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FLORAL MASTERS OF MERCHANDISING

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Homestead Growers Niagara Inc.

Micky's Minis Flora Express

The Sun Valley Group

Bay City Flower Co.

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EcoFlowers.com

ADVERTISING SUPPLEMENT

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Potted Calla lilies are a beautiful, elegant, live product to offer customers who want to enjoy the plants in their home or give them as long-lasting, floral gifts. They are appealing to a wide variety of consumers because of their exotic look and designer-like presence.

In business since 1979, family-owned Homestead Growers Niagara started Calla lily production in 1990. The nursery supplies North American supermarkets, distributors, garden centers and florists. We grow the highest quality plants because we start with California and Dutch-origin tubers. Production facilities in Niagara, Canada, and Apopka, FL, enable us to offer different colors of Calla lilies throughout the year. We match production with our customers' expectations and needs. Our market-driven approach ensures we can supply when your customers want to buy.



Variety And Availability

The best American and European Calla lily varieties are selected for their color and seasonal characteristics and produced accordingly. We offer Orange, Red, Peach, Black, and Yellow colors at Thanksgiving. Pinks are available for Valentine's Day. Spring products include Whites and Purples at Easter, and pastel shades of pinks, lavenders, yellows and cream for Mother's Day.

All Callas are available in two sizes: 6-inch and 4.5-inch round pots.

Most of your favorite upgrades fit these sizes. Ordering well in advance will ensure you and your customers are more than satisfied.

Promotion

Retailers can promote the two lives of Calla lilies. Consumers can first enjoy them in the home and later outdoors where the plants will live for years in the garden or as container plants.

Each potted plant arrives with a durable, consumer-friendly Care and Use tag, which depicts Callas in seasonal settings. Consumers can log on to the Web site provided, learn more and become repeat Calla customers.

Encourage the floral department to promote ways consumers can use Callas to decorate their home with other seasonal items. Callas can be promoted as great gifts for special occasions or holiday parties.

Play up the variety of colors. As more and more consumers look for unique products for home décor, the many color varieties of Callas are a

perfect fit. From red to white or even black, a very modern color, Callas can complement any home fashion color scheme.

Promoting Biopots, a biodegradable pot that can be composted after use, is a great way to reach out to eco-conscious customers. These pots come in many different colors and are a very nice looking upgrade at a reasonable cost.

Display Care And Handling

Plants arrive with enough water for at least 3 to 4 days. Overwatering leads to droopy plants. Count to three when watering or add a maximum of 8oz.

Well lit or natural light is best, and Callas should not be crowded. People need to visualize what the plant will look like in their home.

Cross Merchandising Opportunities

The flexibility in use and amazing color variety of Calla lilies lend to many different cross-merchandising opportunities. Encourage store personnel to have fun in thinking about what to combine with the plants in a special display. Play on some of the unique variety names of the Callas.



OUT OF THE BOX PROMOTION IDEAS

1. Promote varieties with names that appeal to creative minds, like Picasso®, Red Sox®, and Hot Flashes™ (one of the best performing varieties).
2. Incorporate Calla plants into suggestions for party favors or party décor.
3. Celebrate Earth Day on April 22 with a Calla in a bio pot.
4. Promote National Teacher's Day on May 6 with a 4.5-inch Calla with a card or pencil pick.
5. Promote Flag Day on June 14 with a red or white calla in a blue wrap.



Micky's Minis
FLORA EXPRESS®

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When merchandised correctly, miniatures will add incremental sales to any retail floral program because this product is intended to reach the "mini-size" niche market — when

consumers are looking for that little something that will fit nicely on a desk, windowsill, or where ever a small size gift, or accent item would be ideal. The minis are not intended to compete with larger size plants and thus will complement floral retail sales.

Marketing to children is another great fit to minis. Their unique size especially attracts the pre-adolescent age group. The distinctive look of Micky's Minis is engaging for young people because they can relate to the size. It's as if to say it was grown just for them. Minis can be targeted for kids buying gifts for their mother, their favorite teacher, or for themselves. By engaging children in the floral business now, they will more likely be active in this retail category later in life.

Variety/Availability

1. Roses, kalanchoes, mums, ivy, herbs and cactus/succulents: available year round
2. Poinsettia: available from November through December
3. Violets: April through October
4. Lucky Shamrocks: late February through mid-March
5. Cyclamen and orchids: October through May
6. Azaleas: November through May

Promotional Ideas

The best times of the year to promote the minis are during the three major floral holidays because of the increase in business for the floral retailer. These time periods present the



greatest opportunity for taking advantage of impulse sales:

- Mother's Day: showcase blooming products but especially the All Dressed Up mini gift set (pictured above).
- Christmas/December Holiday: mini poinsettias with a variety of accessories.
- Valentines Day: mini rose, or azalea with the I Luv U gift box.

