

MEDIA KIT

AFIA





Our Journey



1982

AFIF is founded to support the growing floral import industry.



1982 - 2024

More than four decades of advocacy, innovation, and growth.



2024

AFIF rebrands as AFIA, marking a new era of collaboration, innovation, and industry leadership.





Simplifying Flower Imports. Championing Members' Growth.

We help flower importers stay ahead with proactive advocacy, key insights, and cost-saving opportunities.



About AFIA

The Association of Floral Importers of America (AFIA) has advocated for the U.S. cut flower importing industry since 1982. Representing an industry that supplies **80%** of the flowers in the U.S., AFIA ensures favorable trade conditions, smooth logistics, and member success.

Based in Miami, the entry hub for **90%** of U.S. floral imports, AFIA supports an industry driving over **200,000** jobs nationwide and **6,000** locally, positively impacting the economy.



AFIA: Driving Industry Growth and Efficiency Since 1982

Streamlining Importation:

- Collaborated with USDA, CBP, and airlines to reduce costs and simplify processes.
- Innovations include the "Flower of the Day" program, 24/7 CBP inspections at Miami International Airport (MIA), and expedited processing during peak seasons like Valentine's Day.

Advocating for Duty-Free Access:

- Secured duty-free entry for most imported flowers, benefiting growers in developing countries.
- Successfully included roses in the GSP program, saving importers costs, with ongoing advocacy for program renewal.

Essential Flowers During COVID-19:

- Ensured the floral industry was deemed essential, keeping operations running and minimizing financial losses during the pandemic.



Exclusive AFIA Member Benefits

ADVOCACY

AFIA champions your business through powerful advocacy, ensuring smooth flower entry and favorable trade conditions for a secure future.

INSIGHTS

Stay ahead with exclusive industry data on imported stems, financial benchmarks, and salary trends, plus networking opportunities to connect with peers.

SAVINGS

Access exclusive savings through AFIA's partner programs to boost your profitability and streamline operations.



Exclusive AFIA Member Benefits

COST SAVINGS

AFIA members enjoy tailored savings programs through partnerships.

Key benefits include:

- **Pallets & Packaging:** Save 12–15% on solutions customized to your operational needs.
- **Car Rentals & Supplies:** Competitive rates on vehicles, materials, and facility management tools, with no upfront costs or minimum spend.
- **Ongoing Optimization:** Continuous spend analysis and benchmarking to maximize savings.



Exclusive AFIA Member Benefits

SMART TECHNOLOGY

Leverage services for real-time operational tracking and optimization:

- **Cost Efficiency:** Reduce operational expenses by up to 25% and maintenance costs by 40%.
- **Enhanced Monitoring:** Real-time tracking of energy, temperature, and equipment ensures product freshness and efficiency.
- **Sustainability Reporting:** Automate reports to meet environmental goals seamlessly.



AFIA At a Glance

80%

of imported flowers
represented by AFIA
membership

42

years of industry
advocacy

Testimonials



"Gardens America has been a long-standing member of AFIF, and I value our membership. If I have any issues with customs or the USDA, I can call AFIF and get the help I need quickly. We had an important shipment held up due to some confusion at USDA, and AFIF resolved it swiftly. The organization's work with local government and lobbying in Washington is essential. In addition, it is vital to have an association that represents our collective concerns and issues in a cohesive, organized manner. Together, we are powerful."

**Kristin Gilliland, CEO
Gardens America**

"The renewal of the GSP is our biggest challenge, and it is incredibly frustrating. Joining AFIA has allowed us to connect with peers to analyze and find solutions to our industry's shared challenges, such as this one. While we are still awaiting the results we need, the efforts AFIA has led in Washington, D.C., over the past few years to advocate for the GSP renewal have been remarkable and crucial for many companies like mine. If you're considering joining AFIF, I'd say: jump in. It's essential that we join forces to tackle these big, macro challenges that only together can be solved."

**Felipe Villamizar, President
Maria Flowers Inc.**

Leadership Spotlight



BOARD PRESIDENT
Rodrigo Leiva



BOARD VICE PRESIDENT
Eric Fernandez



EXECUTIVE VP
Christine Boldt








DEVELOPMENT DIR
Marcela Llinas





Contact

 (305) 593-2383
 2500 NW 97th Ave.
Suite 201
Doral, FL 33172

 weareafia.org
 info@weareafia.org
 [afiaflowers](https://www.linkedin.com/company/afiaflowers)