



Floral Volunteer Committee

October 17th

Agenda

- **Introduction of New Co-Chairs thanking Erin, for everything she has done for the last several years.**
- **Kelvin Frye from Syndicate Sales and Robert Markus from P&F Flower Farms**
 - ❖ **Hunt Shipman with update on Floral Government Relations**
 - ❖ **Table exercise to think of what DC could be, meeting with USDA, how to get funding, GSP ratified and removed. Meetings with Congress or Senate etc., Specialty Crop Fund. Think outside the box so we can take it back to IFPA see how we might address some concerns**
- **Updates on Floral Task Forces**
 - **Floral Sustainability**
 - ❖ **Joyce Aerts from Paardekoooper**
 - ❖ **Alan Campbell from Paardekoooper**
 - ❖ **Debi Chedester from AFE**
 - **POS Data and Floral Consumption on Website**
 - ❖ **Greg Kurkjian from DecoWraps**
 - ❖ **Unify floral demonstration**
 - **DEMAND CREATION**
 - ❖ **Jennie Garbarek from Tessa Corporation**
 - **Data to share on this year with limited participation**
 - **Other Micro Holidays**
 - **Vanessa Leite- That Flower Feeling**



More Agenda

- **Break for 10 minutes**
- **GLOBAL EXPANSION**
 - ❖ **JC Barrera from the Gems Group**
- **BLOOMING PLANT GUIDE**
 - ❖ **Deb Zoellick**
- **LOGISTICS COLLABORATION**
 - ❖ **Cheryl Dawn Smith from Hortygirl Living Décor and Stewart Lappage from Oppenheimer Group**
- **About This Committee and Floral Task Forces**
- **Table exercise to think of three topics of what Advocacy can do for Floral.**
 - **Gather all unique topics for discussion amongst IFPA on how best to serve.**
- **Members helping to get Members...** Need your help. Deb will pass pages for sign up to bring in more members.



Anyone new

- Tell us – Who you are
- Tell us – Where you work
- Tell us – what you do





Washington Update and Outlook

Hunt Shipman

Principal and Director

Cornerstone Government Affairs

2024 Congressional Agenda

- ✓ Finishing FY2024 appropriations
- ✓ Supplemental funding package for border security, Ukraine, Israel, Taiwan
- ✓ FAA Reauthorization
 - 2024 National Defense Authorization Act
 - 2024 Water Resources Development Act
 - FY2025 appropriations
 - Tax package
 - Farm Bill



Farm Bill Status

- The 2018 Farm Bill expired September 30, 2024, after a 1-year extension
- On May 24, the House Agriculture Committee voted to advance Chairman Glenn "GT" Thompson's Farm, Food, and National Security Act to the House floor
 - Four Democrats voted with all Committee Republicans in support: Sanford Bishop (D-GA), Yadira Caraveo (D-CO), Don Davis (D-NC), and Eric Sorensen (D-IL)
- Senate Agriculture Chairwoman Debbie Stabenow (D-MI) and Ranking Member John Boozman (R-AR) have each released their own framework for the next farm bill



FY 2025 Appropriations

- Before recessing for October, Congress passed a continuing resolution to fund government operations until October 20.
 - The House Committee considered all 12 annual appropriations bills and 5 were passed by the full House
 - Senate completed 11 of the 12. None were considered in the full Senate
- Floral Priorities
 - Floriculture & Nursery Research Initiative
 - USDA-APHIS Funding



Tax & Trade

- House Tax bill
- Trade outlook
- GSP Reauthorization



119th Congress Outlook

- Election will determine control of House & Senate
 - New committee members
 - New committee leadership
- Farm Bill
- Budget Reconciliation
- Tax bill



Floral Sustainability Taskforce Update

Joyce Aerts-Paardekooper





Sustainability Task Force

Survey September 2024



Sustainability Task Force

- Education and awareness
- Sharing Market Insights
- State specific Regulatory updates

Past year

- Collaboration Sustainabloom
- Webinar Transportation
- Survey



Member needs and wishes inventory

Goals:

- Understand key sustainability topics important to our members
- Identify actionable steps for future initiatives

Outcomes:

- The survey results will guide our actions over the next year
- We will invite experts to discuss specific sustainability subjects
- Collaboration with retailers is essential, as they have the power to drive market changes



INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION

2024 Understanding the
Sustainable Producer

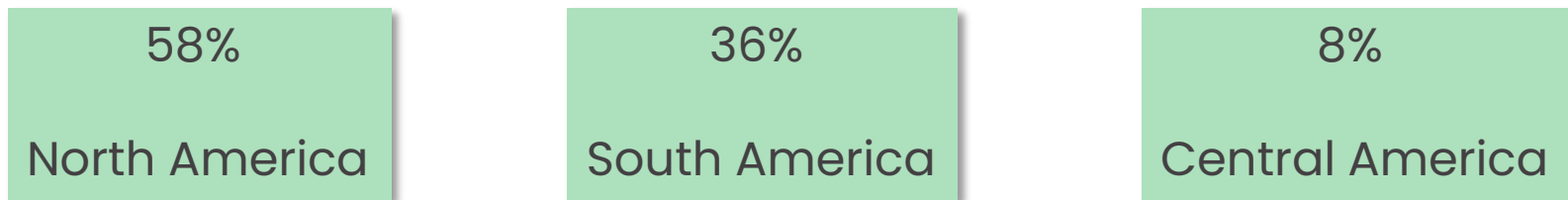


Methodology

Electronic survey sent to floral and produce producers in September 2024

Results

- 55 Floral responses



Sustainability is important & worthy of investment

83%

**Believe sustainability is
extremely/very important**

85%

**Investing in research &
innovation for more
sustainable production**



Top 3 reasons for pursuing Sustainability efforts

1

31%

Long-term business
viability & resilience

2

21%

Corporate social
responsibility

3

19%

Environmental impact
reduction



Future regulations

88%

Perceive there will be an impact on sustainability by future regulations



Cost savings

63%

Identified cost savings or economic benefits associated with sustainability initiatives



Consumer demand

68%

**Of floral growers observed an increase in consumer demand
for sustainably produced floral products**



Q16 Have you observed an increase in consumer demand for sustainably produced floral products?

Sustainability in partner selection

66%

Sustainability criteria is somewhat/a lot considered in selection of partners



Top 6 challenges to adopting sustainability practices

1

73%

Financial constraints & costs

2

41%

Operational complexities & disruptions

3

34%

Regulatory & compliance hurdles

4

32%

Challenges in integrating sustainability into existing systems & processes

5

27%

Supply chain limitations and reliability

6

20%

Limited availability of sustainable materials or technologies



Q11 What challenges do you face in adopting or implementing sustainable practices?

