

SLOW FLOWERS  
FLORAL INSIGHTS &  
INDUSTRY FORECAST  
2021

"In Pursuit of  
Nature"



A close-up photograph of a bouquet of tulips. The flowers are in various stages of bloom and come in several colors: a pale yellow flower with orange centers, a deep purple flower, a vibrant red flower, and a pink and white variegated flower. The green leaves are long and pointed. The background is dark and textured.

In Pursuit of Nature





## **Nurtured by Nature**

How the pandemic has intensified our connection to the outdoors.



BHG.COM | GARDENING | GARDENING TRENDS

# 4 Gardening Trends You'll Want to Dig into in 2021

Edible gardening and exciting tropicals are going to be especially big in the new year.

By **Mackenzie Nichols** | December 22, 2020

*Each product we feature has been independently selected and reviewed by our editorial team. If you make a purchase using the links included, we may earn commission.*

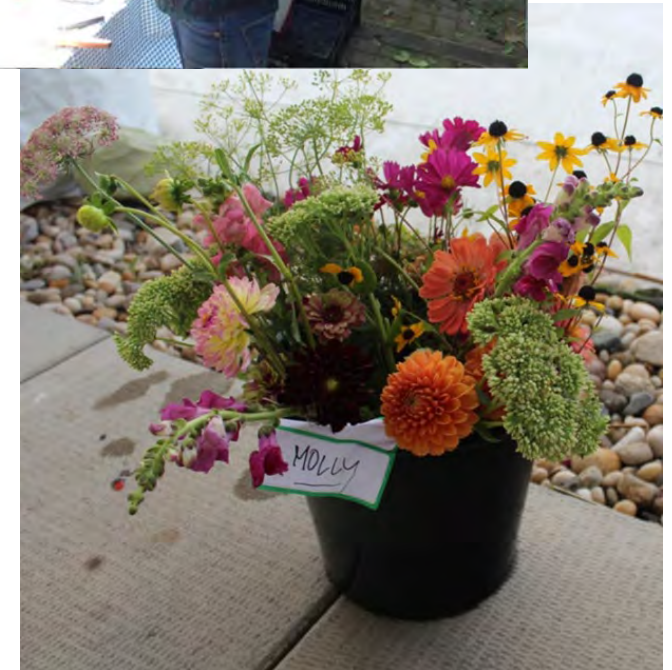


**So for 2021, it's probable that the bliss of being in nature, in general, will be bigger than ever, and here are the trends we think will be popular:**





# Floral Wellness





# The Virtual Florist





# Flowers in a Box



AMERICAN  
GROWN AT HOME

FEATURED  
FARM:  
FERN TRUST

LEARN SOMETHING NEW.  
CREATE SOMETHING BEAUTIFUL.



POSTAL PETALS

**FARM-DIRECT FLOWERS FOR  
YOUR DIY ARRANGEMENTS**

There's a new floral adventure inside every bloom box!





# Beyond the Hobbyist



Celebrating Spring in a  
**BACKYARD  
CUTTING GARDEN**



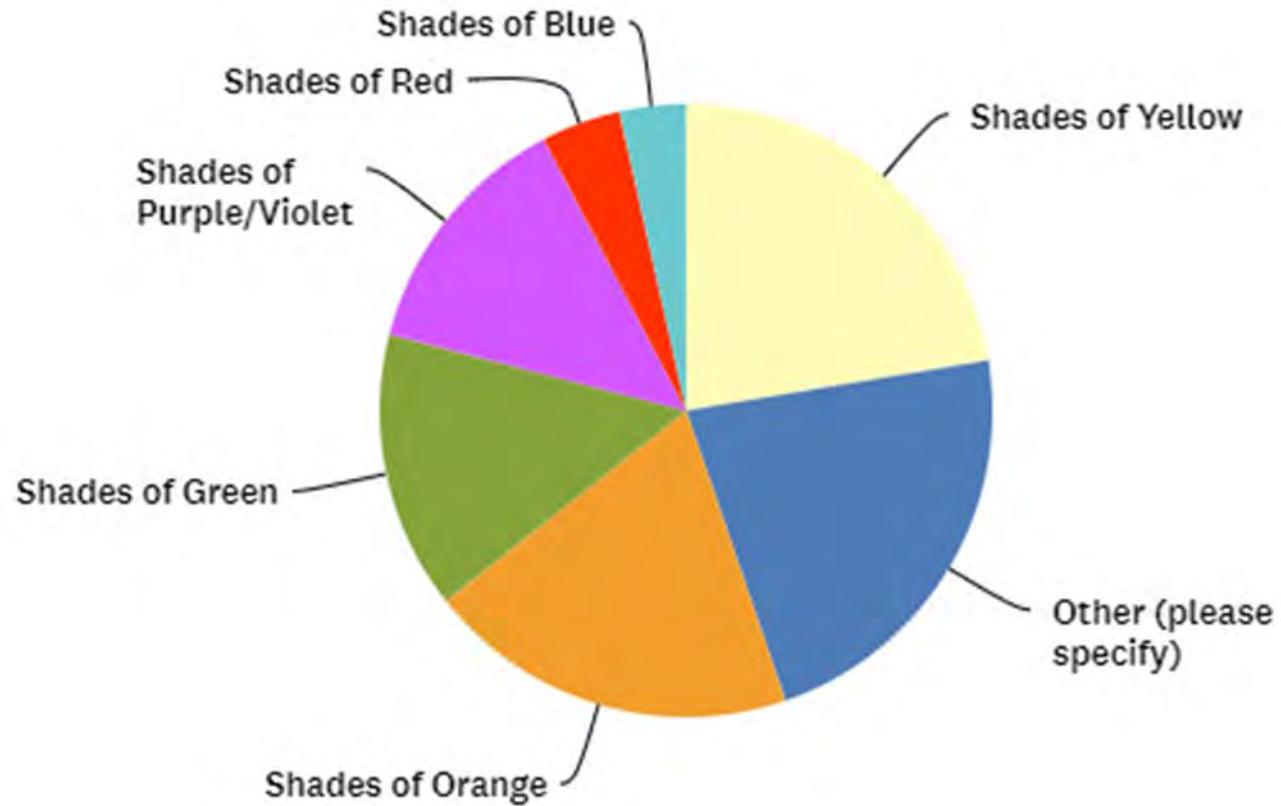


# Opposite Palettes





# Opposite Palettes





# Opposite Palettes





# Seed Supply





# Variety Development





# Floral Trends Q&A





*Slow Flowers*  
SOCIETY

@slowflowerssociety

[slowflowers.com/join](https://slowflowers.com/join)

 **Johnny's**  
*Selected Seeds*

@johnnys\_seeds

[johnnyseeds.com/webinars](https://johnnyseeds.com/webinars)

