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Floral industry gathers in Miami

By

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Members of the floral industry gathered for the annual WFFSA Floral Distribution Conference in Miami. The three day expo was well attended and showcased some of the best floral shippers in the industry. Among the many highlights, executive president of Asocoflores Augusto Solano was presented with the LTK Distinguished Service Award and Gabriel Becerra of Golden Flowers was elected as president of WFFSA. The conference is the first large-scale event for the floral industry since the pandemic hit, and attendees exemplified this year's theme in every way: Stronger together, better than ever.

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