR light, but may produce plants that are more compact. This study is made possible through AFE research funding to help your business navigate lighting options.

Experimental design

Plants can be sensitive to R or FR light during different parts of the night, so timing may also play a role in how effective white LED lamps can be at controlling flowering. To investigate the efficacy and optimal timing of white vs. R + FR LED lamps, we performed, and then repeated, an experiment on four long-day plants: coreopsis ‘Early Sunrise,’ snapdragon ‘Liberty Classic Yellow,’ petunia ‘Easy Wave Burgundy Star,’ and petunia ‘Wave Purple Improved.’ We transplanted seedlings into 4-inch pots filled with peat-perlite media and grew them in a greenhouse under nine lighting treatments (Fig. 1). We grew plants under 8-hour short days (control, truncated with black cloth) with or without white or red + far-red (1:1) LED lamps operating for 8 hours after dusk, 8 hours before dawn, 4 hours after dusk + 4 hours before dawn, or 4 hours as a night break (Fig. 2). A digital timer controlled the timing of each lighting treatment. We used layers of aluminum mesh to cover the R + FR LED lamps so that light intensity was similar across all treatments at around 2 $\mu\text{mol}\cdot\text{m}^{-2}\cdot\text{s}^{-1}$ with all colors included.



Fig. 1. Greenhouse setup of white and red + far-red lighting treatments

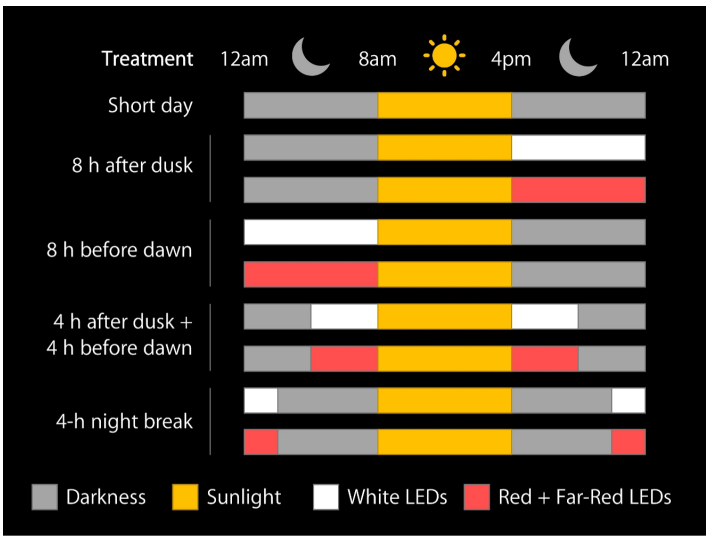


Fig. 2. Nine photoperiodic lighting treatments.

Results

Coreopsis ‘Easy Sunrise’ Plants did not flower under short days but flowered similarly under all lighting treatments (Fig. 3). At flowering, plants grown under white LED lamps were 18%–19% shorter than those grown under R + FR LED lamps.

Snapdragon ‘Liberty Classic Yellow’ Compared to short days, both white and R + FR LED lamps promoted flowering. For 8-hour post-dusk and/or pre-dawn lighting, flowering was 10–20 days later under white LED lamps than under R + FR LED lamps (Fig. 3). However, for 4-hour night-break lighting, flowering was similar under the two lamp types. White LED lamps were most effective as 8-hour pre-dawn lighting. At flowering, white LED lamps increased branching by 30%–122% compared to R + FR LED lamps no matter the timing.

Petunia ‘Easy Wave Burgundy Star’ All lighting treatments promoted flowering compared to short days. Flowering was 10–15 days later under white LED lamps than under R + FR LED lamps (Fig. 3). For both lamp types, flowering was 6–10 days earlier under 8-hour post-dusk and/or pre-dawn lighting than under 4-hour night-break lighting. For 8-hour post-dusk and/or pre-dawn lighting, plants grown under white LED lamps had 54%–86% more branches at flowering than those grown under R + FR LED lamps.