Other important holidays because of the affinity kids have for the minis include:

- Teacher's Appreciation or Back to School: promote our crayon gift bag or the school theme wicker baskets.
- Halloween: showcase the mini kalanchoes and mums in pumpkin ceramic pots.

Miniatures make great gifts for other special occasions and can be promoted especially for smaller recognition holidays such as:

- Administrative Professional's Day: minis' unique size makes them ideal for this special occasion, especially the pencil gift box and minis gift item.

Cross-Merchandising Opportunities

Minis present a huge chance for retailers to significantly increase sales with cross promotion. It's one of the rare cases where one plus one is more than two. Cross merchandising items include: coffee mugs, cups, votives, small bowls, and balloon weights. Be creative and most of all... make things visible!

OUT OF THE BOX PROMOTION IDEAS

1. Balloons & Blooms: Take any balloon theme, add a little something special at the end like a living miniature potted plant. Micky's Minis will act as the balloon weight. The miniature plant is perceived as a natural, wholesome, and a value-added upgrade to the balloon.

2. Air Freshen Minis: Take a two-inch miniature rosemary plant and use it to refresh the room it's in. This works especially well in small rooms.

3. Birthday Minis: Every day is someone's birthday! The minis make a nice little added touch to any birthday card, or gift.

4. Party Favor Minis: Sell multiple minis at one time by promoting them as party favors. This works great for business luncheons, dinner parties, special anniversary celebrations, or just about any party.



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Cut tulips are a mainstream, profit-driving offering at the forefront of marketing plans across the nation and offer significant opportunity for floral sales in any supermarket. Many chains consider cut tulips to be their number two SKU, and are experiencing major growth in this category.

Through decades of production experience and extensive product testing, Sun Valley believes tulips grown in soil result in a superior bloom. Hydroponically produced tulips are more economical to produce but lack the vigor and health achieved with tulips grown in soil. This translates into a tulip with shorter shelf life for the store and a shorter vase life for your customers. Maximizing vase life and consumer satisfaction is the key to repeat regular sales and consistent consumer satisfaction.

All Sun Valley Tulips receive proprietary post harvest treatment resulting in consistently high quality. Our facilities in Arcata, California include 170,000 sq. ft. of coolers and a state-of-the-art pre-cooling system — the foundation of professional cold chain management. Our tulips ship in environmentally controlled trucks directly from the farm to you.



Variety and Availability

Varieties differ throughout the year. Some varieties produce well year-round, while others excel during specific seasons. Through the years, Sun Valley has optimized the growing season for each variety. The company has also researched which varieties are most popular with the end consumer and have focused their programs on these varieties.

Traditional spring tulips, grown with bulbs from Holland and France, bloom from December until May. Sun Valley uses ULO technology to preserve the bulb's energy, enabling us to produce tulips June through August. Fall tulips, available from September through December, are bloomed with bulbs



from New Zealand. So no matter what the season or occasion, quality tulips are available.

Promotion

Tulips offer wonderful excitement to the customers and are easy to promote. It is important to engage the consumer as they traverse the stores. Studies have shown education is the key to increased sales and point-of-purchase (POP) information is a must. Teaching customers about tulips so they can make a connection to the product is key to driving sales in the stores. When the consumer knows what to look for in a tulip and they are not intimidated by what they don't know, they purchase more often.



Display Care and Handling

Tulips are very geotropic, meaning they turn against the gravitational pull of the earth. Mother Nature instilled this in the tulip bulb to ensure the sprout found its way out of the earth. Tulips should be shipped from the grower upright, if curved tulips are received, simply flip them and they will bend the other way. Tulip stems need not be trimmed unless severe dehydration has occurred. Simply drop into a bucket of water and display.

Cross-Merchandising Opportunities

The vibrant coloring of tulips presents a variety of attractive cross-merchandising opportunities. They can be cross merchandised with just about any item in the store. Encourage store personnel to think out-of-the-box and place tulips where impulse sales will result. Some great cross-merchandising ideas include placing them next to fresh fruit, spirit drinks and fresh bakery items. Additionally you can place a small display near any items or departments where entertaining products are featured. What customer would not want a beautiful vase of tulips for any party?

OUT OF THE BOX PROMOTION IDEAS

1. Provide POP information in store displays. Focus on educating the consumer about cut tulips and the value they offer.
2. Use Sun Valley's ready-to-go Display Box for easily merchandising tulips in the floral department and throughout the entire store.
3. Place secondary tulip displays in high traffic areas (i.e. deli, check out) to promote impulse buys.

FOR THE CUSTOMER

Customer education is crucial to satisfaction and repeat sales. Make sure the customer knows how to properly handle their cut tulips by providing care information (available from Sun Valley in poster form).



