

COLOMBIA: IN FOCUS

A WEEKLY UPDATE FROM THE EMBASSY OF COLOMBIA

February 14, 2013

Valentine's Day: Most Important Season for Colombia's Flower Industry

The United States is the Colombian flower industry's largest market – especially during the Valentine's Day holiday season.

Here are a few facts you may not know about the Colombian flower industry and the major role it plays on Valentine's Day. According to [Asocolflores](#), the Association of Colombian Flower Exporters, and [AFP](#) news agency:

- Colombia **exports 500 million flowers** to the United States each year.
- Colombian **flower exports account for 76 percent** of all flowers sold in the United States.
- Flowers exported during the Valentine's Day season account for **approximately 12 percent of Colombia's annual sales** in this sector.
- The flower industry regularly **employs 130,00 employees across 48 municipalities** in Colombia.
- During the Valentine's Day season, flower exports create **10,000 seasonal jobs** – mostly in Cundinamarca, where 70 percent of Colombian flower exports are grown.

In a recent statement, Augusto Solano, President of Asocolflores, said, that this time of year is “**the most important selling season for the [Colombian] flower industry.**”

Click [here](#) to view an AFP video on the Colombian industry sector.



**Get to know Colombia.
Learn more at www.colombiaemb.org.**