Petunia ‘Wave Purple Improved’ Plants flowered earlier under all lighting treatments compared to short days. For 8-hour post-dusk and/or pre-dawn lighting, plants grown under white LED lamps flowered 13–14 days later compared to R + FR LED lamps (Fig. 3). However, flowering was similar under both lamp types when delivered as 4-hour night-break lighting. For white LED lamps, the light timing did not matter, but under R + FR LED lamps, flowering was faster under 8-hour post-dusk lighting than under 4-hour night-break lighting. Branching was similar under all lighting treatments.

Research Takeaways

Our results show that while white LED lamps may not produce flowers as early in FR-sensitive crops such as snapdragon and petunia, they show the potential to improve compactness and branching. They may be a cost-effective photoperiodic lighting option for plants such as coreopsis, that when grown under white LEDs were shorter and flowered similarly to those grown under R + FR LEDs. As for the optimal timing of the different lamps, we found that for white LEDs, flowering of all crops was the earliest when operated for 8 hours before dawn. For R + FR LEDs, 8-hour post-dusk and/or pre-dawn lighting was generally more effective than 4-hour night-break lighting.

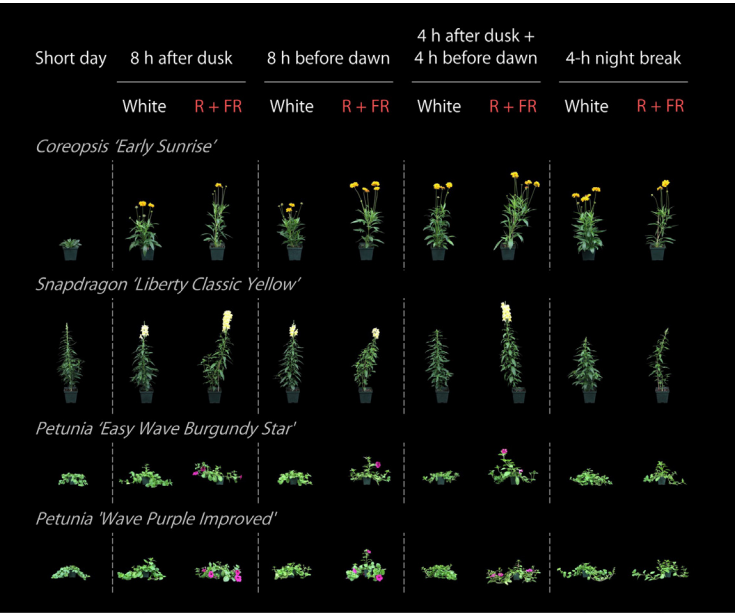


Fig. 3.

Is Your IRA in Full Bloom?

Do something great
(and tax-smart)!

Make your
charitable gift for
the future of floral!

If you're 72 you must take a required minimum distribution (RMD) from your IRA. This extra income may affect your adjusted grow income (AGI) and put you in a higher tax bracket, too. A tax-smart solution? Consider making a direct donation from your IRA to the Floral Endowment!

Learn more at
Endowment.org/IRAbloom

 American
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Questions?
Please contact Miranda Hosseini
at 571-316-0997 or
mhosseini@afeendowment.org.

Supporting Education for All Levels of the Industry, One Grant at a Time



Nineteen organizations will receive Educational Grants in 2022-23 from the Endowment, totaling \$76,590 given in support of important industry programs.

We welcome the opportunity to support these great organizations and their programs as they grow the industry we love. With this funding, these organizations will be able to host conferences, teach students and educators about the floral industry, offer programs such as greenhouse training and florist certification classes, promote floral sustainability practices, and more.

"We are proud to support vital programs like these that strengthen the industry," AFE Treasurer/Secretary and Education Committee Chair Greg Royer said. "We continue to work hard to uplift programs that provide learning opportunities for industry members and bring awareness to the younger generations about the exciting and rewarding careers in the floral industry."

