

# THE LOGISTICS OF THE VALENTINE'S DAY ROSE



## POINT OF ENTRY

The U.S. gets most of its roses from Colombia, where the cold supply chain begins. Cut flowers load onto aircraft bound for ports where CBP inspects shipments and enforces regulations on tariffs and trade agreements.



## WAREHOUSE

After clearing Customs the roses transfer to a cold warehouse. 500 million tons of flowers make the next climate-controlled move in time for Valentine's Day each year.



## DISTRIBUTION CENTERS

This is a critical step in the cold supply chain: if wholesalers do not keep the flowers cold (35°) they can prematurely wilt.



## FLORISTS

Florists get orders direct or through wire services - and they're a big part of \$27.4B spent on "love." Local couriers make the last-mile delivery.



## DELIVERY

In an e-commerce first world, customers expect perfect delivery at their chosen time and date. Smart logistics tie multiple supply chain partners together to deliver delight on Valentine's Day - and every other day of the year."



 **TransportationInsight**

### Sources:

- Industry & Trade Summary: Cut Flowers; U.S. International Trade Commission: <https://www.usitc.gov/publications/332/pub3580.pdf>
- Sources of Flowers Sold in the United States; International Trade Centre: <http://www.intracen.org/itc/blogs/market-insider/Sources-of-Flowers-Sold-in-the-USA/>
- No Valentine's Day Surprises; U.S. Customs and Border Protection: <https://www.cbp.gov/newsroom/local-media-release/no-valentines-day-surprises-cbp-informs-travelers-about-bringing-1>
- The hidden supply chain behind Valentine's Day Flowers; Supply Chain Dive: <https://www.supplychaindive.com/news/flower-supply-chain-Valentines-Day/436140/>