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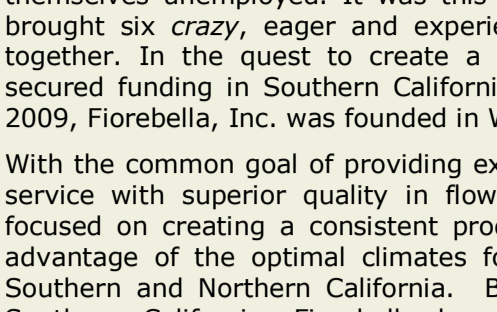
Transportation Corner
By Chris Johnson



"California Association of Flower Growers & Shippers"

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

Member Profile: Fiorebella, Inc.



In the wake of the economic hardships that have recently plagued the nation, many individuals have found themselves unemployed. It was this very situation that brought six *crazy*, eager and experienced sales people together. In the quest to create a new venture, they secured funding in Southern California, and in March of 2009, Fiorebella, Inc. was founded in Watsonville, CA.

With the common goal of providing exceptional customer service with superior quality in flowers, Fiorebella has focused on creating a consistent product line by taking advantage of the optimal climates for growing in both Southern California and Northern California. By joining forces in Southern California, Fiorebella has secured dedicated fields from which they obtain greens and fillers to sell directly to their customers. In the same manner, Fiorebella has profited from Watsonville's unique climate by attaining a close working relationship and partnering with local growers. This has allowed Fiorebella to provide customers with higher quality products such as, Delphinium, Larkspur, Stock, Bells of Ireland, Stephanotis and Gardenia.

By having stakes in both Southern and Northern California, Fiorebella has been able to specialize in a multitude of cut flowers and greens such as, Wax, Larkspur, Heather, Seeded Eucalyptus, Belladonna, Stock, Boronia, Iris, Snapdragons and Sunflowers, to name a few. This has been possible in a relatively short amount of time due to their ability to capitalize on their knowledgeable staff and experienced nurserymen. Fiorebella's exceptional sales team has a combined 125 years of experience in the floral industry. Their expertise is complimented by skilled floor personal which allows them to maintain control over the quality of the products that they supply to their customers.

Rounding off its second year in existence, Fiorebella has been successful at establishing its niche in the flower industry, thanks to its dedicated staff and loyal customers. While still in its early stages of development, Fiorebella is actively looking for new fields to produce their own products and further ensure complete customer satisfaction. As a company, they are full of promise, excited about their future, and they look forward to hopefully doing business with you in the near future. To contact the Fiorebella sales team, please call: (888) 801-1102.

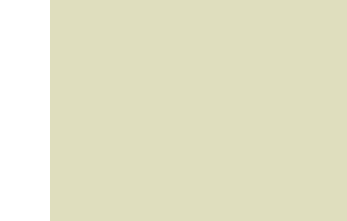


Save the Date !

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.



NORCAL
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