2022-23 Educational Grants awarded to:

- **America in Bloom** – 2023 Symposium (*portion of grant funded by the Vogt & Todd grant*)
- **Clemson University** – Stem it Up
- **Kansas State University** – Developing Digital Horticulture Teaching Resources (*portion of grant funded by the Del Demaree Fund*)
- **Wisconsin & Upper Michigan Florists Association** – WUMFA Annual Convention
- **Great Lakes Floral Association** – Great Lakes Floral & Event Expo
- **AFID Career Development Committee** – Bring FFA to AIFD Symposium Chicago 2023
- **Texas State Florists' Association** – Texas Floral Education for the Retail Florist
- **American Society for Horticultural Science** – Elevating Your Career
- **Society of American Florists** – 2023 Annual Convention
- **Mississippi State University Department of Plant and Soil Science** – Exploration Sustainable Floral Medias
- **National Alliance of Floral Associations** – Annual Meeting
- **University of Kentucky** – E-Gro Alerts, Blogs, and Webinars
- **National Floriculture Forum** – 2023 National Floriculture Forum
- **University of Florida** – Greenhouse Training Online Course
- **University of Kentucky and North Carolina State University** – Fert, Dirt, and Squirt – Nutritional Monitoring of Greenhouse Crops (*portion of grant funded by the Christian B. Nissen Research Fund*)
- **MSU Extension** – Professional Florist Certification Program
- **The Sustainable Flowers Project** – Prairie Girl Flowers and TJ McGrath Design
- **Pollinator Safety Project** – Pollinator Stewardship Council



These important industry events, courses, resources, and programs ensure the continued success of our industry by fostering ongoing education, networking, and professional development opportunities. We are thrilled to uplift them through our Educational Grants. The Grants' focus is to not only attract young professionals to the field but invest in impactful continued education experiences to solve industry challenges for current industry members.

From conventions to virtual events, the Grants encourage education at all levels in any sector. **If your organization or university is hosting an industry event or program, we encourage you to learn more and apply for AFE's Educational Grants by June 1st of each year at endowment.org.**

Executive Director, Debi Chedester, AAF Receives the SAF John H. Walker Award

We would like to extend a warm congratulations to our Executive Director, Debi Chedester! She recently received the **2022 John H. Walker Award** on Sept. 8 during the Society of American Florists 137th Annual Convention in Orlando, FL.

The John H. Walker Award was established in 1979 to honor the contributions of SAF's former long-time Executive Vice President and recognizes floral association executives for the role they play as leaders of the industry.

Debi has been with AFE since 2008 and worked for the Society of American Florists before that. During her time in the industry, she has been a passionate and dedicated leader, tackling challenges head-on and always keeping the success of the industry at the forefront of her work.

Through her exceptional leadership, she facilitates AFE's success and collaborates with many other industry leaders and associations, sharing insights for the good of the industry as a whole. She serves as a member of the Seed Your Future

Advisory Council, the International Fresh Produce Association Floral Council, the Floral Summit Group, and the Floral Marketing Fund Board of Directors.

In her 23 years in the industry, Debi has spearheaded many successful endeavors, overseeing the success of industry research, funding, and programs, while making strong connections, developing partnerships, and securing major donors along the way through building lasting relationships. Over the last few years, she has grown AFE's team, expanded AFE's resources for the industry, and finalized a new, impactful Strategic Plan for 2022-2025.

"I'm honored, and I've been blessed with the opportunity to represent the American Floral Endowment and the entire industry for more than 20 years. I'm passionate because you're passionate," she said, adding a special thanks to AFE Trustees, donors, and staff. In addition to being surprised with this award, her son, Tommy (seen left), made a surprise appearance at the Awards banquet to celebrate with her.

An alumna of the Institute of Organization Management, Debi belongs to the American Society of Association Executives and the Association of Fundraising Professionals. She was also inducted into the American Academy of Floriculture in 2020.

Under Debi's guidance, the Endowment has grown its annual support for innovative research, scholarships, internships, and educational grants, providing vast resources for industry members at every stage in their careers.

AFE's focus spans research advancements, best practices, and continued education for industry leaders to internships, financial aid, and career resources for budding young professionals. AFE has something for everyone in the industry!





American
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Endowment

Research
Internships
Scholarships
Education

Funding the Future of Floriculture

#GIVINGTUESDAY

Support Beautiful Flowers in 2023!

NOVEMBER 29, 2022

Donations to AFE support innovative research, educational opportunities, and programs empowering young professionals for the floral industry

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