Top 6 ways IFPA can help you achieve sustainability goals

1	2	3	4	5	6
Providing industry-specific guidance and best practices	Facilitating networking opportunities with other sustainable businesses	Improving retailer collaboration	Assisting with sustainability certifications and compliance	Offering training & educational resources	Offering tools to measure and track sustainability progress
63%	63%	48%	45%	45%	43%



Retail influence

85%

State retailer requirements
influence sustainability
practices

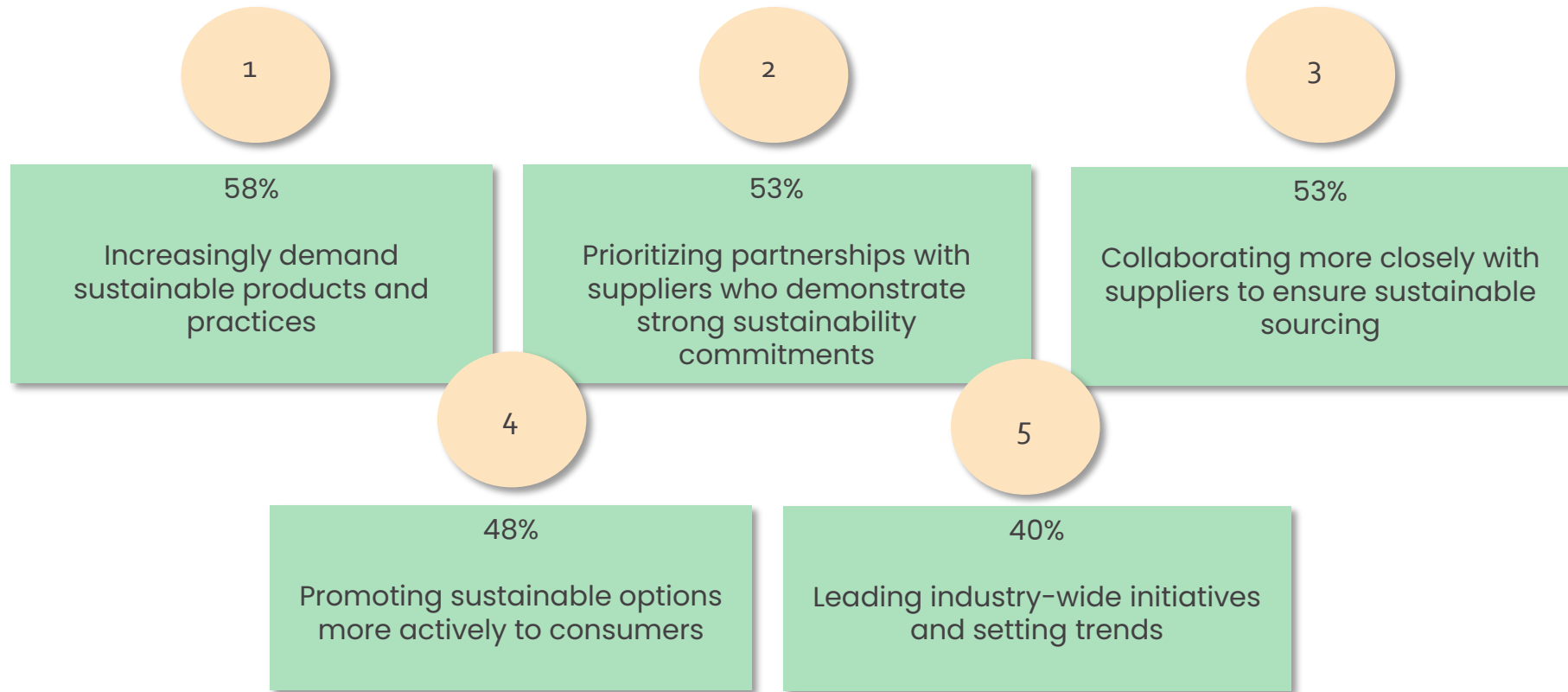
88%

**Believe their company
would benefit from
closer collaboration with
retailers on
sustainability issues**



Q12 Do retailers influence your sustainability practices?
Q28 Would your company benefit from closer collaboration with retailers on sustainability initiatives?

Top 5 ways retailers role in sustainability will evolve for floral



Top 5 priorities for IFPA

1	2	3	4	5
Sustainable Packaging Solutions	Recycling and Waste Management	Water Use and Conservation	Collaboration with Retailers on Sustainability Initiatives	Energy Use and Efficiency
73%	66%	66%	51%	46%



Q3 Which sustainability topics do you believe should be prioritized by IFPA?

Next Steps

- Engage Industry Experts: Invite specialists to provide deeper insights on key industry topics and emerging trends.
- Strengthen Retail Partnerships: Foster closer collaboration with retailers to enhance mutual growth and sustainability efforts.
- Collaborate with Sustainabloom: Partner with Sustainabloom to drive impactful sustainability initiatives within the floral industry.



**WHAT'S
NEXT?**

Top 5 priorities for IFPA

1	2	3	4	5
Sustainable Packaging Solutions	Recycling and Waste Management	Water Use and Conservation	Collaboration with Retailers on Sustainability Initiatives	Energy Use and Efficiency
73%	66%	66%	51%	46%



Q3 Which sustainability topics do you believe should be prioritized by IFPA?



Sustainable Packaging in the Floral Industry

Addressing sustainable packaging challenges

Dr Alan Campbell
The Packaging LCA Centre

What is sustainable packaging?



Organizations that trust our expertise

PACKAGING



INTERNATIONAL BRANDS

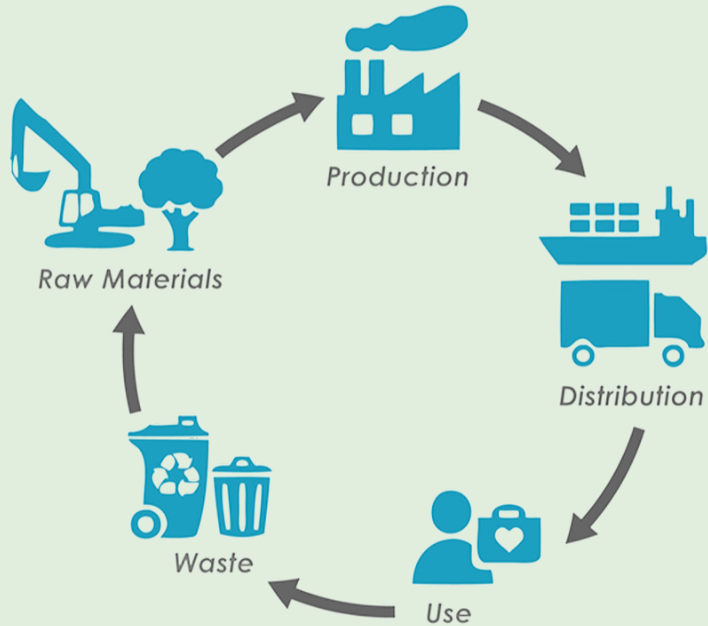


RETAILERS



GOVERNEMENT & NGO





FORENSIC LCA

= scientific method involving lab identification and quantification of:

- Energy use
- Material use
- Waste
- Emmissions, to the environment

in all stages of the life cycle of the product. From the sourcing of the raw materials to the end-of-life scenario such as for instance incineration or recycling.

