



AAFC Supports Canadian Flower Growers Through Next Round of FCG AgriMarketing Project

FOR IMMEDIATE RELEASE:

July 28, 2026

GUELPH, ON – Flowers Canada Growers Inc. and its members across Canada are grateful to Agriculture and Agri-Food Canada (AAFC) for extending its support of the expansion of the Canadian floriculture market through the *Overcoming Barriers to Trade and Growing the Market for Canadian Floriculture* project. This next phase of the project will receive up to \$470,030 in funding from AAFC through the AgriMarketing Program, an initiative under the Sustainable Canadian Agriculture Partnership. The project aims to enable continued growth of Canada's flower exports by diversifying into new global markets, expanding opportunities within the domestic market, and safeguarding existing access to current export markets.

"This investment helps flower growers across Canada reach new markets and build a stronger, more resilient sector," said Dominique O'Rourke, Member of Parliament for Guelph. "By supporting trade diversification, we're helping our floriculture sector continue to grow."

Flower growers generated \$2.44 billion in farm gate sales nationally in 2025, an increase of nearly \$160 million over 2024. Since then, tariff threats from the United States in early 2025 resulted in market uncertainty and a decline in export growth for Canadian flowers. From 2020 to 2024, Canadian floral exports saw strong annualized growth of 16.24%. Had that trend continued into 2025, exports would have been expected to reach approximately \$1.163 billion by the end of December. Instead, they came in at \$942.7 million, a shortfall of 18.9%, or \$220.2 million.

"With this new funding, Flowers Canada Growers will explore export markets beyond our largest trading partner: the United States," said Jan VanZanten, President of Flowers Canada Growers (FCG). "This is an exciting opportunity to seek out new trading partners while continuing to expand the market for Canadian flowers both domestically and in the US."

Along with AAFC, FCG will contribute to a total of \$940,060 over two years to support the *Overcoming Barriers to Trade and Growing the Market for Canadian Floriculture* project, with the goal of exploring opportunities to diversify export markets, supporting domestic market development, whilst ensuring uninterrupted access to the US - a market critical to the survival of many Canadian flower farms.

"Canadian flower growers depend on consistency and predictability when investing in growth and expansion. Today, growers are seeking strategies to expand amid significant market uncertainty" said FCG Executive Director, Andrew Morse. "We're hopeful that this exciting project can give flower growers the

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certainty they need to continue that expansion. FCG is thankful for the support from AAFC to help ensure the continued growth and trade success of the sector.”

About FCG

Flowers Canada Growers is the national trade association of the Canadian greenhouse flower-growing sector. Our members across Canada include greenhouse growers, distributors and importers/exporters all dealing with cut flowers, potted plants, bedding plants, cut greens and specialty suppliers and services to the industry.