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By offering new and unique blooming plants, retailers can generate excitement and passion with consumers and store personnel as well as stimulating sales. Bay City Flower Company offers a variety of new, proprietary floral products designed to help stores stand out. Instead of price-driven, shrinking-margin sales, retailers can reset pricing with the prospect of high perceived-value products and healthy margins.

Retailers build loyalty and repeat purchases in their floral departments by consistently offering long-lasting products that exceed consumer expectations. Bay City is fanatical about post-harvest quality. By giving the customer value, not just a low price, stores can build a customer base with consumers who are delighted, not just "satisfied" with their purchase. Bay City is pleased to be celebrating its 100-year anniversary this year with a proven track record of providing quality and value to customers and their consumers.

As consumers continue to focus on beautifying their homes, retailers can offer fresh, new, seasonal and on-trend packaging in floral products. Create fashion in your floral department and raise the perception of high value. Also, consider promoting Bay City's Petra Paper packaging, made of 80 percent rock, for the growing number of consumers who consider eco-friendly products important in their buying decisions. Exclusive designs, art and materials help you create a unique, never off-the-rack experience for your customers.



NEW! Angel's Parasol Hydrangea

Variety

Here are a few of Bay City's new proprietary products: Ornamental Oregano, Pineapple Lily, Angel's Parasol, 3-inch Mini Clay Hydrangeas, Star of Bethlehem, Ravel Hydrangeas, Vintage Harvest Hydrangeas, Qt Lilies, Bud-Laden Gardenias and Hebe. Hydrangeas include a unique and broad assortment of proprietary varieties and brilliant colors.

Promotion

Create additional sales to holiday purchases and daily product offerings by putting together easy-to-display themed promos for non major Holiday weeks. Examples include: Breast Cancer Awareness, Cool and Blue, Ice Cream Social, Fourth of July and holidays such as St Patrick's, Hanukkah, Passover and Chinese New Year. Inspire your staff to be creative in coming up with other locally-relevant promotions.

Cross-Merchandising Opportunities

Profit Catcher Promos are designed for easy cross-merchandising. Bay City's newest promotion, the Ice Cream Social, features assorted and colorful single ball hydrangeas in ice cream cone packaging! Novel and new, this is a perfect tie-in with National Dairy month, Ice Cream Month, or other summer promotions. Display in a high traffic area with signage saying, "We all scream for ice cream." Autumn and Christmas holiday promotions can also tie in festive foods, wines, gift baskets, and many others products associated with the season.

Handling & POS Information

All Bay City Flower/hana bay flowers® products include complete care and handling care tags. Care and culture information and POS signage is available on our website for free downloading by retail stores. Retailers can also take advantage of Bay City's assistance with in-store signage and art.



OUT OF THE BOX PROMOTION IDEAS

1. Showcase a vivid display of blooming plants to create excitement and sell value to customers.

2. Tie-in upcoming autumn and Christmas holiday entertaining by promoting use of plants for decoration.


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BAERO
 PERFECT RETAIL LIGHTING

The L.E.D. Conversation

Any supermarket considering a lighting change right now is having a conversation about LEDs. The promise of 50,000 and even 64,000 hours of maintenance-free life might seem too good to pass up. However, since studies show that impulse sales contribute up to 80% of total floral revenue, greater care needs to be exercised in choosing floral lighting than in any other department.

Floral sales present unique challenges not faced by produce, deli, HBC and the rest. Unless it's time to celebrate an anniversary or one of those other handful of yearly occasions, a bouquet is nowhere on a shopper's list or mind as they walk through the door. Having to sell a desire as opposed to a necessity creates a situation in which floral managers must offer customers a dramatic presentation and enticing atmosphere above and beyond the rest of the store. Anything less puts all those impulse sales at risk. With so much at stake the best course of action is an actual in-department demonstration of exactly how any type of lighting affects department appeal, customer response and ultimately floral profits.

The Power of Color

At this point, you have to ask yourself the question: "Do I want to simply light my department or do I want to light it well?" If you choose to be better than the competition, then sacrificing color probably is not the path you want to take. To customers, color means quality and freshness and the power of color in displays, whether roses or apples, translates directly into sales. Impulse buys are increased and store reputation is enhanced by quality lighting.

The most efficient way to harness this power is with the newest generation of HID lighting.

Compact versions of metal halide and high pressure sodium lamps provide the color "pop" and light quality that create product displays which entice shoppers to fill carts. They provide a lively light which provides for the contrast of colors and textures, the base for any successful floral display, while providing greater lumens per watt ratios than LEDs.

The Rest of the Story

While the benefits of a lighting system that might last 50,000 hours or more are undeniable, make sure you know the rest of the story.

First, it is a fact that ceramic metal halide lamps are far more energy efficient than the LED fixtures on the market today. With an output of around 100 lumens per watt, CMH



lamps provide much more bang for your buck than the LED average of 50 or so. Saying a 20 watt LED fixture can replace a 70 watt HID fixture is similar to saying a Gremlin can replace a Ferrari. Sure it might get you there but are you going to enjoy the ride or attract any attention, positive attention that is?

