

March 30, 2009

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Transportation Corner
by Chris Johnson

*This weeks Transportation
News!*

- With the Easter Holiday approaching, many members have asked for Easter Trucking schedules. This year, the schedules for Armellini, Florida Beauty and Prime Floral are "Normal" with no changes for Easter. Mother's Day schedules are due out very soon.
- In Airline News, JetBlue will be starting operations out of LAX beginning June 2009. JetBlue's inaugural service to JFK and Boston should prove to be very popular. Both destinations are offering red-eye flights which are ideal for floral products. Long Beach will continue to operate as usual. Look for more information coming soon.
- Prime Floral is currently running a promotion featuring drastically reduced rates for potted plants including Orchids and Azaleas. For more information please contact Kent Allen at 800-514-3127.

NORCAL NEWS



"California Association of Flower Growers & Shippers"

Online Truck Waybill Systems: THE GOAL: 100% participation in 12 months

By Robert Kitayama—GrowFloral

During the NORCAL Logistics Summit last June in Oxnard, our trucking partners listed the difficulty in dealing with the variety of ways in which they receive box information from the growers and shippers. They consider this issue a huge problem. To manage and input the massive number of daily faxes and paper containing box information is a difficult job that requires a great deal of time spent by their drivers and staff. This manual system lends itself to errors, inefficiencies, higher costs and ultimately causes service delays.

To fix this problem, two of the trucking companies, Armellini and Prime Floral, have created online waybill systems that provide growers and shippers a quick and secure method of entering shipping and box information.

The use of these systems is a win-win for everyone. Growers and shippers get a free online waybill application that will reduce mistakes in transmitting box data. Trucking companies will have load data much more quickly which will help with load planning and time management. In the future, these new systems will enable wholesale customers to access the shipping data to see their orders in transit.

Currently, less than 20% of waybill data is sent electronically. The goal in the next 12 months targets 100% of waybill data to be sent electronically to the trucking companies that have an application in place. This goal is ambitious, yet should be a no-brainer for shippers to understand and adapt to. NORCAL and the trucking companies will be working together to promote these free applications, and will be present at the August NORCAL member meeting in Carlsbad, where Armellini and Prime Floral will have representatives on hand to train and answer questions.

PRIME FLORAL

Prime Floral's online waybill system has currently undergone some upgrades that make it very user friendly. To get more information on Prime Floral's waybill application or to receive a username and password, please contact: Kent Allen 800-514-3127.

ARMELLINI

Armellini's online waybill system is undergoing final Beta testing and should be ready to rollout some time after Mother's Day. To get more information on their application please contact: Andrew Muller 805-485-0804.

FLORIDA BEAUTY

Florida Beauty understands the great advantage of having an online waybill system and hopes to have an application created in about a year.

California is known for technology and innovation, and the California floral shippers should be the leaders in using technology to move flowers more efficiently. 100% online waybill tendering would be a giant step in the right direction.

Robert Kitayama currently sits on the Board of Directors for Norcal and also is the Transportation Committee Chairman.



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

Norcal

"California Association of Flower
Growers & Shippers"

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

MARK YOUR CALENDAR

Norcal (California Association of flower Growers & Shippers) invites you to attend your Member Meeting which will be held on **August 11, 2009** in beautiful Carlsbad, CA. The Member Meeting is an excellent opportunity to meet other growers and shippers in California and to learn about what is happening within the industry. It is also an opportunity to become proactive in making positive changes to help California floral businesses.

Members will have the opportunity to meet face to face with Association vendors including transportation carriers, packaging and floral suppliers and other affiliated organizations, and ask them questions about their products and services.

The more members that attend, the stronger the meeting will be!
Remember, your "membership makes a difference!"

Registration is \$25.00 (Register and attend the 2009 Member Meeting and you will receive \$25.00 off of your full member registration for the 2010 California Floral Convention to be held in Carlsbad, CA)

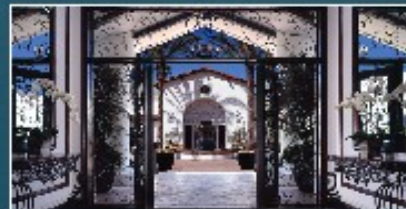


MEMBER *Meeting* NORCAL



CALIFORNIA ASSOCIATION OF
FLOWER GROWERS & SHIPPERS

"Serving the Floral Industry Since 1941"



AUGUST 11, 2009
LA COSTA RESORT AND SPA, CARLSBAD, CA.

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