



# THE ORIGINAL LOS ANGELES FLOWER MARKET

## Original Los Angeles Flower Market

### Fact Sheet

**WHAT:** The Original Los Angeles Flower Market was founded in 1919 as the American Florists' Exchange by a group of 30 enterprising European-American growers. In 1921, the first warehouse was built for The Original Los Angeles Flower Market. 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 Original Los Angeles Flower Market is part of the world-renown Los Angeles Flower District, the largest and most successful wholesale floral district in the country. Every in-season commercially sold variety of fresh-cut flowers are available from around the globe.

**ADMISSION:** Public admission is \$3 on weekdays and \$ on Saturday. For industry trade, there is free admittance through the Badge Member Program. Badges are \$80 annually and include free parking.

**HOURS:** Trade Hours (access with industry badge only):  
Monday through Friday, 5am to 8am  
Saturday, 5am to 2pm (some vendor closing times may vary)  
Sunday, closed

Public Hours:  
Monday through Thursday, 8am to 12pm  
Friday, 8am to 2pm  
Saturday, 6am to 2pm  
Sunday, closed

Holiday Hours may vary; Market is closed Dec. 26 and Jan. 2.

**WHERE:** 754 Wall St. (between 7th and 8th)  
Los Angeles, CA 90014

**PARKING:** There is a secure rooftop parking structure, as well as several parking lots surrounding The Original Los Angeles Flower Market. A limited amount of metered street parking is also available.

**CONTACT:** [originallaflowermarket.com](http://originallaflowermarket.com)  
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**OWNER:** 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 Prechtel, 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.

**FUN FACTS:** 50 vendors; 32 on the market's main floor  
Dozens of countries represented with imported florals and greens  
Millions of various florals and greens are available throughout the year  
\$3.5 billion annual sales for the California floral & nursery industry  
\$7 - \$8 billion retail value of U.S. cut flower purchases  
45,000 trade visitors annually (to the entire Los Angeles Flower District)  
250,000 consumer visitors annually (to the entire Los Angeles Flower District)  
5,903 floral & foliage farms in the U.S.  
3 top-selling holidays are Mother's Day, Valentine's Day and Christmas