Second, take time to perform your own side by side in-store comparisons of the two systems and encourage shopper feedback. A lighting system that lasts a long time will not do you any good in an empty store.

Third, just make sure you know everything about your lighting options including the advantage and disadvantage of those options. For example, some questions you must consider are: "How many more LED fixtures will I need to create the same pop as HID lighting? After those 50,000 hours are up, then what? Do I have to buy all new LED fixtures?" and "How much of the 50,000 hours is covered by warranty?"

What is Great Lighting?

Especially in the floral and fresh food areas, lighting is crucial for superior product presentation and creating an atmosphere that customers want to return to again and again.

As LEDs are rushed to the market with claims of being able to effectively replace existing lighting systems, the LED's relatively low light output and general color performance leave some store owners doubting their investment.

To illuminate floral departments, as well as produce, bakery, meat and seafood areas, it is not enough to provide a minimum amount of footcandles. The lighting must serve several functions and serve them all well. Lighting should accentuate all the carefully chosen color palettes of both the décor and merchandising displays while creating subtle but distinct color changes for each separate department. That same lighting must enhance the appearance of all products from



peonies to peppers to prime rib providing heat protection and UV protection for each. On top of that, truly quality lighting should create a warm, relaxing atmosphere with "shoppability" and do so with a level of energy efficiency that meets the standards of today and tomorrow. If your current lighting design does not serve all these functions, it might be time to look at other lighting options.

Profits through Presentation

If your competitor up the street has opted to switch to LEDs in search of operational savings, a window of opportunity has opened for you.

The ability to differentiate your market from the big box store and others by providing your patrons with a shopping experience that surpasses their expectations and exceeds the competition will result in longer and more frequent visits by those shoppers. Visually arresting displays of poinsettias or peppers, colorful presentations of strawberries or tulips are results of great lighting. The result of great lighting is fuller shopping carts.

QUICK TIPS

1. Separate your floral department from the rest of the store with different lighting to create a store within a store that will become a destination for shoppers.

2. Make sure your lighting system provides UV protection to keep your flowers fresh.

3. Give your floral displays a beauty test — place them under varied light sources to see the enormous differences HID, fluorescent and LED lighting have on your product.

When Ordinary Is Not An Option



Without extraordinary lighting you cannot have extraordinary floral displays.

Let the competition be ordinary!

This holiday season give your customers a floral department like they've never seen with the help of BAERO lighting.



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Sustaining
Member

- Call and ask us for a free demonstration in your store -



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Supermarket floral does not have to miss out on the opportunities presented by the increasing trend of sustainability and environmentally-consciousness consumers. In today's rapidly changing business environment, one of the most valuable services a business can offer to their customers is a way for them to stand out from their competitors. EcoFlowers, the largest provider of sustainably grown fresh cut flowers and bouquets, offers retailers an easy solution to give eco-consumers options in the floral department.

What Makes Us Different

- We provide the freshest selection of organic and eco-friendly certified fresh cut flowers. All of our products are certified by third-party organizations to ensure they are grown in a manner that protects the environment and the farm workers.
- EcoFlowers has created programs to provide financial assistance to small farm owners to become certified Organic.
- We support our nationwide customers with the best marketing programs in the floral industry. Our marketing team will partner with you to provide assistance in creating in-store signage and promotional opportunities.
- All of our bouquets are 100% vase ready requiring no additional arranging.
- Every purchase helps improve the lives of farm workers by providing fair wages, health care benefits, education programs, and employment of women (most farms employ 60% women). EcoFlowers also contributes a percentage of all shipments to offset carbon usage through CarbonFund.org.
- Easy online ordering process.



Product Selection

- Bouquets perfect for everyday occasions
- Novelty products and wreaths
- Pre-made bouquets designed for all major holiday themes

Promotion

POS and education is a big part of helping promote eco-products and drive sales. Customized marketing materials are available to promote the use of eco-friendly and certified sustainable products. Make sure signage and products are visible to draw attention to the fact that sustainable options are available.



EXCLUSIVE DISTRIBUTOR OF
 PREMIUM BOUQUETS BY
**ORGANIC
 BOUQUET**

**OUT OF THE BOX
 PROMOTION IDEAS**

1. Tie-in to Earth Day to encourage customers to purchase eco-friendly floral products.
2. Encourage customers to have a "green" Christmas party by using eco-friendly floral products as decoration.
3. Provide options for couples to have an eco-friendly wedding by using sustainably grown flowers.
4. Host eco-friendly seminars in your local area to discuss the advantages of using sustainably grown flowers.
5. Train your floral staff in the growing practices of sustainable products so each location has an on-site expert to answer consumer questions.

