



THE ORIGINAL LOS ANGELES FLOWER MARKET

The Original Los Angeles Flower Market

Background

The Original Los Angeles Flower Market has a rich family history that spans over a century. In 1917, a group of 30 enterprising European-American growers formed the American Florists' Exchange in a garage on Winston Street near Fifth.

Inspired by the success of local Japanese-American growers who had established the city's first major flower market in 1912 (the Southern California Flower Market), the American Florists' Exchange sought a more efficient way to sell and distribute their freshly grown, highly perishable flowers to local florists and nurseries.

Many legendary pioneers of the L.A. floriculture industry were among the group's original founding members, which included: Ernst Amling, Walter Armacost and Fred Royston, J.C. Bodger, Paul Ecke Sr., H. N. Gage, W. "Pop" Godfrey and Donald Biggs, Albert Goldenson, C.J. Groen, Gebhard Prechtl, Herman Seidler, W.J. Jacobus, Vander Bruggen, C.P. Von Herzen, and Roy Wilcox. Third and fourth generations of these founding families are still shareholders in The Original Los Angeles Flower Market today.

The decades that followed brought significant innovation and growth, as advances in the areas of horticulture and greenhouse technologies, refrigeration, transportation, and communications made the floral industry a truly global enterprise. Ordering, tracking, and delivery of imported flowers from around the world became streamlined and accelerated.

Over time, as the Los Angeles area's population and real estate prices continued to climb, many growers moved their primary operations to the north, the south, or even out of the country to become more cost-efficient – and cost-competitive – with the growing wave of importing and exporting fresh cut flowers. Through it all, The Original Los Angeles Flower Market has continued to adapt, evolve, and to thrive by putting the needs of its commercial and retail customers first.

In 2011, The Original Los Angeles Flower Market went solar, transforming its main facility into a modern, solar-powered showcase for the floral offerings grown in over a dozen different countries.

Today, the expansive indoor floral marketplace features 32 vendors on a sales floor spanning 55,000 sq. ft., with an additional 20 vendors in surrounding buildings and supply houses. Open to the floral trade and the public, the world-renowned Original Los Angeles Flower Market offers thousands of different varieties of cut flowers as well as foliage and floral accessories from around the globe.