Future Regulations

88%

Perceive there will be an impact on sustainability by future regulations



2023/2024

SUPD

- EPR for all packaging in EU

CSRD

- ESG reporting, incl. reporting on environmental sustainability
- EU Taxonomy metrics part of the reporting

Eco-design (ESPR)

- Digital Product Passport (affecting sourcing)

Chemical Substances (REACH)

- Revision of REACH Regulation
- Ban on synthetic polymer microparticles

Food Contact Materials (FCM)

- Revision of FCM Framework Regulation
- SMLs for plasticisers (incl. phthalates)

2030

Paris agreement

- 55% emission reduction

EU Chemicals Strategy (CSS)

- Toxic-free environment in Europe

PPWR

- Packaging volume & weight reduction
- Empty space ratio (group & transport packaging)
- Ban on certain single-use packaging formats
- Re-use targets
- Recyclability by design
- Minimum recycled plastic content
- Recycling targets
- EPR fees based on recyclability & recycled content

2035/2040

PPWR

- Stricter re-use targets
- Recyclability at scale
- Higher minimum recycled plastic content targets
- Higher recycling targets

2050

EU Green Deal

- Full circularity
- Carbon neutral Microplastics

2025

SUPD

- Recycled content targets
- Deforestation-free (EUDR)
- Customs system: traceability, geo-location, due diligence & risk assessment

UNEP Plastic Treaty

- Publication of final text
- Measures to end plastic pollution

2025-2030

Packaging & Packaging Waste (PPWR)

- Ban on PFAS in food contact packaging
- Empty space ratio minimisation (sales packaging)
- Re-use & refill obligations for take-away (HORECA)
- Compostability requirements
- Labelling requirements
- Prohibition of misleading labelling
- Mandatory DRS for single-use bottles & cans

SUPD amendments

- Ban on certain single-use packaging formats

Consumer & Green Transition (ECGT)

- Prohibition of false generic environmental claims & claims based on offsetting of GHG emissions

Green Claims Directive (GCD)

- Rules on substantiation (LCA), verification & communication

Corp. Sustainability Due Diligence (CSDDD)

- Mandatory identification & mitigation of negative environmental impacts of EU & non-EU based businesses and their supply chains

Food Contact Materials

- Potential amendments: Suitable purity requirements for plastics, SML for styrene, restriction on TiO₂

Chemical Substances (REACH)

- Potentially upcoming restrictions: Bisphenols, PVC additives, PFAS, Melamine

Shipment of Waste Regulation

- Ban on export of non-hazardous plastic waste to non-OECD countries

Carbon Border Adjustment (CBAM)

- Carbon fees on products imported into EU

Environmental Crimes Directive

- New environmental crimes punishable

Greenwashing

False environmental claims

Legal Consequences of Greenwashing

- Federal Trade Commission Enforcement
- Class Action Lawsuits
- State Laws
- Criminal Liability

Personal Liability for Employees

- Direct Involvement in Fraud
- Whistleblower Protections
- Professional Repercussions



Sustainability is important & worthy of investment

83%

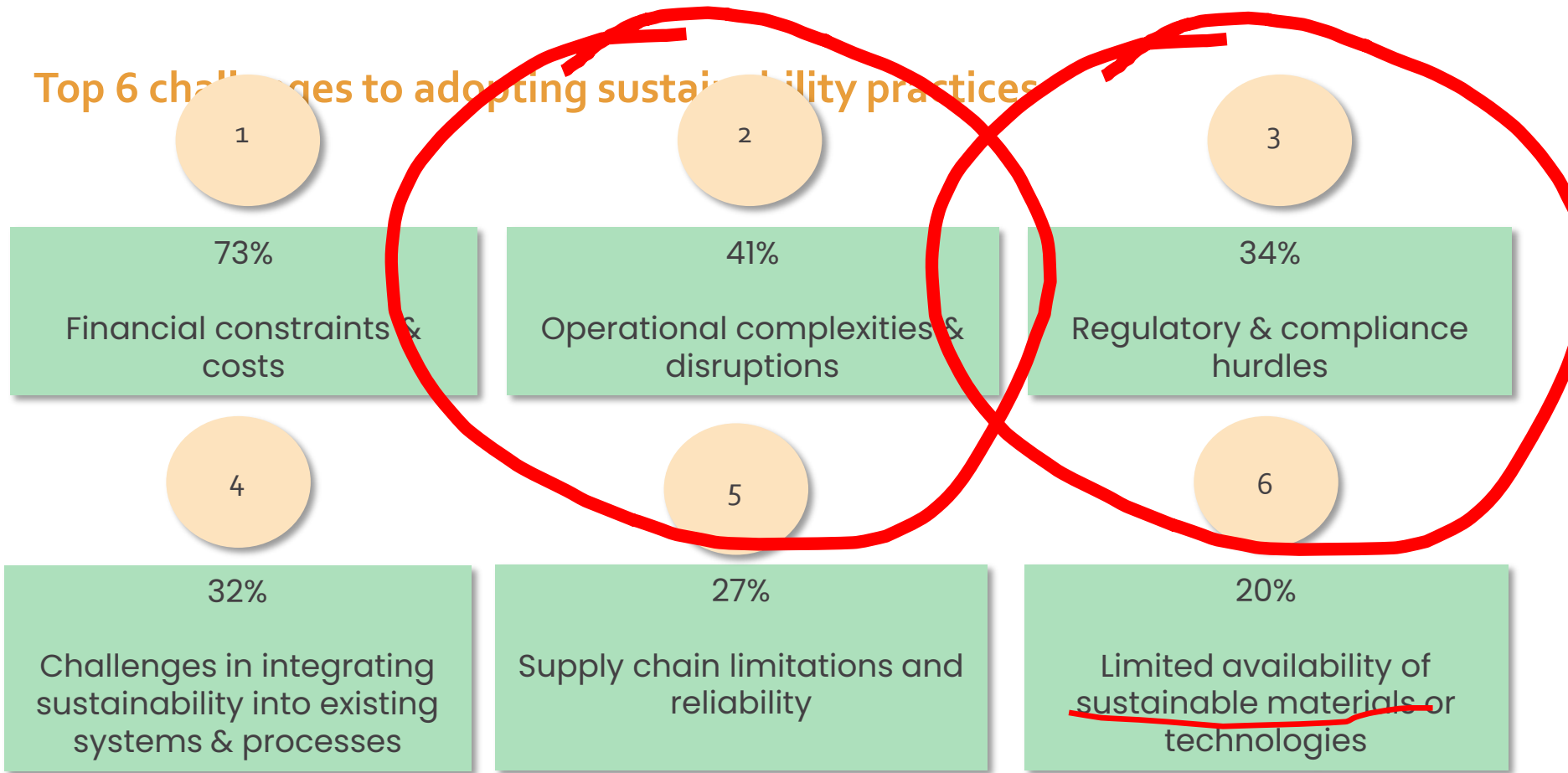
Believe sustainability is
extremely/very important

85%

Investing in research &
innovation for more
sustainable production



Top 6 challenges to adopting sustainability practices



Q11 What challenges do you face in adopting or implementing sustainable practices?

