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Transportation Corner
By Chris Johnson

***This week's
Transportation News!***

In important FedEx news, beginning January 3 2011, FedEx will implement their yearly baseline rate adjustment for all FedEx customers worldwide. This year, baseline rates will rise 5.9% for EXPRESS and 5.9% for GROUND rates. These increases apply to all accounts including our NORCAL contract. There will also be increases in various assessorial areas such as DAS Commercial (up from \$1.70 to \$1.85) DAS Residential (up from \$2.50 to \$2.75) and Residential Surcharge (up from \$2.50 to \$2.75) to name a few. I'll have more details on the accessorial changes in a separate email. As a way to partially offset this years increase, FedEx will lower the Fuel Surcharge 2% for Express, and 1% for Ground beginning Jan 3rd as well. I will send out more detailed information on FedEx's yearly increase in the next few days. If you have any questions, please contact me at 760-533-5580 or chris@cafgs.org.

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***"We are on a mission to
get more flowers from
California to their desti-
nation 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"***

Feature Member - O & J Growers

By Joe Amador — O & J Growers

O&J Growers was born in April of 1992. Jose Arellano partnered with Odilon Diaz to purchase a company called Andre Flowers. Odilon was the managing supervisor for Andre at the time. Along with the sale of the company, they acquired the land, approximately 2.5 acres, and most importantly, the farm in Mexico, Rancho de Las Flores.

In the beginning years, they encountered that the daily "tough" decisions of owning a business was exactly that ... "Tough". They started with an overused van that would make daily deliveries 7 days a week, and an older truck that would occasionally break-down to and from Mexico. They also only had one employee working the warehouse & picking up/ delivering flowers.

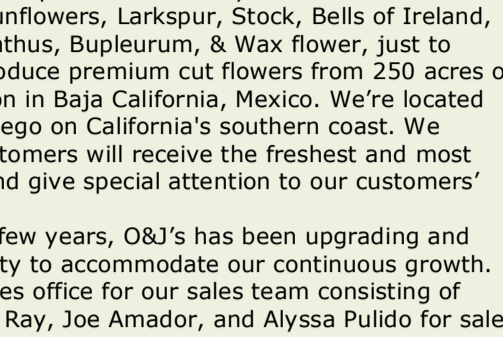
Jose & Odilon's dedication and pride kept them both motivated with many tasks, such as: buying; selling; handling accounts; manual labor; and the overseeing & running of the farm in Mexico. "Tough" was merely an understatement, but with hard work comes success, and with some faith and sacrifice, just like our flowers, O&J's began to bloom.

In 2002, O&J Growers added a second location inside the Los Angeles Flower District. In 2005, we decided to not only sell flowers to local wholesale companies in southern California, but to become a competitor in the national shipping industry as well.

O&J Growers specializes in many different cut flower varieties such as Sunflowers, Larkspur, Stock, Bells of Ireland, Green Mist, Amaranthus, Bupleurum, & Wax flower, just to name a few. We produce premium cut flowers from 250 acres of open field production in Baja California, Mexico. We're located just north of San Diego on California's southern coast. We ensure that our customers will receive the freshest and most beautiful product and give special attention to our customers' specific needs.

In the last few years, O&J's has been upgrading and expanding our facility to accommodate our continuous growth. We've created a sales office for our sales team consisting of Bruce Blake, Missie Ray, Joe Amador, and Alyssa Pulido for sales support. We also installed brand new premium coolers to handle more volumes of flowers, as well as adding more square footage to the packing, shipping, and receiving department. We have a fleet of dependable delivery trucks & a brand new tractor trucks bringing us beautiful flowers from Mexico.

At O&J, we believe what you put in is what you will get out. From fumigating our fields and pre & post harvest treatment to the latest transportation the market has to offer. From beginning to end, our focus is customer satisfaction. We encourage you to experience the difference of providing quality flowers with customer service, the way it use to be. To contact the O & J team, please call 800-599-2189 or visit www.ojgrowers.com



Save the Date !

***Mark your calendar for
the 2011 California Floral
Convention July 20-23 at
the La Costa Resort and
Spa in beautiful Carlsbad
California.***

Member Invitation

We want to reach out to all of our California Floral members and offer them the opportunity to tell their story in the NORCAL News. We will showcase the member as the feature article each week and will look to give an opportunity to each member who would like to participate. Topics are open and flexible. Members can discuss their companies, product specials, seasonal offerings, history, industry news, company philosophy, employees...anything really that you would want fellow members to enjoy and/or know about. We have over 580 members nationwide, so your story will be widely read and best of all it's FREE. It's just one way that we can show our appreciation to the members who support the Association. For more information and to get on the NORCAL News schedule, please contact me at chris@cafgs.org.