NORCAL NEWS

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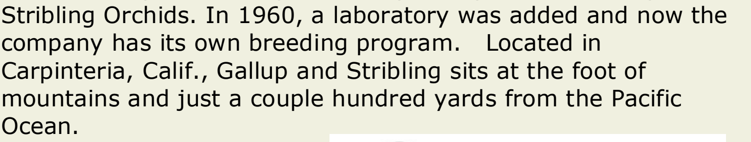

"California Association of Flower Growers & Shippers"

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 OnTrac news, starting February 1, OnTrac will initiate their annual rate change for all accounts system wide. This year, OnTrac will raise rates by an average of 5.9%, but NORCAL members will only see a **3.9%** increase. Our favorable DIM factor and other special features will remain unchanged. We will send out an updated OnTrac/NORCAL program rollout, complete with our new rates soon. These new rates and program info. will also be available on our website for your reference. For more details, please contact me directly at chris@cafgs.org
- The yearly FedEx rate changes took effect today (Jan 3) for all FedEx customers worldwide. These new rates, including Ground, should be available in your shipping systems currently. If you are having trouble viewing these new rates, please contact FedEx Tech Support at 1-877-339-2774 for assistance.

NORCAL
California Association of Flower Growers & Shippers
"Serving the Floral Industry Since 1941"

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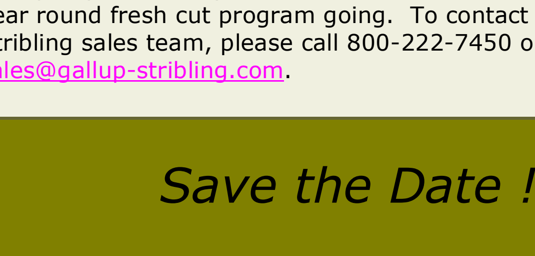
"We are on a mission to get more flowers from California to their destination fresher and faster".

Member Profile: Gallup and Stribling Orchids, Inc.

Gallup and Stribling Orchids, Inc. began as a hobby for founder Aleck Stribling, under the name Aleck's Orchids in 1947. In 1957, Aleck partnered up with Gary Gallup to form Gallup and Stribling Orchids. In 1960, a laboratory was added and now the company has its own breeding program. Located in Carpinteria, Calif., Gallup and Stribling sits at the foot of mountains and just a couple hundred yards from the Pacific Ocean.

GALLUP & STRIBLING ORCHIDS

The day to day business of the company is now run by Aleck's sons, President, Rodney Stribling and son, Jim Stribling who handles all growing operations. The Gallup family is no longer associated with day to day operations of the firm. The Brothers Stribling are at the heart of the business. In one corner of the production room, a giant steel vacuum cylinder draws water into hundreds of plastic tubes that will go on the stems of cut orchids. This Rube Goldberg-like device was invented and constructed by Rodney Stribling, who played at the plant as a child and grew up in the business. He made or customized all of the major machinery, which runs on compressed air from huge tanks behind the building.



Jim Stribling oversees the production process and the seasonal workers that come in for the push for holidays, when more than a million corsages can be shipped. He has been working at the plant for 35 years, not counting fourth grade when he brought kids from school to help fill the water tubes. That was before his brother invented the tube-filling machine, of course. Having both grown up playing around the nursery, they enjoy watching various family members and grandchildren working and helping out around the nursery. That family sentiment spreads beyond the Stribling family and has also been shared by several employees who have had the opportunity to have their children come and help out by making sales calls, boxing corsages, calling in trucks or helping out in the retail showroom located on the nursery's 48 acres.

The company has come a long way from those first days as orchid hobbyists. Gallup was one of the first orchid growers to enter into the supermarket scene, and now sells directly to supermarket chains like Safeway, Kroger, Sam's Club and Whole Foods. Gallup also has a wholesale division that sells to customers like Mayesh in Los Angeles and ships orchid blooms to several bouquet makers, such as Pyramid Flowers. Gallup ships throughout the United States, Canada, Hawaii and Puerto Rico. In the summertime, when the plants are out of season, Gallup imports from partner farms in New Zealand to keep their year round fresh cut program going. To contact the Gallup and Stribling sales team, please call 800-222-7450 or email sales@gallup-stribling.com.

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.