Dr Alan Campbell

Booth B4157

Contact our team for follow up meeting

Debi Chedester from the American Floral Endowment on Sustainabloom





by the American Floral Endowment



American
Floral
Endowment

Research
Internships
Scholarships
Education

Funding the Future of Floriculture

www.sustainabloom.org



Sustainabloom Introduction



Industry-Wide Program – Established 2022 by AFE

- A collaborative initiative dedicated to leading the floriculture industry toward a future enriched with sustainable practices at every level.



Easy to Use Educational Guides and Resources

- Creating user-friendly, **research-driven** guides and resources broken down by topic, allowing businesses to assess where they are and where they can enhance their sustainable practices



Growing a Greener Industry

- Our goal is to inspire and support businesses in achieving operational excellence and responsibility, fostering a culture that strives toward embracing the utmost sustainable practices throughout the industry



Founding Partners

10 industry organizations stepped up to help AFE launch Sustainabloom.

FOUNDING PARTNERS



In Partnership with:
NC STATE UNIVERSITY



Also collaborating with other industry organizations, like the Floriculture Sustainability Initiative, CalFlowers, Asocolflores, and others.



Where we Started

2022 - 2024

Started July 1, 2022 – Two Year Launch Project

- **Discovery – Phase I:**

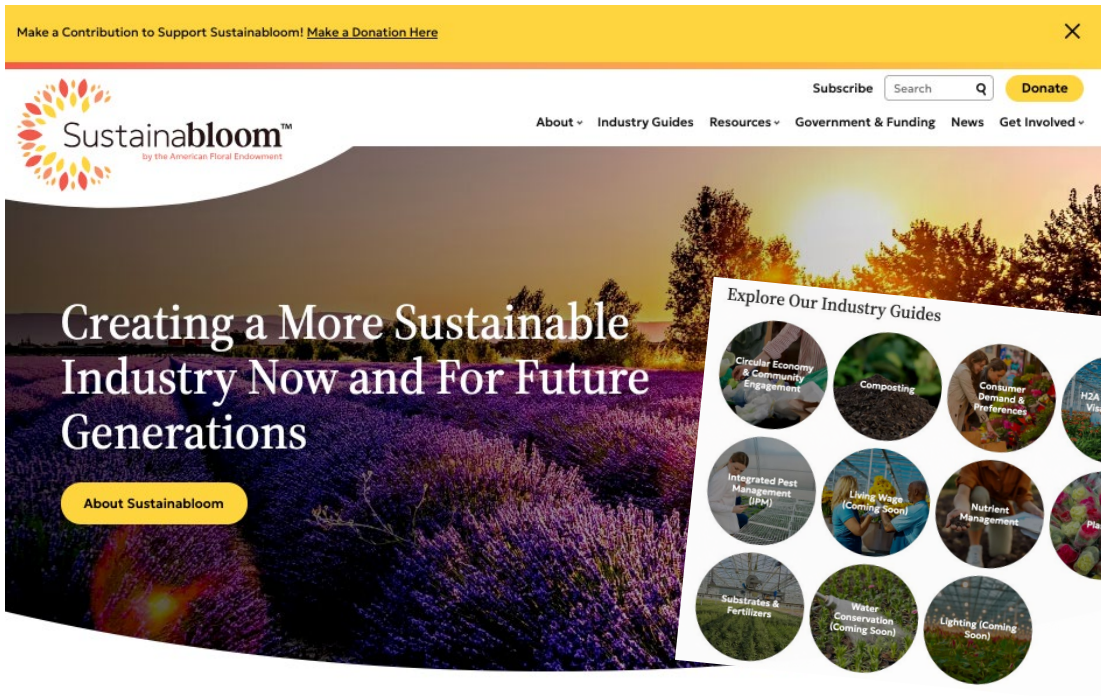
Collection and Analysis of over 900 documents, reports, and editorials about sustainability in floriculture!

- **Phase II & III – Assessments and Building of New Resources:**

- Industry Survey and Analysis
- Numerous industry expert interviews
- Development of New Guides & Resources
 - 10 How-To Guides, including industry spotlights
 - Repository of industry available certifications w/ links
 - Repository of state and federal incentive programs
 - Repository of news articles on floriculture sustainability
- Creation of **New Sustainabloom Website**

NEW Website!
Launched in April!

- Sustainability Guides
- Checklists
- Industry Spotlights & Stories
- Research Reports
- Federal and State Incentives & Resources
- Sustainability Glossary



ABOUT THE INITIATIVE

Introducing Sustainabloom!

www.sustainabloom.org

Industry Involvement and Collaboration

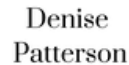
New Program
Supporters
Since April!



SUSTAINER



SUPPORTER





Where We're At

2024 - 2026

New Two-Year Proposal Starting July 1

- Continued Development of **New Guides & Resources**
 - Four Social Industry Guides & Other New Guides
 - Assessment Checklists
- **Second Industry Survey** & Results Published
- New Plastics Resources & life cycle assessments for container and floral sleeve options
- Carbon accounting
- How to Write a Sustainability Plan
- Training Sessions & Webinars
- Industry Expert Roundtables
- Keeping Website updated with new Sustainability News

How You Can Get Involved

- Become a Partner with an Annual Contribution
- Share your organization's sustainability story!
- Be a Reviewer of new resources
- Participate at Industry Event Discussions
- Promote Sustainabloom!





Upcoming Webinar

Thursday, October 24th

2:00 p.m. (Eastern)

Sustainabloom™
by the American Floral Endowment

UPCOMING WEBINAR
EXPLORING SUSTAINABLOOM

THURSDAY, OCT. 24, 2PM EST

Speaker:
Amanda Solliday,
NC State University

Speaker:
Debi Chedester,
American Floral
Endowment

Moderator:
Melanie Spilbeler,
FreshPath Marketing

REGISTER NOW



Thank You!



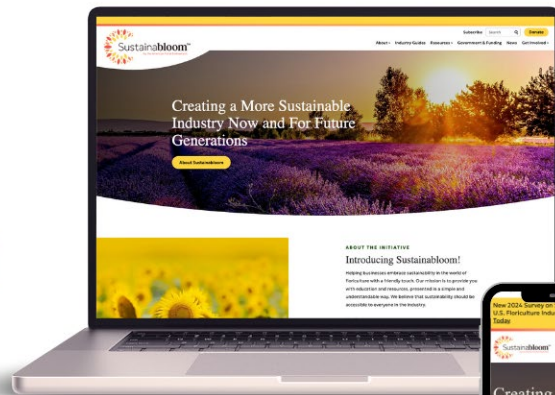
Sustainabloom™
by the American Floral Endowment

Contact me at:

