

April 26, 2010

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Transportation Corner
By Chris Johnson

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

- In an effort to speed operations at LAX for our member's Mother's Day volumes, both United and American Airlines agreed to issue NORCAL and our industry's drayage truckers exclusive dock door access and dedicated personnel to assist with shipment processing. This should eliminate drop-off delays and help insure our flowers make their booked flights. These privileges begin April 26th and run up to Mother's Day. If you have any questions, please call me anytime at 760-533-5580.
- Also as a reminder, both FedEx and OnTrac have waived the Saturday Delivery surcharge for NORCAL members for the two Saturdays prior to Mother's Day, May 1st and May 8th.
- Delta Airlines, in an effort to help with Mother's Day shipments, has issued a special rate of .45/lb for expedited system wide service. This limited time rate runs from April 26th - May 9th. Check your email for more details.

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"*

Send it by Air!

By JoAnne Wilmes

K's Refrigerated Transport, LLC

Flower Growers in San Diego know that getting those freshly cut flowers from the field to your door as fast as possible is the key to long lasting flowers in your home. What's the fastest way to do it? Send it by air cargo. That's what K's Refrigerated Transport does.

In recent years, this option has often been overlooked by buyers when ordering their flowers for misconceptions like it's too expensive or concerns of breaking the cold chain. But times are changing and sending it by air cargo is once again becoming a very attractive option. With truck fuel rates skyrocketing and time ticking away, as your flowers take the freeway to their destination, air cargo is the way to go. Sending your flowers by air freight has become a convenient and affordable option. With no minimum box requirements, prices are competitive with ground freight rates. Flowers are temperature protected throughout their journey, first by K's and then kept in coolers at each air cargo facility to where we deliver.

K's Refrigerated Transport, LLC is San Diego's oldest and most dependable floral drayage company. We have seen the ups and downs of air cargo in the floral industry. Located in Vista, San Diego, K's delivers flowers to San Diego Airport, Long Beach Airport and LAX everyday. Airlines are working hard with K's Refrigerated Transport and NORCAL to make shipping perishable flowers by air cargo your primary drayage choice, with rates specially priced for the floral industry. Members of NORCAL should take advantage of their affiliation and book their flowers on airlines like United, American, Southwest, Jet Blue or any other airline that flies to your city.

In today's economy, every penny and every second counts. Sending your product by air is the quickest, most reliable way to guarantee fresh, beautiful flowers.

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!