



SMFF sales outlets

Our business is split into thirds:

1. Weddings: Only full service for 2016.
2. Direct Store Delivery around Central Ohio: 11 stores, some only once a week, big ones 2x week, Tuesdays and Fridays. April- October.
Distribution Center in Cleveland: Heinen's once a week, about 100 cases, Thursdays. Only July- September when we have the most product.
3. Florists in Central Ohio: Once a week, Wednesdays. Presold and Steve sells extra bunches off the truck. March- December.
Farmer's markets: 2 Saturdays, May- October/November.
The Flower Market at SMFF: Self serve farm stand. April- December, Thursday- Sunday.

Grocery Store Bouquets

Can use specific colors and flowers that aren't sold through other outlets.

Mark up typically 100%

Order guidelines: Establish deadlines, delivery days, which stores need PO's

When designing, time is money!

Needs:

Sleeves- A-Roo

Stickers with logo and UPC- printedtags.com

UPC numbers- once you own the numbers, you submit them to stores

Item descriptions- bunch and case sizes

Projected seasonal availability

Orders deadlines for local grocers:

Monday at 7 AM for Tuesday delivery

Wednesday at 7 AM for Friday delivery

Heinen's (distribution center):

We email availability Monday morning, she sends PO Tuesday morning.

Everything bunched Wednesday for Thursday delivery.

All items delivered in buckets, no boxes necessary.

Needs different UPC's for case sizes.

SMFF Item Descriptions

Item	Case size	Available dates	Stems per bunch	Wholesale price	Suggested Retail
Mixed bouquets	5 bouquets	From tulip bloom (mid April)- Mother's Day, then again July-October	15-20 stems	\$8	\$14.99
Oriental lilies	15 bunches	July-September	3	\$6	\$12

Seasonal bunches all sold for \$4-5 wholesale, \$7.99-\$9.99 retail:

Item	Number of bunches per case	Available dates	Stems per bunch
Ranunculus	10	April	6
Tulips	10	April-May	7
Dianthus	10	May	7-10
Zinnias	5	July- mid October (frost dependent)	12
Gomphrena	5	July- October	Grower's bunch
Lisianthus	10	July, then again in September	12 blooms
Celosia, brain	10	July- October	4-8
Dahlias	10	September	3-5 depending on if dinnerplates or medium dahlias
Marigolds	5	September	5-7
Pumpkin on a stick	10	Late September-October	2-4
Broom Corn	10	Late September-October	4-7
Millet	10	Late September-October	7

*** There are lots of other products you could use for seasonal bunches, but it all depends on what your market will buy.

Brightflower Farm, Jeanie McKewan's comments on selling to Whole Food's Midwest Distribution Center:

We get our PO#'s 2 weeks before the flowers are delivered from the Midwest Regional Lead Floral buyer. We need to confirm case quantities within 24 hours. WFM MWD emails our PO to Floral Express our trucking service that takes our product to the MWD. Product goes to 6-8 states each week, we average about 25 cases per week. Our high was 47 through the DC. The nice thing is we get this large order with only one email.

With WFM, all pricing and product information needs to be accurate and up to date in their Vendor Information Portal (VIP). Any price changes, promotions, sales, need to be added to the VIP prior to delivery. Invoices will be suspended, not put in for payment, if the VIP is not up to date.

All products that are delivered to the MWD need to be boxed and labeled with a Produce Traceability Initiative (PTI) label. PTI is an initiative to create case level electronic traceability for all produce. In most circumstances flowers are included in produce departments of grocery stores. Each case of flowers can be traced back to our farm and the date it was packed.

Challenges:

Distance to DC—170 miles from our farm. We use a combination of two different trucking services to get the product to the DC, it is only out of refrigeration for 2 hours.

Boxing all products is an additional expense. Boxes cost about \$3 each and we were not able to recover the entire cost in the price to WFM.

Learning to predict flower availability 2 weeks out is a challenge that each grower needs to meet eventually whether for brides, designers or grocery stores. It means that scheduling the plantings of plenty of flowers for consumer bunches as well as bouquets is mandatory.

DC has appointed receiving times. We use a floral consolidator that organizes and delivers very large floral orders to stores like Whole Foods, Trader Joes, Costco, and already have scheduled runs to the various distribution centers. This was much easier for us rather than trying to do it with a rented truck and paying our driver. It is actually less expensive to ship our product this way rather than trying to manage it ourselves.

We built another cooler that we store our boxed product in on pallets until the truck comes to pick up. It is a Coolbot that we used an insulated, extra wide, double house entry door for our door and our pallet jack fits right over the threshold to move the pallets right on to the truck.