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dchedester@afeendowment.org

703-838-5239



WWW.SUSTAINABLOOM.ORG

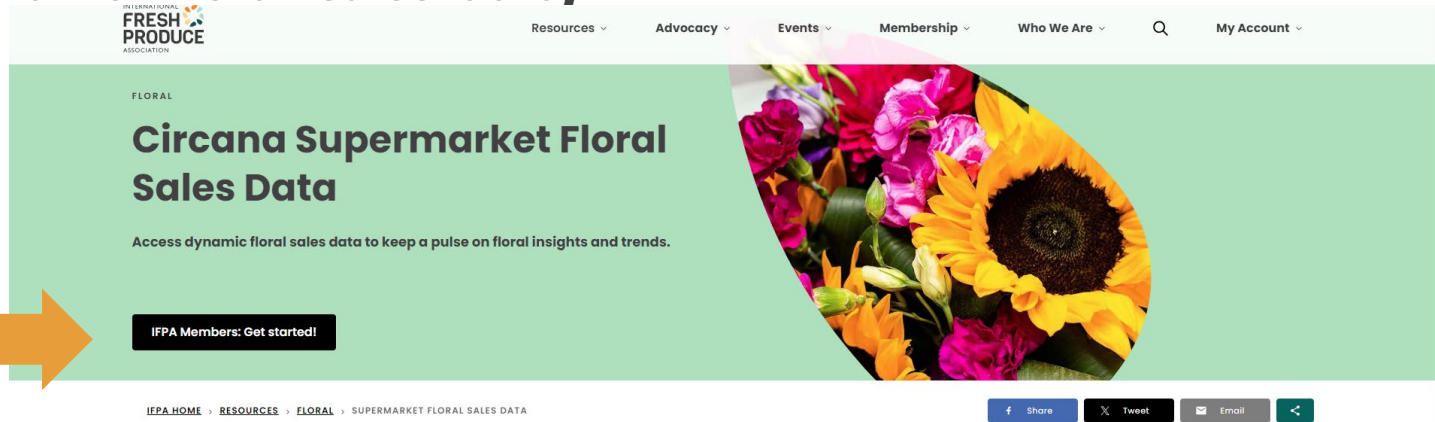
Floral POS Data Taskforce Update

Greg Kurkjian from DecoWraps



POS Task Force – Getting Deeper On the IFPA Website

Link <https://www.freshproduce.com/resources/floral/circana-supermarket-floral-sales-data/>



Press the black button

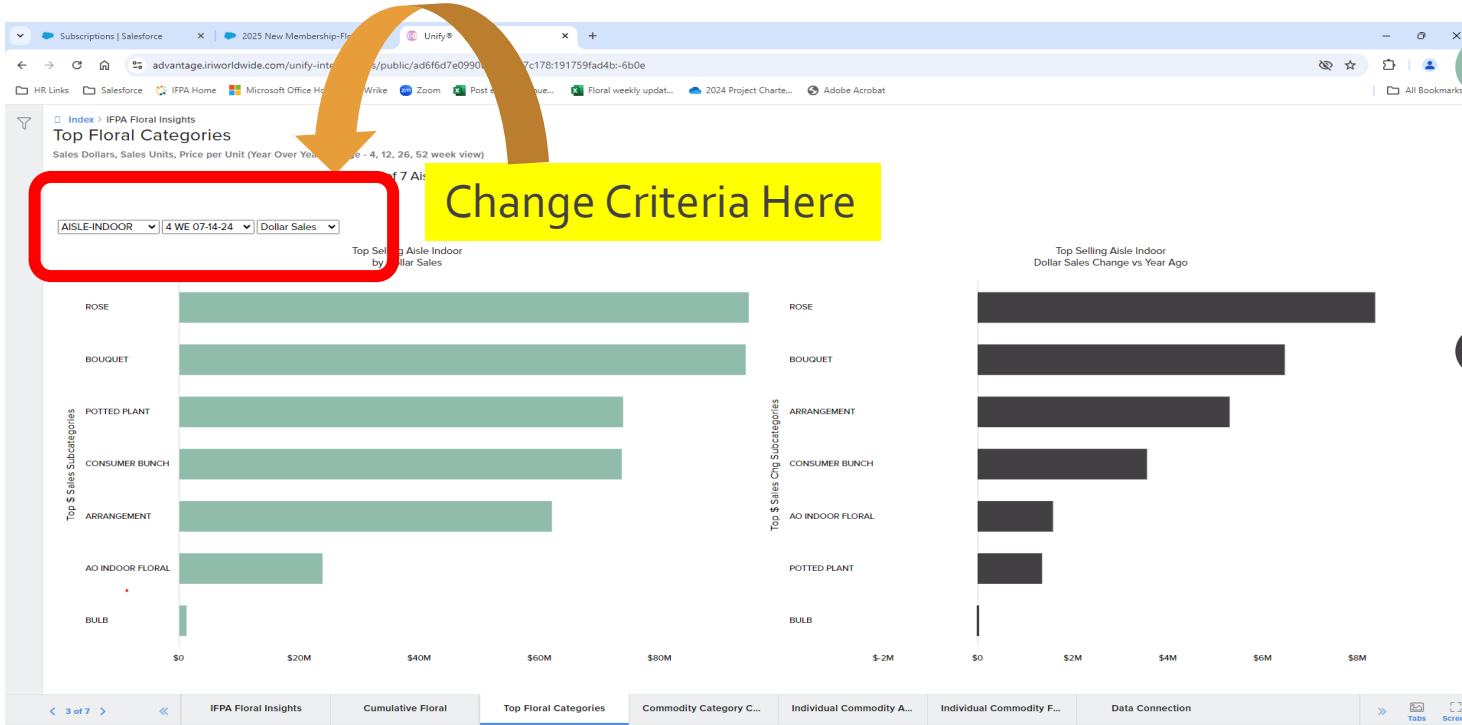
Everyday Floral Sales Fell Short of Last Year's Strong Results

The Results for the Weeks Ending June 16th 2024.



