

New H-2A guidelines, indoor plants at Cultivate and \$32.78 billion



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TROPICAL TOPICS

COMING UP THIS WEEK:

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Cultivate 101



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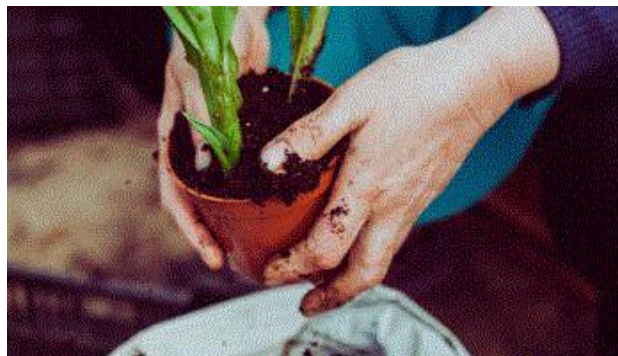
New Guidance on H-2A Worker Regulations

Employing H-2A workers? Then you'll need to know that the U.S. Department of Labor (DOL) has issued some new information about the program. Below is the statement from Matt Mika, AmericanHort's Vice President of Advocacy and Government Affairs, about the DOL issuance:

Late last week, the **U.S. Department of Labor (DOL)** announced it is suspending enforcement of the 2024 Farmworker Protection Rule. This nationwide injunction follows inconsistent judicial rulings, including litigation initiated by AmericanHort.

What does this mean?

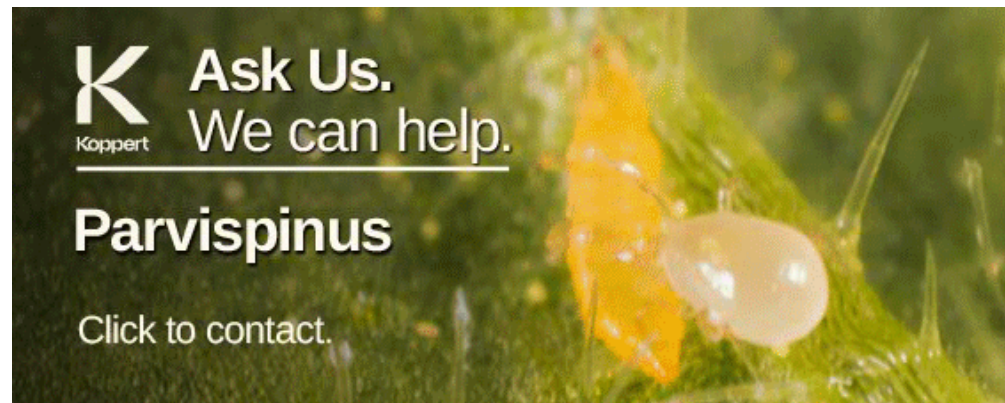
DOL will not enforce the 2024 Farmworker Protection Rule while it considers future regulatory actions; only the enforcement of the rule is suspended, not the rule itself. Developed under the Biden Administration, the rule exceeded the original scope of the H-2A program, causing confusion and operational difficulties for America's growers. AmericanHort and co-plaintiffs still have a **pending suit** against DOL to stop the implementation of the 2024 H-2A Farmworker Protection Rule.



The current decision is a positive development and an important recognition of the regulatory burden the rule would have imposed. However, it does not change or eliminate any existing H-2A program regulations.

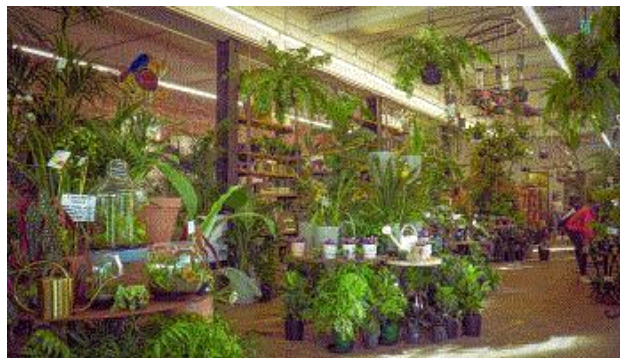
AmericanHort, its members, and coalition partners worked diligently to communicate the rule's complexity, duplication, and the unfair impact it would have had on growers. We will continue to closely monitor DOL activity and advocate for regulatory clarity and fairness in agricultural labor policy.

The DOL's Wage and Hour Division released a document that is helpful in understanding the situation. You can download that document [HERE](#).



\$32.78 Billion

That's the estimate for how much the global indoor plant market will be worth in 2034, according to Custom Market Insights, a market research and advisory company. This market was last valued at \$20.41 billion in 2024 with an expectation it would reach \$21.40 billion in 2025. They predict a compound annual growth rate of 4.85% between 2025-2034.



Custom Market Insights' report titled "Indoor Plant Market Size, Trends and Insights By Type, Product Type, By Application and By Region—Global Industry Overview, Statistical Data, Competitive Analysis, Share, Outlook and Forecast 2025-2034" was released back in April and somehow I am just finding out about it. The report itself is giant, but they provide numerous facts, figures and insights for free [HERE](#), including the market's SWOT analysis, which I think is really good information to know. I'll include a summarized version here.

