

WisDems: Roses are red, violets are blue, the GOP is raising prices for you

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MADISON, Wis. — This week, Wisconsin Republican representatives all voted to protect the GOP's tariff taxes. Now, [new reporting](#) reveals that flower businesses and buyers are feeling the impacts of the GOP's tariff tax, with Wisconsinites across the state even being pinched on flowers for their loved ones. Karen Ponteri and Katie Poulis, both florist shop owners, explain how tariffs are raising prices on her products due to tariff costs.

Spectrum News: ['We have increased some pricing': Florists discuss tariff, weather impacts as Valentine's Day approaches](#)

By: Blake Dietz | 2/12/26

Valentine's Day spending is up, and so are prices.

Many flower shops in Wisconsin and across the country say they've had to raise flower prices by about 15% due to frozen crops and import tariffs.

Karen Ponteri owns The Flower Lady in Wauwatosa; she said it's added a bit more complication to holiday planning.

[...]

Over 80% of fresh flowers sold in the U.S. are imported, according to the U.S. Department of Agriculture. Not only are flowers affected by tariffs, but also some vases are too. Those tariffs cut into profits, said Katie Poulos, who owns Alfa Flower Shop.

“We have some increased pricing because of tariffs, unfortunately. So, we see the increase just like we see in our grocery carts,” said Poulos. “At the grocery, everything is more costly, as we all know, and flowers are too. We’re still holding our own, but we can definitely see a dip [in profits].”