

Compiled by Marissa Garcia, SBDCNet Researcher  
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## Floral Industry

- [Florists Associations By State](#)
- [Society of American Florists](#)
- [Floral Industry Conventions](#)
- [California Cut Flower Industry](#)
- [Importing Cut Flowers](#)
- [Sample Market Analysis for a Florist Business](#) (pdf format)
- [Floral Merchandising](#)

## Plant and Nursery Industry

- [Starting in the Nursery Business](#) (pdf format)
- [Getting Started in the Nursery Business](#), Nursery Production Options
- [Sustainable Small-scale Nursery Production](#)
- [The Nursery Business](#), Sources of Information and References
- [Using an Income Statement in Horticultural Business](#)
- [Nursery: First Year Budget](#)
- [Flower, nursery stock, & florists' supplies whsle](#) - 1998 Census Data
- [2007 Census of Horticultural Specialties](#)
- [Horticultural Business Information Center](#)

## Additional Links

- [Florist Business Plan](#)
- [Garden Nursery Business Plan](#)
- [Guide to Information for Starting in the Nursery Business](#)
- [ANLA- American Nursery & Landscape Association](#)
- [National Gardening Association](#)
- [Green Industry Consumers](#)
- [Economic Impact of the Green Industry](#)
- [Forest 2 Market](#)
- [Starting a Nursery Business](#)
- [WFFSA Wholesale Florist & Florest Supplier Association](#)
- [Floricultural Publications](#)

## **Entrepreneur Magazine**

- [Ch. 1- She Loves Me, She Loves Me Not: Is the Floral Business Right for You](#)

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