- *Strengths:* People are aware of indoor plants' health benefits and ability to lower stress.
- *Weaknesses:* There's a lack of consumer knowledge about plant care, and that can make artificial plants more appealing.
- *Opportunities:* There's a surge in the urban population living with limited space. This may cause an increase in demand for houseplants, and also for "smart planters" and

automated systems that make caring for indoor plants easier.

- *Threats:* Extreme weather can limit production, and market saturation and increased competition can lower margins (but you already knew that).

The online report synopsis has some great market growth factors and other information I'll recommend you read for yourself.

For something more in-depth, they have a free sample report available [HERE](#). You can also request a customized copy of the Indoor Plant Market Report [HERE](#) if you really want to drill down into the numbers and opportunities.

If you read more on any of this and want to share your thoughts and your experiences with the indoor plant market, drop me a note [HERE](#).



Flourish's New Soil

The folks at Flourish Plant told us at TPIE that they had another houseplant-specific product in the works. Two weeks ago they unveiled their new Houseplant Potting Soil, the company's first completely new product since the introduction of their Flourish Plant All-Purpose Plant Food.

I love this line from their press announcement in particular: "Over the years, you've trusted us to feed your plants—now, we're giving them a place to thrive." The message there is that this is not just a medium but a place that promotes growth. The new soil does that by being a bioactive soil blend to support houseplants from the roots up. Flourish Soil is an all-purpose blend formulated with components that balance drainage, aeration and long-term nutrient delivery.



What's in it?

- Sustainably sourced peat moss for optimal moisture retention
- Upcycled composted manure for a steady supply of nutrients
- Perlite and aged bark for airflow and to prevent soggy roots

Flourish is actively pursuing CDFA Organic Input Material (OIM) registration for its Houseplant Potting Soil. This is a rigorous certification process overseen by the California Department of Food and Agriculture that ensures all soil inputs meet strict organic standards and are suitable for use in certified organic systems. "We want our customers to feel confident that our soil isn't just effective and thoughtfully made—it also meets some of the highest standards in the industry for organic integrity," said Flourish's CEO Kate Ferguson in a press release. "CDFA OIM approval will further validate the product's quality and open doors to even more environmentally conscious

retailers and growers.”

The Flourish Soil is available in a 4-qt. bag. Read more about it [HERE](#) and contact them [HERE](#) for orders.



Tropicals and Houseplants at Cultivate'25

The U.S.'s largest horticultural event, Cultivate'25 in Columbus, Ohio, is set to take place in just a few weeks (July 12-15). If you're headed to the event to check out machinery or pottery vendors on the trade show floor, chisel out some time to attend a few educational sessions that pertain to tropicals and plantscaping.



I've sorted through Cultivate's totally loaded educational schedule to find some that folks in this segment of the industry might find useful:

Plant Maintenance: Don't Replace It, Save It. This is an extended, hands-on session on Saturday, July 12, for elevating plant maintenance skills and setting your team up for success. The session covers sub-irrigation, pruning, shaping, cleaning and the tools you'll need.

Diagnosing Tropical Foliage Disorders. Sunday, July 13 at 11:15 a.m. with Lynn Griffith. This is a session for growers, retailers, interiorscapers and landscapers to help build diagnosing skills, understand what causes plant problems and apply solutions to restore health. Sounds like a fun one!

Training Service Trainers. Sunday, July 13 at 1:15 p.m. with Vicky Cate. This session delves into the art of teaching, coaching and mentoring plant care specialists, equipping trainers with the skills needed to introduce new technicians to the professional world of commercial interior plant care.

Pest Management Update with the Bug Lady. Sunday, July 13 at 9:45 a.m. Suzanne Wainwright-Evans lives for informing everyone about the latest information on the bugs you need to know about. This is a can't-miss session!

These are just a few of the sessions that tropical and houseplant folks can benefit from, but there are a bunch more that could possibly help you out. [Take a look at the session list yourself.](#) Be prepared to end up with a full schedule!

Cultivate 101

While I'm on the topic of Cultivate, AmericanHort is offering a webinar session Wednesday, June 25, 1:00-2:30 p.m. Eastern on "How to Make the Most of Cultivate'25. What a great idea!

Whether you are new to the event or are a seasoned Cultivate attendee, this session will give you the inside scoop on everything you need to know about Cultivate'25. This included the trade show, keynote speakers, education sessions, tours, workshops, evening events and on and on. (I haven't heard for sure but I bet someone will also be sharing the best Jeni's Splendid Ice Cream flavors, too.)

This webinar is being led by AmericanHort Community Connectors with the mission of helping you and your team have a productive, stress-free and inspiring time in Columbus. And if you can't make it tomorrow, register anyway—if you register, you'll be notified when the recording is available to watch at your leisure.

Register [HERE](#) now.

If you have any comments, questions or suggestions for content, email me about them at ewells@ballpublishing.com.



Ellen Wells
Senior Editor
Green Profit

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