



June xx, 2019

SAMPLE – Flower Caucus Letter

The Honorable Duncan Hunter
2429 Rayburn House Office Building
Washington, D.C. 20515

RE: California Association of Flower Growers & Shippers (CalFlowers)

Dear Representative Hunter:

It is with great pleasure that I introduce one of California's oldest floral trade associations, largely unknown outside of the floral industry. We would like to be a resource for you as a member of the Cut Flower Caucus.

Founded in 1941 to address shipping and transportation challenges for California's emerging flower growing industry, CalFlowers provides the industry's best floral shipping solutions for all members of the supply chain, especially domestically grown cut flowers.

In 2009, CalFlowers opened membership to floral businesses outside of California to meet national demand for affordable shipping solutions. This year (2019), the number of out-of-state members exceeds the number of California members by more than 2:1, and represents 47 other states around the country. See the attached **CalFlowers Backgrounder** for a complete profile of our membership.

Over the past few years, CalFlowers leadership has carried out comprehensive research and evaluation of the overall U.S. floral market, examining market trends and how consumers purchase their flowers. Over the past 30 years, the U.S. floral industry has experienced many disruptions, including significant population growth in California that has presented challenges across all of its agriculture industries.

Like all true market disruptions, the impact can appear to be indiscriminate and harmful – helping some industry members and threatening others. You will see in the enclosed materials that overall, the floral industry operates efficiently and offers wide floral choices to American consumers thanks to the presence of both domestic and imported flowers.

We'd like to provide you with the knowledge we've gained and be an information source for you and your staff if and when legislation that impacts the California cut flower industry comes up, such as H.R. 3019, which was introduced recently. CalFlowers members represent the entire supply chain for the California floral industry and beyond. Our perspective incorporates all segments of this important California industry.

You can count on CalFlowers' support for legislation that is positive for all segments of the floral industry. CalFlowers would likely oppose legislation that favors one segment at the expense of another or diminishes consumer choices.

Sincerely,

Michael T. LoBue, CAE
Chief Executive Officer



June xx, 2019

SAMPLE – State Legislator Letter

The Honorable Bill Monning
1026 Palm Street Suite 201
San Luis Obispo, CA 93401

RE: California Association of Flower Growers & Shippers (CalFlowers)

Dear Senator Monning:

It is with great pleasure that I introduce one of California's oldest floral trade associations, largely unknown outside of the floral industry.

Founded in 1941 to address shipping and transportation challenges for California's emerging flower growing industry, CalFlowers provides the industry's best floral shipping solutions for all members of the supply chain, especially domestically grown cut flowers.

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We'd like to provide you with the knowledge we've gained and be an information source for you and your staff if and when legislation that impacts the California cut flower industry comes up, such as AB 1205, which was introduced earlier this year. CalFlowers members represent the entire supply chain for the California floral industry and beyond. Our perspective incorporates all segments of this important California industry.

You can count on CalFlowers' support for legislation that is positive for all segments of the floral industry. CalFlowers would likely oppose legislation that favors one segment at the expense of another or diminishes consumer choices.

Sincerely,

Michael T. LoBue, CAE
Chief Executive Officer