

Los Angeles Flower Market Publishes 100-Year History

Pictorial souvenir volume depicts the history and influence of Southern California flowers upon the floriculture industry throughout America

February 1, 2009 (FPRC) -- The American Florists' Exchange, Ltd. dba Los Angeles Flower Market announces the publication of a hardbound, 288-page full color, hardbound pictorial history portraying in stories and pictures the growth of the Los Angeles Flower Market, the area's flower industry and its influence across America.

Sending Flowers to America: History of the Los Angeles Flower Market and the People Who Built an American Floral Industry features a chronological history of how Southern California evolved into a patchwork of flower farms and citrus groves, covering its changing landscape from 1850 to the present day. A Profiles section features more than 60 stories based on interviews with descendents of the European immigrant families who formed the nucleus of the early Los Angeles Flower Market, who operated the flower farms, trucked their blooms nightly to Los Angeles, and sold and shipped flowers and supplies across the United States.

The book is unique in recording contributions made by European immigrants and transplants from "the states" to California's agricultural industry. It showcases their role in supplying flowers to florists and consumers nationally during the years before imports, when flowers could only be obtained domestically. Crucial is the role played by the Los Angeles Flower Market, the "grand central" of the Southern California flower industry since its inception in the early 1900s.

"We are very pleased to present this archival quality record of the milestones in our history," says Johnny Mellano, manager of the Los Angeles Flower Market and a flower grower whose family story is one of those featured in the book. "These stories have been passed down to us through generations. It's time we record them for those who follow in our footsteps and those across America who trade with California farmers and wholesalers and the Los Angeles Flower Market."

About the American Florists' Exchange, Ltd./Los Angeles Flower Market: The Los Angeles Flower Market of the American Florists' Exchange, at 754 Wall Street in the Los Angeles Flower and Fashion District, was incorporated in January, 1921. Primarily a wholesale venue bringing together floral wholesalers, flower growers, shippers, distributors, floral suppliers, floral designers, event planners and retail florists, the Market is open also to the public and is part of the Los Angeles Flower District, the largest wholesale flower district in the United States. For more information, visit www.laflowerdistrict.com. For details about the Flower Market History Book Project, visit www.flowermarkethistory.com.

About the Authors

The *Sending Flowers to America* book project was managed and the book co-authored by Peggi Ridgway, editor of *The Bloomin' News*, the newsmagazine of the Los Angeles Flower Market, and author of business books and articles. Jan Works, a Fullerton, California-based business writer, wrote most of the 66 profiles of growers, wholesalers and florists that appear in the book's Profiles sections, while Ridgway wrote the book's chronological history.

Distribution & More Information:

Flower Market History, P.O. Box 129, Buena Park, CA 90621-0129. Call (714) 228-1101 / Wordpix;
or visit www.FlowerMarketHistory.com

Contact Information

For more information contact Peggi Ridgway of American Florists (<http://>)
714 228-1101

Keywords

[LA Flower Market](#)

[Los Angeles history](#)

[LA Flower Mart](#)

You can read this press release online [here](#)