A hundred years ago nearly all cut flowers in the United States were locally grown. Today 75 percent of flowers sold in the United States are imported from over 80 countries worldwide. This study considers the current industry conditions that local florists face in light of the drastic changes floriculture has experienced due to shifts in the global economy. The challenges local floral business face are explored through three interviews: one with a local floral shop owner, one with a local cut-flower grower, and one with the manager of the floral department at a regionally owned supermarket. Although all three individuals provided very different perspectives, they all confront similar competition from big box stores. Like many industries, floriculture is becoming increasing consolidated. Due to their purchasing power, supermarkets are more likely to have the necessary infrastructure to take part in the global floral industry through their purchases of large quantities of flowers at discount prices. Today’s small-scale, local florists are under immense pressure to compete in a fast-paced global economy alongside large competitors. As a result, local florists are constantly under duress to reorganize their operations to appeal to niche markets, quickly move their perishable product, and remain in business.