

# The Mum Project

Revitalizing American agriculture  
through chrysanthemums



Did you know that the cut flower industry in the United States is a 9 billion dollar industry - 80% of which is supported by imported flowers? What's more, the US doesn't export a single variety of cut flowers. Not a single stem leaves American soil.

In 2022, the global cut flower market was a \$32 billion industry, which is expected to reach \$50 billion by 2030. With our nation's sights set on becoming more self-sufficient and creating exports to strengthen global position, we believe that heirloom chrysanthemums have a role to play in strengthening the US economy and domestic agriculture.

## How, and Why Chrysanthemums?

With rising property costs and labor costs, creating a new agriculture export seems impossible. However, there is one cut flower that can make it more attainable than ever before - the heirloom chrysanthemum.

### **Free from IP**

Heirloom chrysanthemums are unique for a variety of reasons, namely, they are not patented. Being free from patent protections means they can be propagated to create several plants from a single healthy mother plant! Growers can sustain -and build- larger plant stocks without having to purchase year after year (unless they want new varieties, of course!)

### **A National Crop**

Mums are one of the only flowers that can grow in every climate in the US. This means that growers in even the most extreme environments can become successful mum producers.

### **Sturdy Cut Flowers**

One of our favorite things about heirloom chrysanthemums is that they are sturdy! With a vase life of 2-4 weeks, and the ability to "bounce back" after being stressed, these blooms can hold up beautifully in international transit.

### **Not A Pot Mum**

It's important to remember that these are not pot mums like you'd see at garden centers in the fall. These are cut flower mums that produce blooms in a wide variety of shapes and colors - some even look like dahlias!

# Join the Movement

## Heirloom Sponsorship - \$5,000 | 5 available

- Quarterly business updates about The Mum Project
- Choice of up to (5) varieties to be named the sponsor of
- Priority placement of a linked logo on our The Mum Project Page and recognition of sponsorship varieties on in our Mum Directory at hhfshop.com.
- Linked logos on monthly emails to The Mum Project email list (4,000+ subscribers, 98.74% open rate)
- (1) Promotional reel or post on Instagram and Facebook, along with tagging on Mum Project related social content. (45K combined followers)
- (2) Tickets to The Mum Showcase on November 4th
- (1) Ticket to The Virtual Mum Summit, November 2nd - 5th
- Sponsorship recognition at The Mum Showcase and The Mum Summit
- Sponsorship recognition plaquards in the mum crop during the season
- Logo inclusion on Sponsorship posters displayed outside mum house doors
- A collection of 10 mum plants in your sponsored variety shipped in the spring -OR- (3) of our 2024 signature Mum Bouquet (ships in November)\*
- Logo on mum box collateral included in all boxes for the 2024 shipping season.

## Producer Sponsorship - \$3,000 | 10 available

- Quarterly business updates about The Mum Project
- Choice of up to (3) varieties to be named the sponsor of
- Linked logo on our The Mum Project Page at hhfshop.com
- Social Media sponsorship announcement and up to (5) mentions on Facebook and Instagram including tagging on Mum Project related social media content. (45K combined followers)
- (2) Tickets to The Mum Showcase on November 4th
- (1) Ticket to The Virtual Mum Summit, November 2nd - 5th
- Sponsorship recognition at The Mum Showcase and The Mum Summit
- Logo inclusion on Sponsorship posters displayed outside mum house doors
- A collection of 6 mum plants in your sponsored variety shipped in the spring -OR- (2) of our 2024 signature Mum Bouquet (ships in November)\*

## Supporter Sponsorship - \$800 | 245 available

- Quarterly business updates about The Mum Project
- Choice of (1) variety to be named the sponsor of
- Linked business name on our The Mum Project Page at hhfshop.com
- Social Media sponsorship announcement on Instagram and Facebook (45K combined followers)
- (1) Ticket to The Mum Showcase on November 4th or the Mum Virtual Summit November 2nd - 5th
- A collection of 2 mum plants in your sponsored variety shipped in the spring -OR- (1) of our 2024 signature Mum Bouquet (ships in November)\*

\*Due to the timeframe required for propagation, any sponsorships paid for after March will receive their featured mum plant box the following year. Anyone who does not want a plant box has the option to receive a Mum bouquet instead. This is a multi-variety bouquet and may or may not include the mum you have sponsored.

For more information, or to join the movement, call or email

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# Audience Overview



We have successfully developed a large, national audience across social media, email marketing, earned media, and paid media

45K

social media followers

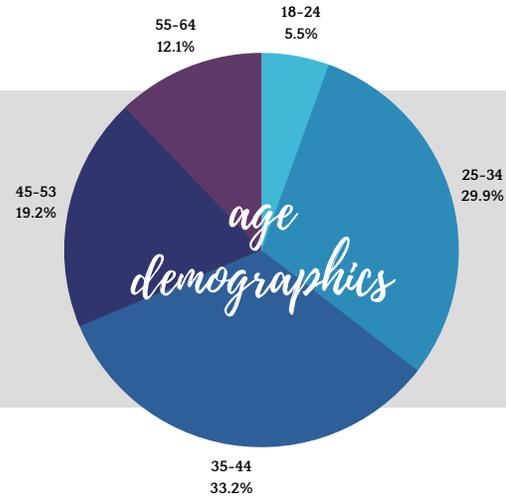
34K

instagram followers

9.9K

instagram followers

93% female audience



12K

monthly website visitors

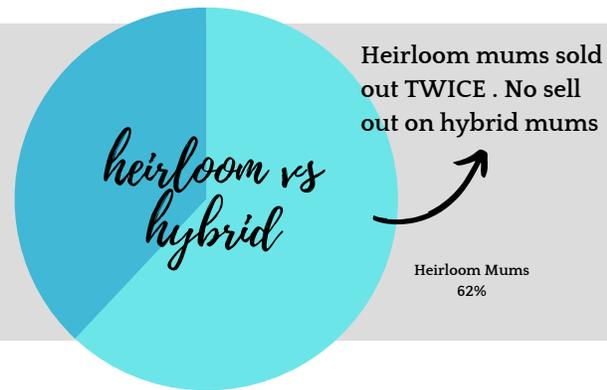
46

number of states shipped to in the 2023 season

12

hour sell out on 500 box first launch

Hybrid Mums 38%



7.6K

newsletter subscribers

58%

newsletter open rate

98%

mum email list open rate

56%

mum email list growth in 2023



3.8% click-through rate

