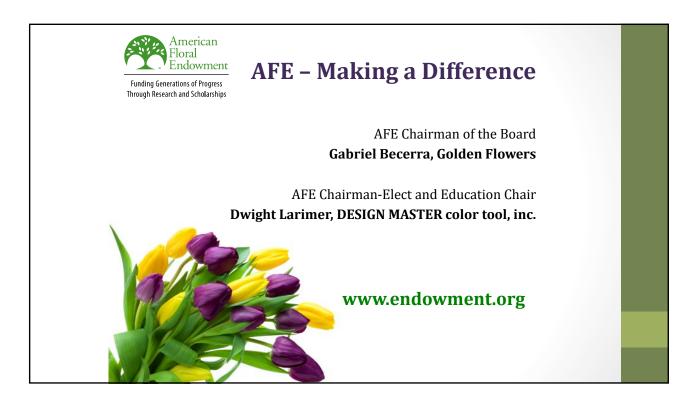


# **Please Welcome**

## **American Floral Endowment (AFE)**

**Dwight Larimer & Gabriel Becerra** 



## **About AFE**

• Established in 1961

• Collects <u>industry</u> funding to support <u>industry</u> efforts

• Only earnings from the investments are spent for research and educational programs – principle donation is never spent!

#### Two main objectives:

**1.Research** – more than \$15 million funded! **2.Scholarships/internships** – more than \$2 million funded!



AFE is an independent non-profit that funds research and scholarships in floriculture and environmental horticulture for the benefit of growers, wholesalers, retailers, allied industry organizations and the general public.







### **Newest Research**

### **Funeral Directors & Flowers**

- 200 Funeral Directors Surveyed
- Attitudes toward floral tributes
- Experiences working with florists
- Improving relationships

Encourage your retail florists to download this report!