Select One of the Choices and Your Criteria

This is Top Floral Categories- Just Indoor Floral- Last 4 Weeks- and in Dollars



Green lines on the left are the top Commodities and

Black lines on the right are the increases versus last year same four weeks

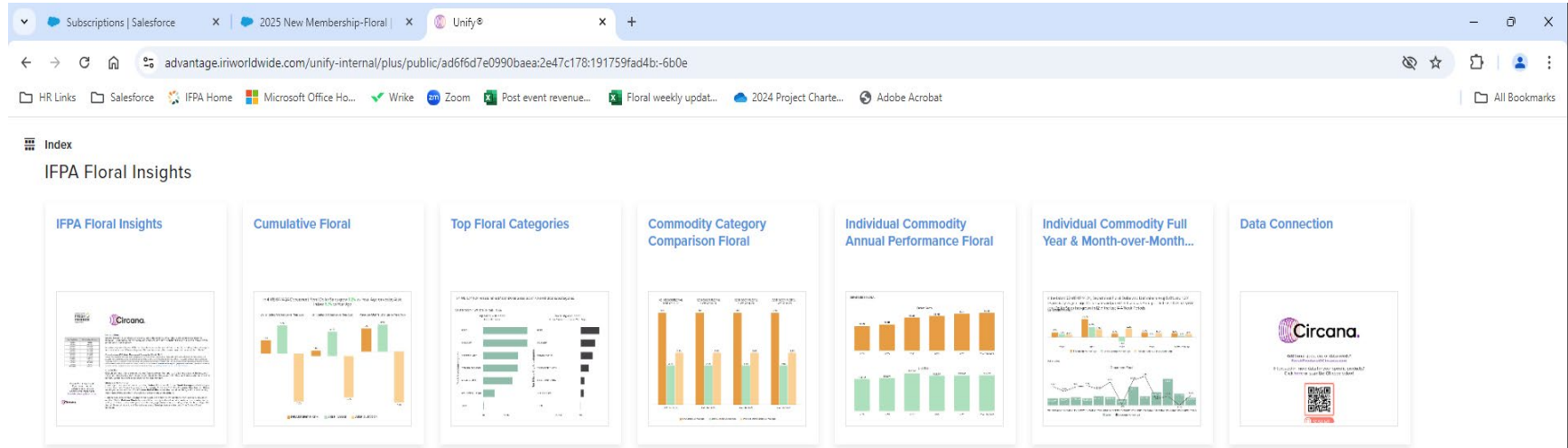


Additionally for even better data

- NOTE:
 - Providing clear data,
 - Supplying the UPC,
 - And a picture of the item,
- Eventually we want to be able to get what kind of potted plants sold better than others, and which consumer bunches are working and which need a deep dive.
- **GO FORTH AND PLAY WITH IT.** You can get better data so you know where your stores stand against the average and address it.
- We will continue to bring this up, but this Floral Task Force has sunsetted. It is now up to you as members to:
input better data to get better data.



Your Choices –POS Data



Available: Overview with insights, Cumulative Floral, Top Floral Categories, Commodity Category Comparison Floral, Individual Commodity Performance, Individual Commodity Full Year and Month over Month



Floral DEMAND CREATION Taskforce Update

Jennie Garbarek from Tessa Corporation



Floral Demand Creation Task Force

Objective: Increase Floral Department Sales in Non-Holiday Months

Challenges: No Funding Available- Some need up to a year to plan

Participants

Role: Utilizing Girlfriend's Day August 1st. Capture the sales from 2024 and compare them to 2023 so see increase. On the next slide are the results. This was the only single day we knew retailers were getting involved to compare.

Going Forward IFPA Role: Capture all 2025 Micro Holidays in a list and a Calendar for downloading to capture the days your company is interested in pursuing for 2025. This will be on our website if it isn't already before the end of the year.



Floral Demand Creation

Girlfriend's August 1st

Category	This year	Last Year	difference	% increase
Roses	\$108,900,000	\$98,700,000	\$10,200,000	10.33%
Bouquets	\$90,900,000	\$84,300,000	\$6,600,000	7.80%
Consumer	\$69,900,000	\$67,700,000	\$2,200,000	3.24%
Potted Plants	\$69,800,000	\$66,800,000	\$3,000,000	4.49%
Arrangements	\$65,800,000	\$62,800,000	\$3,000,000	4.77%
Total Indoor	\$405,300,000	\$380,300,000	\$25,000,000	6.57%



Floral Demand Creation


<https://www.freshproduce.com/resources/floral/always-a-day-for-flowers-and-plants/>

ASSOCIATION

FLORAL


Floral Holiday Calendar

Always a Day for Flowers and Plants



[IFPA HOME](#) > [RESOURCES](#) > [FLORAL](#) > ALWAYS A DAY FOR FLOWERS AND PLANTS

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"Always a Day for Flowers and Plants," aims to leverage the potential of micro holidays throughout the year to boost revenue and transform flowers and plants into a year-round purchase for everyone. By tapping into smaller, often overlooked holidays, you can create fresh marketing opportunities that encourage consumers to incorporate the beauty of flowers and the vitality of plants into their everyday lives. From International Day of Friendship Day to Stress Awareness Day, these micro holidays provide a perfect platform to promote the emotional and aesthetic benefits of floral



Floral Demand Creation

<https://www.freshproduce.com/resources/floral/always-a-day-for-flowers-and-plants/>

Always a Day for Flowers and Plants

freshproduce.com/resources/floral/always-a-day-for-flowers-and-plants/

HR Links | Salesforce | IFPA Home | Microsoft Office Ho... | Wrike | Zoom | Post event revenue... | Floral weekly updat... | 2024 Project Charte... | Adobe Acrobat | All Bookmarks

Google Chrome isn't your default browser [Set as default](#)

Resources | Advocacy | Events | Membership | Who We Are | My Account

13 1/13/2025
National Clean off Your Desk Day
A day to create a clean slate and to add a plant to the cleaned area.

13 1/13/2025
Lohri (Hindu)
This joyous occasion is all about community, celebration and tradition. Decorate your day with plants and flowers.

21 1/21/2025
National Hugging Day
Encourages us to practice compassion and empathy and to show people we care. Gifting plants and flowers are an appropriate way to celebrate.

24 1/24/2025
National Compliment Day
Brighten someone's day with a kind word or compliment. A plant or bouquet of flowers wouldn't hurt .

February 2025

07 2/7/2025
National Wear Red Day
Supports awareness and action to end heart disease. Fresh cut, heart shaped

11 2/11/2025
International Day of Women & Girls in Science
The gender gap in the sciences,

13 2/13/2025
Galentine's Day
Focuses on strengthening the important relationships in our lives. Show you care

17 2/17/2025
Random Acts of Kindness Day
Everyone can connect through kindness. Give a plant or some flowers.



Hold for Vanessa from That Flower Feeling



Global Expansion Taskforce Update

JC Barrera from The Gems Group



FLORAL TASK FORCE-GLOBAL EXPANSION

- The goal of this Floral Task Force is to foster growth across all segments of the Plant and Cut Flower Industry globally. By adopting a broader perspective, we can exchange best practices and lead to increased consumption worldwide.
- Our objectives include educating stakeholders, sharing trend data, providing directional point-of-sale (POS) data, and evaluating the effectiveness of various strategies from different regions to strengthen the industry overall on subjects that affect us all.



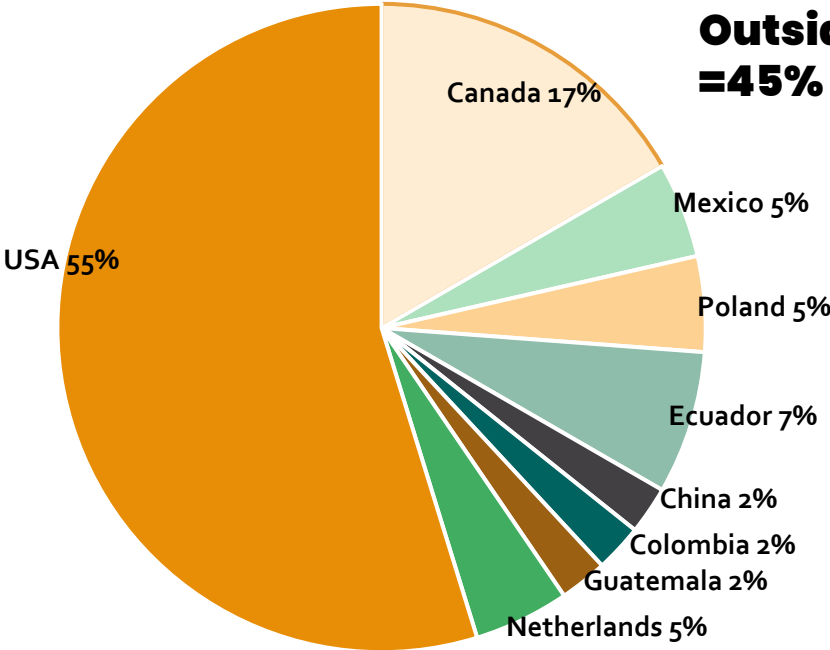
New Floral Members

2024 New Member Summary

**19 New Members of 43 from Outside the US
=45% of total new members**

2024 New Members

Canada	7	17%
Mexico	2	5%
Poland	2	5%
Ecuador	3	7%
China	1	2%
Colombia	1	2%
Guatemala	1	2%
Netherlands	2	5%
USA	24	55%



