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NORCAL NEWS

Volume 2, Issue 45



"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 Airline News, we have a new Account Executive for Continental Airlines. Please welcome Thomas Ozeki who will be our representative for Southern California. Thomas works out of the LAX office and can be reached at 424-789-5553.
- Membership reminder: for those few members who have not yet renewed their NORCAL membership for the 2010-2011 year, the renewal deadline is almost here. Don't be left out, please contact Linda Long, NORCAL's membership specialist at 831-479-4912 for renewal information. Thank you.
- Also, in an effort to reach out to our new Associate members nationwide, we invite you participate in expanding our cover features in the NORCAL News. If any Associate member would like to submit a cover article for this publication, we would love to hear from you. We welcome a wide variety of topics, so if you're interested, please contact me anytime at chris@cafgs.org or call at 760-533-5580.

OnTrac Offers Faster Service from the Pacific Northwest

By Chris Johnson – Director of Transportation, NORCAL.

For our new members in the Pacific Northwest, OnTrac has launched faster and expanded service from shipments originating in Washington and Oregon. As the map below indicates, shipments originating in the Pacific Northwest that are staying within Washington and Oregon, now have Next-day service. OnTrac has noted that rapid growth in the area



has enabled them to invest in equipment and operational enhancements that enable faster and more efficient deliveries. For our members in California, Nevada, Arizona and Utah, this map helps to understand the transit times shipping product [into](#)

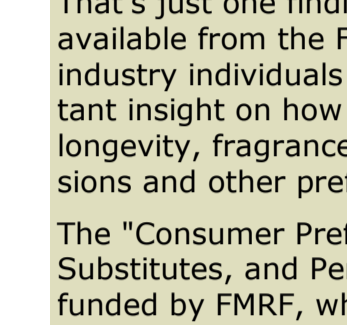
the Pacific Northwest as well. As NORCAL members, shipping rates on OnTrac are discounted over 70% and offer other special benefits such as 225 DIM factor and no pick up fees.

For an interactive map showing System wide Guaranteed Transit Times by ZIP Codes, visit OnTrac's website at www.ontrac.com. Click on "The OnTrac Service Area"



section for some very handy tools and charts.

For more information on NORCAL's very popular and heavily discounted shipping program with OnTrac, please contact me at chris@cafgs.org or 760-533-5580.



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

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.

**** Important Industry News ****

Quality of Flowers More Important to Consumers than Price

The Floral Marketing Research Fund (FMRF) has just released a comprehensive study on Consumer Preference for Flowers as Gifts. According to the study, the quality of flowers is more important to consumers than price. When compared with other attributes when purchasing flowers, consumers ranked quality the highest consideration in the buying process, followed by color, price, design, and other factors.

That's just one finding from this comprehensive research study now available from the FMRF. Funded in part by Asocolfiores and other industry individuals and organizations, this research provides important insight on how consumers perceive floral advertising, price, longevity, fragrance, appropriateness of flowers for specific occasions and other preferences.

The "Consumer Preference for Flowers as Gifts: Age Segments, Substitutes, and Perceived Risks" is the result of a two-year project funded by FMRF, which was conducted under the guidance of Cherylan Yue, Ph.D., at the University of Minnesota, with support from Bridget Behe, Ph.D., Michigan State University, and Charlie Hall, Ph.D., Texas A&M University.

"Our industry needs to be aggressive in seeking ways to bring our beautiful product to more people and to make sure we understand who our future customers are and what is important to them," says Paul Bachman, of Bachman's Inc., in Minneapolis, and chairman of the FMRF. "The Floral Marketing Research Fund is dedicated to addressing these extremely important marketing questions, and we are excited that Dr. Yue's research hit the bulls-eye in what we hope will be an ongoing program directed at critical marketing topics."

Reports can be downloaded from the FMRF website – www.floralmarketingresearchfund.org.