



NORCALTM

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



NORCAL News

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This Week's Featured NORCAL Member:



Dramm & Echter is proud to be counted among the top 75 of all horticultural greenhouse producers in the United States. The success of the business is directly attributed to the quality of products produced and their flexibility to rapidly change to meet the demands of the marketplace. Dramm & Echter strives to keep their customers ahead of their competition. New partnerships with flower breeders around the world have also enabled them to constantly bring other new plants to the industry and expand other lines. Up to 40 flower species are in production at any given time in the 950,000 square feet of the greenhouse space and nearly 35 acres of open field.



Located in Encinitas, California, Dramm & Echter's southern California coastal weather gives them several climatic advantages. These include high winter production and quality as well as cool summer temperatures that give strong stems and long lasting flowers. Because they are located in a residential area, they have taken every measure to be an "Eco-Friendly" company by using recycled water, natural gas and instituting bio control which minimizes the use of pesticides. Dramm & Echter also provides funding to UC Davis for the bio control research program. They strive to maintain new technology while learning new ways to preserve our environment.

Dramm & Echter's customer base consists of bouquet makers and wholesale florists nationwide. They are known for high quality products, custom packing, and multiple choices of transportation. Dramm & Echter flowers are shipped all over the country using the best transporters in the business. They offer local, regional and national ground transportation as well as air freight options. They offer many different size boxes to customize assorted flowers. Take advantage of the great variety of different colors and sizes, and they will package your order just the way you want. Some of their packaging options include: water packed, dry packed, gerbera straws, plastic cups for petal protection and much more.

Dramm & Echter is proud to take part in the local community, raising awareness of local farming and sharing the experience of growing flowers year round. Please visit the website to see recent community service projects.

Website: <http://www.drammechter.com> Email: info@drammechter.com
Phone: (800) 854-7021



Main Ranch overlooking the Pacific Ocean in Encinitas California



Transportation Corner

By Chris Johnson - Director of Transportation, NORCAL

- In OnTrac news, we want to remind members that we have a SAG (Special Accounts Group) representative available to our membership. Stacy Barbre is a special agent that can help with a wide variety of issues, everything from tracking and tracing to help with waybill preparation. She is a valuable asset to our account so members should keep her contact information handy. You

can reach Stacy at 800-334-5000 x 4579.

- In FedEx news, since FedEx National has merged with FedEx Regional LTL to become FedEx Freight, members may have available additional shipping options for full truckloads or LTL. If you have a need for this type of service, please contact Rick Perkowski for more information at rjperkowski@fedex.com.
- In Airline News, United Airlines welcomes back our Northern California Representative John Zahursky who has been out on medical leave for the last 3 1/2 months. To contact John with any of your United Airlines shipping needs, members can call 650-634-3779.
- Also, we want to remind our FedEx shippers that members are required to keep your account in good standing if you want to participate in our discounted rate program. Members who fall behind or are "cash listed" by FedEx, for any reason, are subject to being removed from our account. Our discounted rates are contingent upon our account, as a whole, staying in good standing with FedEx regarding receivables. We all need to do our part in maintaining good individual account maintenance. Please note that FedEx does offer a variety of tools designed to help customers manage receivables. If you have questions regarding our FedEx program, and or its policies, please contact me for more details. Thanks.
- For more information or need any assistance, please feel free to contact me anytime at:

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Fun N Sun Convention News!



Fun 'N Sun Weekend®, California Floral Convention
July 20-23

Carlsbad, CA

Join us at the beautiful La Costa Resort & Spa in Carlsbad, California for an opportunity to meet your California Flower Growers & Shippers, network and see all of the hot new items that can only be found in California. As the premier floral convention in California, this year you will have a fantastic opportunity to gain new insights and develop and re-establish lasting relationships.

Some of this year's convention highlights are:

- *The largest All California Floral Display and Floral Exhibits available in one location.*
- *Wednesday Golf Tournament at the luxurious Morgan Run Resort & Club in Rancho Santa Fe, CA*
- *Grower Tour*
- *California State Floral Association Presents: "A Gatsby Wedding" - Flowers Inspired By The Era That Gave Us Moderne.*
- *Thursday Night Flower Fair Pre-Show & Coctail Party*
- *Back by popular demand: " Fun 'N Sun Sports Zone Party"*
- *Meet your vendors at the California Flower Fair*
- *Industry Educational Sessions*
- *Come take advantage of the many networking opportunities with your wholesale peers that will help you navigate today's markets.*

Convention Room Rate Special:

\$199.00 per night

Buy 3 room nights at La Costa and receive your 4th night FREE, compliments of NORCAL.

[Click here](#) for the latest Fun N Sun Weekend® promotion ad

[Click here](#) for the La Costa Room Reservation form.



California Crop Update - Flower Specials from NORCAL Members

This new section of the NORCAL News is dedicated to our members. Our idea here is to provide a venue that will feature floral specials and other crop or supply information from our membership. Members just have to let us know if they any of these types of updates, and we will then post them in this Norcal News section.

Share your excitement about your new product(s) with your fellow members. Be sure to include availability date, product description, and price.

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

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CALIFORNIA ASSOCIATION OF FLOWER GROWERS AND SHIPPERS