



2015
American Grown
field
to
vase
DINNER TOUR



FRESH & GUARANTEED

Alaska Beauty
Peonies
Co-Operative



Florida



Washington DC



Alaska



Monterey

WHY ARE WE DOING THIS?

We Did The Math...

- **74%** of Consumers Have No Idea Where Flowers Come From
- **58%** of Them Would Prefer Local, American Grown Flowers
- Yet Approximately **80%** Are Imported

People Don't Know, What They Don't Know.

...but they are starting to ask the right questions.

“Ten or 15 years ago, the organic label was more important to our customers, but we started to feel over the last five to seven years that our customers were more interested in buying produce that is local.”

–A.C. GALLAO, PRESIDENT & COO OF WHOLE FOODS

HOW THE FARM-TO-TABLE MOVEMENT IS HELPING GROW THE ECONOMY

“Locally sourced food is a big deal in Seattle, and the economic tendrils of the movement reach deeper than anyone might imagine. Throughout the city, in one ZIP code after the next, you'll find restaurants that have made local ingredients both a guiding principle and a marketing tool--from Local 360 in Belltown to emmer&rye in Queen Anne...”

- ENTREPRENEUR MAGAZINE

HOW THE FARM-TO-TABLE MOVEMENT IS HELPING GROW THE ECONOMY

"Recently, Bobby Jones ruminated about what had gone wrong for his father. "American agriculture lost its way," he says. "Much of the problem was the disconnect between the product and the consumer."

These days, an increasing number of Americans appreciate the importance of that connection. And all of a sudden, it seems, they're willing to pay to get it."

- ENTREPRENEUR MAGAZINE

WHAT ABOUT FLOWERS?



So...

74% Have No Idea

+

The Farm To Fork Movement Is A Big Deal

=

FIELD TO VASE



Field To Vase Dinner Tour

The table is set and you're invited to join the celebration of American Grown Flowers during the 2015 American Grown "Field to Vase" Dinner Tour.

Save Your Seat!



- Nationwide Tour
- Ten Cities
- 100 - 150 Guests

UPCOMING DINNERS:

Carpinteria, CA
SOLD OUT

Carlsbad, CA
SOLD OUT

Monterey Bay, CA
SOLD OUT

Boulder, CO
July 18, 2015

Brooklyn, NY
August 20, 2015

UPCOMING DINNERS:

Washington, DC
September 2015

Seattle, WA
September 12, 2015

Portland, OR
October 3, 2015

Fallbrook, CA
October 10, 2015

Detroit, MI
October 16, 2015



Carpinteria, CA



Carlsbad, CA



Monterey, CA





Boulder, CO



Share: Santa Cruz Field to Vase Video

BY MOON PRODUCTIONS

THE VIDEO WILL BE MADE AVAILABLE ONLINE AT:
AMERICANGROWNFLOWERS.ORG/FIELDTOVASE



**The Opportunity
Is NOW**

FOOD & WINE

D10 | Saturday/Sunday, June 20 - 21, 2015

THE OFF DUTY SUMMER 50

GREEN CUISINE
American Grown
Field to Vase dinner
in Carlsbad, Calif.

THE WALL STREET JOURNAL.



THE GREAT OUTDOORS

WHERE TO FIND SUMMER'S ULTIMATE AL FRESCO DINNER PARTY

BY TIFFANY DAVIS | JUN 04 2015

Warm weather and long days mean it's time to do some serious al fresco dining.... ➔



Feast Among the Flora

IMAGINE A LONG, beautifully set table under a mauve-colored twilight sky, surrounded by fields of blossoms bobbing on a gentle breeze. Isn't that the sort of dinner party you'd like to attend along with your nearest and dearest? Well, this summer you can. The Field to Vase Dinner Tour, a series of meals set on flower farms across the country, pairs lo-

cal chefs with local growers. Organized by American Grown, a coalition of U.S. flower farms, the dinners are designed to raise awareness about the "Slow Flowers" movement and its commitment to local, seasonal, sustainable floriculture. On July 18, the venue is an herb farm outside Boulder, Colo.; on August 20, a 65,000-square-foot rooftop farm in

Brooklyn. Of course each table will be lovingly laid out by a local floral designer, and the ingredients on the plates will be as carefully selected as the blooms in the arrangements. There are six more upcoming dinners, ranging from coast to coast. Find one near you and join in the floral fun. \$175 per person, americangrownflowers.com/fieldtovase

#ORIGINMATTERS

- Fresh
- Sustainable
- Local





Certified
**AMERICAN
GROWN
FARMERS**

-  **B&H FLOWERS**
-  **DRAMM & ECHTER**
-  **FARMERS' WEST**
- 
- 

YOU HAVE
Less than a Second
TO CAPTURE
YOUR CUSTOMER'S ATTENTION*

46 Farms

14 States

Millions of Certified Stems

[The Cause](#) [The Leadership](#) [History](#) [Certified Flowers](#) [Get Certified!](#)



Take pride
in your flowers.



AS
FEATURED IN

The New York Times

PARADE!

THE WALL STREET JOURNAL

HGTV
Gardens

Sunset

Certification Matters

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Increasingly, consumers everywhere are asking about the origins of everything they purchase — from their food and cars to clothing and furniture — and even the flowers they place on their tables.



Search my blog...



ARE YOU REALIZING
THE OPPORTUNITY?

AMERICAN GROWN ROSE

- Less than **2%** Are American Grown
- Less than a dozen farms
- Differentiate Yourself



WE CAN SET THE TABLE



WHAT YOU CAN DO TODAY?

- RSVP For A Dinner
- Become A National Sponsor
- Subscribe to our Newsletter
- Buy & Promote American Grown Flowers





QUESTIONS



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SOLD OUT

Carlsbad, CA
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Monterey Bay, CA
SOLD OUT

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October 10, 2015

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“Cut flowers bring beauty and vibrancy to any setting, especially those that are American Grown. The Field to Vase Dinners are a marvelous way to celebrate local food and flowers.”

—P. ALLEN SMITH





AMERICANGROWNFLOWERS.ORG