

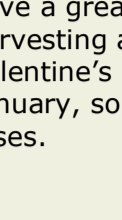


"California Association of Flower Growers & Shippers"

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

Feature Member : Koch California, Ltd.

Koch California, Ltd. is a family-owned & operated grower of premium-quality hydroponic roses for over 35 years. We are owned and managed by seventh-generation horticulturalist Susan Koch Snyder and her husband, John. They are both very active in the day-to-day technical operations and management of Koch California.



Koch California Ltd

GROWERS OF PREMIUM-QUALITY HYDROPONIC ROSES

Koch California, Ltd. is a leader in the rose-growing business. We were the first to produce commercial roses hydroponically in the United States in 1987, and we were one of the first to utilize predators (using good bugs to eat bad bugs) in our Integrated Pest Management (IPM) program.

Our prime objectives are simple: to produce superior quality roses, conduct our business with integrity, and provide you with personalized customer service. We have a great team with decades of experience in harvesting and shipping roses. We are gearing up for Valentine's Day and have had fabulous weather all January, so you can expect a high-quality crop of roses.

We can ship to wholesalers throughout United States using all major trucking lines and airlines. We grow over 75 varieties, including hybrid teas and spray roses. We also specialize in those hard to find colors for those very particular brides. Give us a call and let us know how we can do business with you.

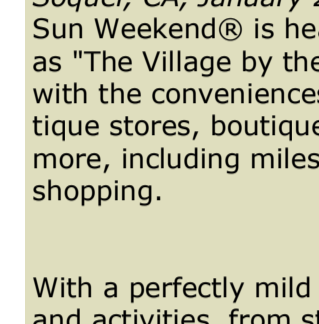
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Transportation Corner By Chris Johnson

This week's Transportation News!

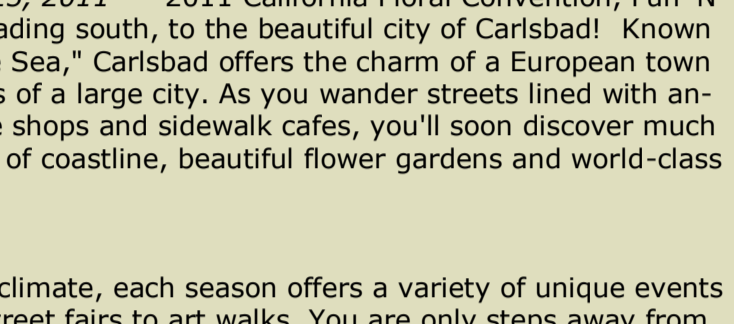
In Trucking news, a few of our trucking partners have asked us to issue a few reminders to shippers in regards to dropping off cargo at the various trucking terminals. **First**, they recommend arriving early. This is the best way to avoid delays. **Second**, please sort your cargo by CARRIER. This is a huge time saver for dock personnel and helps the truck lines move faster. **Third**, be prepared to reconcile shipments at the dock. The better organized you are, the faster it will be. And **lastly**, please adhere to drop cut-off times at each dock. Shippers arriving late cannot be guaranteed their cargo will be accepted. Again, communication and organization is the key. Let's help each other out by doing our part in this busy shipping period. For questions, please contact me at chris@cafgs.org or 760-533-5580.



NORCAL

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Website: www.cafgs.org

"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.

2011 California Floral Convention, FUN 'N SUN WEEKEND® COMESTO CARLSBAD, CA!

Soquel, CA, January 25, 2011 --- 2011 California Floral Convention, Fun 'N Sun Weekend® is heading south, to the beautiful city of Carlsbad! Known as "The Village by the Sea," Carlsbad offers the charm of a European town with the conveniences of a large city. As you wander streets lined with antique stores, boutique shops and sidewalk cafes, you'll soon discover much more, including miles of coastline, beautiful flower gardens and world-class shopping.

With a perfectly mild climate, each season offers a variety of unique events and activities, from street fairs to art walks. You are only steps away from clean, un-crowded beaches for swimming, sun bathing and surfing as well as beautiful lagoons for fishing, bird-watching and nature hikes. Venture further to discover the unique destinations of LEGOLAND® California and SEA LIFE Aquarium or other nearby attractions of San Diego and Los Angeles.

This year's California Floral Convention, Fun 'N Sun Weekend® will be held **July 20-23, 2011**

at the La Costa Resort & Spa in sunny Carlsbad, CA.

This will also mark the **20 year anniversary** of our convention.

Nestled among the beautiful coastal foothills of Carlsbad, CA., north of San Diego, La Costa Resort and Spa boasts the 43,000 square-foot Spa at La Costa, 552 spacious and well-appointed guestrooms and 76 deluxe one- and two-bedroom suites, a Clubhouse with a fitness center, two acclaimed restaurants - Legends and BlueFire Grill. The entire resort, linked by walkways and washed in color by lush vegetation and gardens, enjoys a village-like ambience.

La Costa Resort and Spa is proud to be named the No. 4 spa in the Continental United States and Canada in Travel + Leisure's "World's Best Spas" readers' poll. The Spa creates an environment in which guests feel connected to nature whether they are indoors or out.

In addition, guests have the opportunity to indulge in a variety of interactive water experiences in the outdoor spa courtyard, including a lounge pool, sunbathing areas and an invigorating Roman Waterfall shoulder pounding massage to relieve tense muscles. The spa also features private men's and women's wet areas complete with steam, sauna, whirlpool, cold plunge, showers and luxurious lounges.

NORCAL, California Association of Flower Growers & Shippers has attained the incredible room rate of \$199 per night!

California Floral Convention, Fun 'N Sun Weekend®, was created 20 years ago by the NORCAL, California Association of Flower Growers & Shippers as a forum to showcase the best in California flowers. Over the years, the convention has grown into the premier floral event in California.

More information regarding the convention will be coming out shortly.

For more information, contact NORCAL / CAFG&S office at (831) 479-4912 or visit us on the web at www.cafgs.org. For more hotel information, visit www.lacosta.com.



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.