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Transportation Corner  
By Chris Johnson

**This weeks  
Transportation News!**

- On April 5th, Armellini Express Lines will be moving their Vista consolidation point from its current location to Jessup's facility at the Floral Trade Center at 5600 Avenida Encinas Carlsbad, CA. Receiving and loading will be performed by Jessup. To avoid delays and better manage the volume, there will be two receiving times at the new facility, 11:00 am and 12:00 noon. Please contact the Armellini office in Oxnard at 805-485-0804 with any questions.
- Florida Beauty will be operating on a flexible terminal schedule in Oxnard for the Easter shipping period. They will have extended hours at their terminal and encourage any shipper who has special needs to call the terminal to coordinate arrangements. Members can reach Florida Beauty at 805-642-1633.
- As a reminder, both FedEx and OnTrac will be waiving (100%) the Saturday Deliver Surcharge for members March 27 and April 3. If you have any questions, please contact me anytime at [chris@cafgs.org](mailto:chris@cafgs.org)

**NORCAL**

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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"*

### **By Barbara Schnur—Brannan Street Wholesale Florist**

It is said that we don't often see what is right in front of us. I agree. This week I was reminded of what a great place The San Francisco Flower Mart and SF Brannan Street is to work and shop. San Francisco played host to "The Academy of Planners and Designers," created especially for established wedding planners, designers, and floral designers. The Academy provided a wide range of in-depth, 'how-to' classes, taught by nationally recognized leaders in the wedding industry. During this event we had visitors from around the country, from New York City, Seattle, Denver, & Birmingham, AL. As I was touring our facility with some of these designers I had the pleasure of seeing our store, and it's location at the historic SF Flower Mart, through the eyes of these talented people who had never seen our flower market. Our standard product line of over 300 varieties of cut flowers, cut branches, cut blooming branches, citrus, foliage, and flowering & green plants was, to them, Christmas in March! And I get to sell and enjoy these beauties 5 days a week!

With all of the talk of box standardizations, cooling facilities, cold chains, I am afraid our industry might be losing sight of the beauty, elegance and amazing product that we have the privilege to sell every day. SF Brannan Street ships this amazing and unusual product throughout the continental USA, Alaska & Hawaii.

The market has seen a lot of changes over the years but our location and the amazing, abundant product line have not changed. If your travels bring you to San Francisco, stop by for a tour, and remind yourself what a great industry this really is!

**Brannan Street Wholesale Florist  
Unique in its location and floral variety!**

## 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!*