



**"California Association of Flower Growers & Shippers"**

*Our Mission Statement:  
"To get more flowers from California to their destination fresher and faster"*

## Transportation Corner By Chris Johnson

*This week's  
Transportation News!*

- In FedEx news, we have been making great progress in issuing your customers (our new Associate members) their new FedEx Account numbers. Although we are getting many new applications each day, most of these new members now have their account numbers and are ready to continue the Pass Thru Discount. Of course, there are always exceptions and we have been working on those accounts that need additional time. If you or your customer have any questions on the status of any account, please contact me anytime at 760-533-5580 or [chris@cafgs.org](mailto:chris@cafgs.org).
- Also, if you would like us to contact any of your customers directly who are not currently signed up for our FedEx program and Associate membership, please contact me anytime.

## **NORCAL'S NEW FEDEX PROGRAM MAKES EVERYONE BETTER.**

**By Robert Kitayama—Greenleaf-GROW**

Greenleaf Wholesale Florist is made up of 23 branches. Each is managed by an individual who is directed to create a profitable, well-run store. Greenleaf gives store managers freedom to decide which programs they will join in attaining these goals. It is very rare that a program is unanimously accepted by the total Greenleaf management group. Joining NORCAL as associate members to take advantage of all the transportation and other membership benefits was one of these rare occurrences.

For wholesale florist, the best logistics are a core competency our customers expect from us. Customers are always asking for better ways to get flowers faster, fresher and at a lower cost. Every Greenleaf store manager knew it was a no-brainer to join NORCAL to receive the new FEDEX discount. And as a bonus some of our stores can take advantage of the NORCAL OnTrac discounts and other services.

For NORCAL'S grower members, it is important that you be pro-active and call all your customers and prospective customers to note their FEDEX # so you can be set up when orders come in. Remember, this FEDEX # can be used for any flower supplier. Make sure that means you.

**Robert Kitayama serves on the NORCAL Board of Directors.**

## **NORCAL**

*"California Association of Flower Growers & Shippers"*

820 Bay Avenue, Suite 210

Capitola, CA 95010

Phone: 831-479-4912

Fax: 831-479-4914

Website: [www.cafgs.org](http://www.cafgs.org)

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