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Transportation Corner  
By Chris Johnson

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

- In Trucking News, Florida Beauty has made some changes in their pick-up and drop-off network here in California. Jessup will no longer be the primary carrier for Florida Beauty. They have new drop-off points in Northern and Southern California and some cut-off times have changed as well. For more information regarding these changes, please contact the Florida Beauty offices at 805-642-1633
- For those members who did not get the chance to join us for our 2010 Member Meeting last month, we have two new videos up on our website to fill you in on the latest developments. We have Steve Dionne discussing this year's new FedEx contact, and Mike Crosby giving the membership the latest on the Box Standardization Project. Both topics sparked a lot of interest and now they are available for viewing at your convenience. Please visit [www.cafgs.org](http://www.cafgs.org) for all the latest information from NORCAL.

## NORCAL NEWS



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

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

### ***The Forty Inch Solution***

***By Mike Crosby—The Sun Valley Group***

In August, the growers, shippers and vendors of NORCAL met for the annual Member Meeting in Carlsbad, California. During the meeting, we were able to give an update on the box standardization project since last year's member meeting.

The California flower industry is making progress in adopting box standardization. During the presentation, NORCAL was able to focus on the results of the adoption of the 40 inch solution boxes and the elimination of the 44 inch boxes still in use. While NORCAL is recommending the adoption of all of the standard sizes, we are particularly focusing on the elimination of the 44 inch box sizes.

Progress is being made. Last year's study revealed that 22% of all boxes shipped from California were 44 inch boxes. This past year, that percentage has dropped to 14% of boxes shipped. Last year the 40 inch boxes were 11% of all volume and this year that percentage has increased to 17% of all boxes shipped from California. It is clear that the industry is moving away from the inefficient 44 inch boxes.

Another key development is the test packing results. Throughout California, growers have been finding that the 40 inch boxes are equal or better in efficiency as measured by stems per cube in about 90% of flowers test packed, than the 44 inch sizes. NORCAL has been able, through these test pack results, to demonstrate that trailers of 40 inch boxes versus 44 inch boxes are about 10 to 18 percent more efficient in utilizing trailer space. No one has to tell us that more flowers in less space translates into lower landed costs of the flowers shipped. We need to ask ourselves why we continue to ship in 44 inch boxes. Whether you are a grower, shipper, wholesaler, or retailer, you need to insist that your flowers are not shipped in 44 inch boxes. Adoption of 40 inch boxes and all boxes recommended by NORCAL does make a difference.

Additionally, NORCAL is working to develop a logo and box strength recommendations for the standardized boxes. We are hoping to see new generic "California" boxes in the marketplace later this year.

NORCAL can recommend that you adopt the standardized sizes. However, as a purchaser of California flowers you can request that your supplier ship in standardized sizes. You can make the biggest contribution by asking that your flowers be shipped in the 40 inch solution boxes. These sizes are 40x16x08, 40x08x08 and 40x08x04. If your supplier is not currently shipping in the 40 or 48 inch flat recommended boxes, urge them to join the test packing and discover the benefits of the 40 inch solution boxes. For further information, please contact Chris Johnson at the NORCAL office at (760) 533-5580.

***Mike Crosby serves on the NORCAL  
Board of Directors***

### **NORCAL**

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Flower Growers & Shippers"*

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***"We are on a mission to  
get more flowers from  
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nation 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.***