FLORAL TASK FORCE-GLOBAL EXPANSION

Latin America

OBJECTIVE IS 20 NEW MEMBERS IN 5 YEARS

Utilize Ruben, IFPA Country Rep

- **We have 4 new members**

Canada



OBJECTIVE IS 20 NEW MEMBERS IN 5 YEARS

Utilize UFGA and CPMA and Canada Growers Association of Ontario

- **We have 7 new Members**

Europe



OBJECTIVE IS 5 NEW MEMBERS IN 5 YEARS

Utilize Anouk Sijmonsma, IFPA Regional Manager Europe

- **For 2024 we have 4 new Members**

Southeast Asia



OBJECTIVE IS 5 NEW MEMBERS IN 5 YEARS

Utilize Mabel Zhuzng , IFPA Country Rep

- **We have 1 new member**

South America



OBJECTIVE IS 5 NEW MEMBERS IN 5 YEARS

Utilize Valeska, IFPA Country Rep

- **We have not started in Brazil yet, but, we have 4 new Members from S.A.**

FOR THE PURPOSE OF EXPANDING OUR NETWORK AND COLLABORATING WITH OTHERS FOR A BETTER PLANT AND FLORAL FILLED WORLD

BLOOMING PLANT GUIDE Taskforce

Update

Deb Zoellick




Plant Guide Update BLOOMING

- Purpose: **Newcomers** to the industry will have one guide to go to for help Blooming Plants
 - Help in Receiving Criteria and DC Inspections
 - One Guide for all Members with very **Minimum** requirements
 - Retailers work with growers to specify individual requirements they may have
 - Temperature Guidelines for Shipping
 - Other Specific Care and Handling Criteria
 - Pot sizes available in inches and cm for International
 - About 14 Blooming Plant companies have been contributing to this
 - This will be available on IFPA Website and will be available from SAF and AFE also, they were part of the initial information 30 years ago.



When
complete,
the guide
will be on
the IFPA
Floral
website




Industry Guide to Potted Plants

Grades and Standards 2024

Recommended Minimum Grades and Standards for Indoor Blooming Plants

- Acceptance of these specifications by individual retailers and growers in the industry will result in a set of standards for their own companies.
- The information listed is minimum grades and standards and crops grown in different parts of the countries will vary in height from other areas.
- Plant should be well shaped with sufficient foliage to not look leggy.
- Soil should be damp.
- No evidence of disease, damage or deficiencies in foliage



Click on the
seed by the
plant type

View Standards by Plant

	 AFRICAN VIOLET		 ANTHURIUM		 AZALIA
	 FLOWERING BEGONIAS		 BROMELIAD-GUZMANIA		



When you click on African violets



AFRICAN VIOLET

- * African Violets Originated from Tanga, Africa.
- * Stems should be strong enough to support flowers.



Pot Sizes 4 - 4.5" / 10 - 11 cm



TEMPERATURE

Shipping Temps
68 to 70°F / 20 to 21°C



HEIGHT

Minimum Height from bottom of pot
6" / 15 cm



WIDTH

Minimum Width at Top of Plant if Applicable
7" / 17.5 cm



MINIMUM

Minimum # of Flowers Showing Color
7



OPEN STAGE

Open Stage Upon Arrival
3 - 4

Pot Sizes 5.5 - 6" / 14 - 15 cm



TEMPERATURE

Shipping Temps
68 to 70°F / 20 to 21°C



HEIGHT

Minimum Height from bottom of pot
7" / 17.5 cm



WIDTH

Minimum Width at Top of Plant if Applicable
9" / 23 cm



MINIMUM

Minimum # of Flowers Showing Color
12



OPEN STAGE

Open Stage Upon Arrival
3 - 4

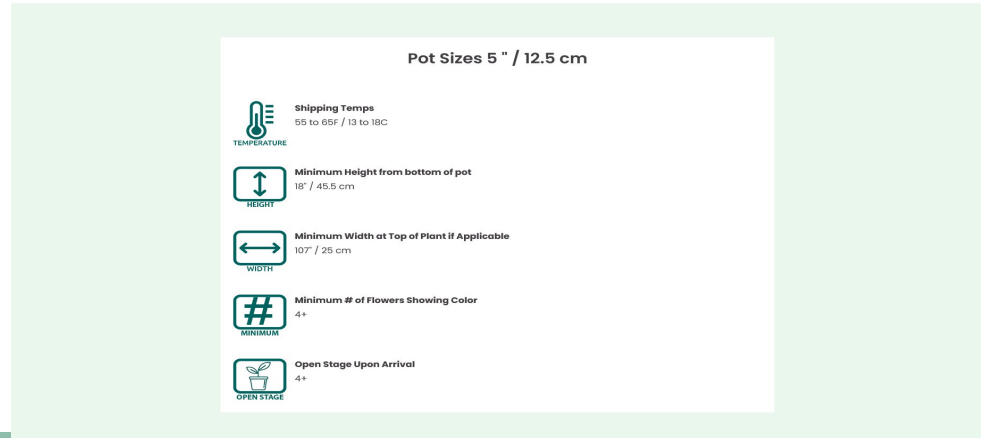
Blooming Stages



Contributors to this guide will have their company name and website listed on the bottom of the page of items they grow for 1 year as a thank. After that time we will add other growers

When you click on
Anthuriums this is
what you see

Contributors to this guide will have their company name and website listed on the bottom of the page of items they grow for 1 year as a thank. After that time we will add other growers



