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Transportation Corner  
By Chris Johnson

**This weeks  
Transportation News!**

- As you may have noticed, we have been sending out various updated rates and information from a number of our airline carriers. So far, we have sent out rates from Air Canada, Alaska, Delta, Jet-Blue, Hawaiian Air, United and USAir. These rates are also available on our website. Rates for American, Continental and Southwest are coming soon. If you are missing one of the above, or have questions, please contact me anytime at [chris@cafgs.org](mailto:chris@cafgs.org).
- A reminder for Mother's Day shippers is to please do your best to adhere to your carrier's established pick-up and drop-off times. By being ready on time and communicating with your carrier, you are helping shippers and customers alike avoid delays and service issues. If you have any questions, please contact your local carrier.

#### NORCAL

*"California Association of Flower Growers & Shippers"*

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**"We are on a mission to get more flowers from California to their destination fresher and faster".**

## NORCAL NEWS



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

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

#### **News from Jet Blue Cargo**

##### **By Mark Friedenthal—Jet Blue Cargo Sales**

Jet Blue Cargo is now entering its third year of handling cargo from the West Coast, and would like to thank all of the flower/agricultural growers and shippers for their great support. Each year Jet Blue Cargo has seen a continued increase in cargo revenue from Long Beach (LGB), Los Angeles (LAX), San Francisco (SFO), San Diego (SAN), and Seattle (SEA). The members of NORCAL have played a major part in this success. Understandably, the last few years have been very difficult for the floral / agricultural industries (shipping down 30 - 50%), however, as a group, NORCAL members have significantly contributed to airline cargo revenue from California.

Overall, economic conditions have been improving. We have definitely seen increased cargo revenue from California in a number of industries. In addition to the floral / agricultural industries, the air cargo industry has seen increased cargo revenue from a variety of manufacturing industries such as: wearing apparel, consumer electronics, automotive parts, and printed material. Air cargo business from seafood and tropical fish importers has also increased significantly. While all of these industries have been down as much as 30 - 50% below normal levels, (just like the floral / agricultural shippers of NORCAL), they have now started to show signs of improvement.

What can be expected from Jet Blue Cargo in 2010?

Jet Blue Airways has continued its commitment to service from California / West Coast; offering increased daily flights coast to coast NON-STOP from LGB, LAX, SFO, SAN and SEA **TO** BOS, JFK IAD, ORD and FLL.

In fact, Jet Blue Cargo has remained the leading discount airline offering coast to coast NON-STOP service from California and the West Coast; a premium and competitively priced cargo service for California's perishable shippers.

In addition to this flight schedule, Jet Blue Cargo has continued to make tremendous information technology (IT) improvements in 2010 that include the following:

- Improved online tracking
- Improved online booking
- New upcoming credit card payment options
- Internal load planning to maximize cargo loading on all flights

Again, Jet Blue Cargo would like to thank the members of NORCAL for their continued support! We look forward to working together in 2010.

Please do not hesitate to contact Jet Blue Cargo Sales for questions or information at: 800-482-7033.

#### MARK YOUR CALENDAR

*NORCAL (California Association of flower Growers & Shippers) invites you to attend your Member Meeting which will be held on **August 10, 2010** in beautiful Carlsbad, CA. The Member Meeting is an excellent opportunity to meet other growers and shippers in California and to learn about what is happening within the industry. It is also an opportunity to become proactive in making positive changes to help California floral businesses.*

*The more members that attend, the stronger the meeting will be! Remember, your "membership makes a difference!"*

*Look for more information coming soon!*