

# COLOMBIA: IN FOCUS

A WEEKLY UPDATE FROM THE EMBASSY OF COLOMBIA

February 14, 2012

## Did You Know...

### Chances Are Those Valentine's Day Flowers Are From Colombia



Here are a few facts you may not know about the major role Colombia plays on Valentine's Day. According to Asocolflores, the Association of Colombian Flower Exporters:

- **Nearly 80 percent** of all cut flowers imported into the United States are from Colombia.
- Colombian flower exports account for **more than two-thirds** of all flowers sold in the United States.
- This year, the United States imported an estimated **500 million Colombian flowers** on 30 daily flights leading up to Valentine's Day.

## Inside Colombia

### Flower Industry Supports More than 200,000 Jobs in Both Colombia and the United States

The Colombian flower industry directly and indirectly supports **more than 200,000 jobs in Colombia and more than 220,000 in the United States**. From local florists to air transport and delivery services, the industry helps to fuel employment.

In a recent statement, Augusto Solano, President of Asocolflores, said, "We are once again on the threshold of the most important season for our industry. Colombian flower growers stand firm in their commitment to supply a wide variety of high-quality flowers for this important occasion to more than 43,000 florists and supermarkets in the United States."

Ascolflores also reports, "in 2011, almost 90,000 workers benefitted from social programs made possible by Colombian flower industry investment[s] of over \$9 million."

For more information, visit:  
<http://tinyurl.com/7gwez23>

## What's News

Check out the following articles to learn more about Colombia's flower industry.

["Colombia's Cargo Expansion is Coming Up Roses for Avianca," Independent / Dallas Morning News, February 13, 2012](#)

["It's Not Just Valentine's Day Making Everything Rosy for Colombia," Global Trader, February 13, 2012](#)

["Colombian Flowers Make Love Go Round the World 8 Times," Freshbusinessthinking.com, February 12, 2012](#)

["US Imports to Kick Start Colombian Flower Industry Revival," Colombia Reports, February 6, 2012](#)

["Colombian Flower Exporters Love Valentine's Day," Reuters / NTN24, February 4, 2012](#)

**Get to know Colombia.**  
**Learn more at [www.colombiaemb.org](http://www.colombiaemb.org).**