Logistics Collaboration Update

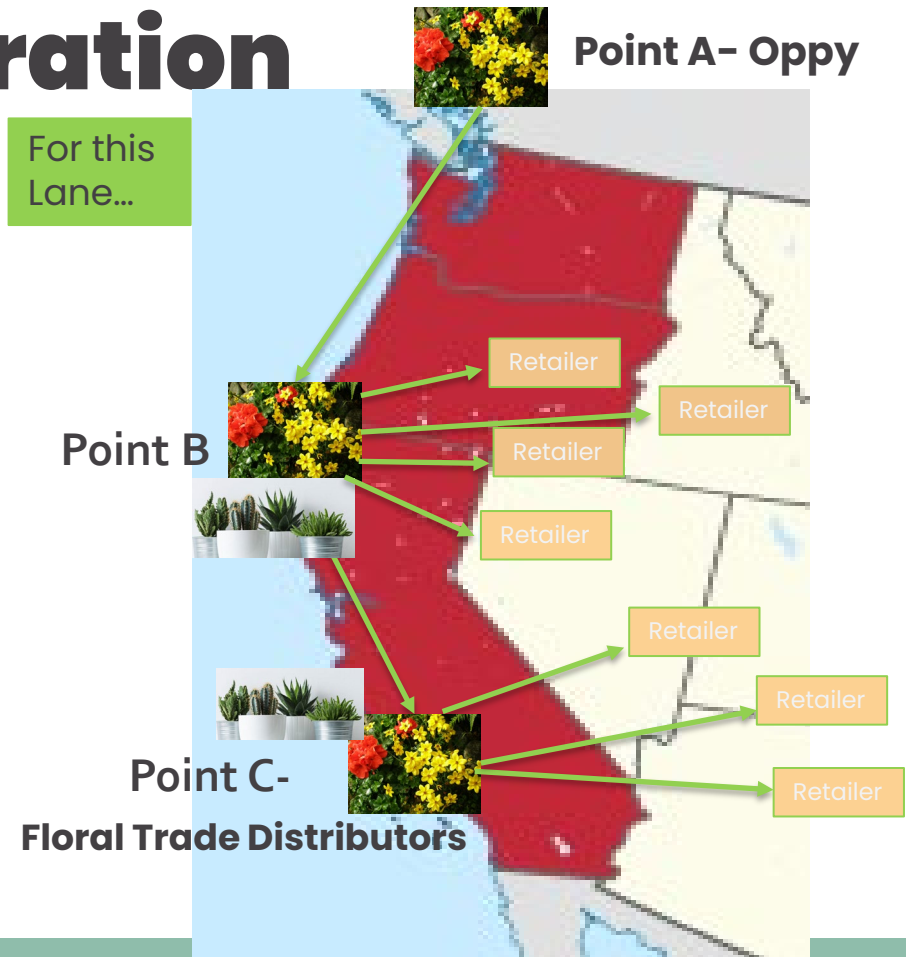
Cheryl Dawn Smith from Horty Girl

Stewart Lapage from Oppy



Logistics Collaboration

- Point A—Multiple growers bring product in full pallet positions by retailer.
- Point B—Some Product is off loaded in Northern California and some is added for Northern US Retailers
- Point C—Some Product is off loaded in Southern California and some is added for Southern US Retailers



Example: Friday to Monday and then shipped out to Retailer

- The Purpose is to
 - become more Efficient with fuller trucks
 - on a set schedule for a flow of Fresh Product
 - more Sustainable as fuller trucks will save on diesel and lessen carbon footprint
 - also Save Money on Transportation costs
- The Pilot Test will bring plant product grown from British Columbia to California and marry up with California grown product before heading to Retailers further east
- This is just the start!



Logistics Collaboration

- Every Grower pays for a pallet position.
- Just for the sake of an example we will use \$300 per pallet position.



Cost of shipping a pallet is **\$300**



Cost of shipping a pallet is **\$300**
Each box on the pallet (in this case 11 boxes)
Gets divided by \$300

Cost per box \$27.27



Cost of shipping a pallet is **\$300**
Each box on the pallet (in this case 40 boxes) 8 per layer x 5
Gets divided by \$300

Cost per box \$7.50 for 5 high

Cost per box \$6.25 for 6 high



Logistics Collaboration

- Point A where it all starts is the Oppenheimer Group (Oppy)
 - Based in Vancouver, BC
 - Experienced in handling floral shipments for customers in Canada and the USA
 - **Example:** product loads of Friday for Monday morning Delivery in the US, is received and consolidated onto Trucks or Backhaul to Retailers ASAP
- One Customs Broker used (for this lane) for all growers on the truck. In this Lane it is PCB.
- All paperwork is submitted to this one Customs Broker to clear so only one person to contact. This alleviates issues with border paperwork. Nothing is holding up the whole truck as it is all checked before it even gets to Oppy
- Point B and C is where De-Consolidation is done by Floral Trade Distributors and then shipped out to Retailers



OppyTransport
A world of fresh possibilities



Where we are today



Floral Volunteer Committee



Floral Sustainability Task Force
Floral POS and Data Task Force SUNSETTING
Floral Demand Creation Task Force
Floral Global Expansion Task Force
Blooming Plant Guide Update Task Force
Floral Logistics Collaboration Task Force



What else is important to the industry for possibly new Floral Task Forces



Floral Volunteer Committee



Floral Sustainability Task Force
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What else is important to the industry for possibly new Floral Task Forces



Floral Over the Years

Year	Sq. Ft.	# Companies
2013	5,600	29
2014	13,500	64
2015	15,400	61
2016	20,700	82
2017	27,100	96
2018	39,600	140
2019	38,860	138
2022	42,600	143
2023	44,890	143
2024	31,700+	153 as of 10/16



Global Show Update

- As of 10/11 we have 93/ Floral Banners attending this year Global Show up from 74 Floral Retailers in 2023... up over 25%
- If IFPA assisted Retailers in 2024 we required both Friday and Saturday Attendance on the Floral Exhibit Hall Floor
- 2025 Global Show will be in Anaheim, California October 16-18



Save the Date for the Next Big Thing

- WHAT--International Breeder Showcase and Floral Conference
- WHEN--February 24-26, 2025
- WHERE--Blue Lagoon Hilton, Miami, Florida
- There will be networking, lots of new and different products to see from 30+ Breeders from around the world, with Growers that can supply it for you, Trends, POS Data, Education and a behind the scenes tour of the cut flower industry. Sign up today



Who will be there

List of Breeders and List of Retailers and Wholesalers

- Retailers and Wholesalers as of 10/10/2024– Albertsons, Aldi, Bristol Farms, Coast Produce, Fresh Thyme Farmers Market, H-E-B, The Kroger Co., Longos, Sam's Club, SaveMart, Schnucks, Silesia Flower Market, The Giant Company, Topco, UNFI, Walmart, Shaws, The United Family, Wegmans + 24 so far
- Breeders as of 10/11/2024– American Takii, Ball, Beekenkamp Plants, Danziger, DeRuitter, Dekker, Deliflor, Dummen Orange, Dutch Drifter, E.G. Hill Breeding, Floritec, Florius Flower, Genviv, HilverdaFlorist, Infinity Breeding, ICON, Inverde Indoor Plants, Inflora Cut Flowers, Konst, Nazcaflor, Propagar Plantas, Pure Line Seeds, Sakata, Selecta-One, United Selections and Van Zanten



Special Presentation

- The Elite Flower—Dummen Orange--- A-Roo---Natural Flowers---Colour Republic---Sakata
Big Thanks for Sponsoring the Floral Reception Friday Night
- We would like to Welcome Erin Esensee for Special Presentation

