

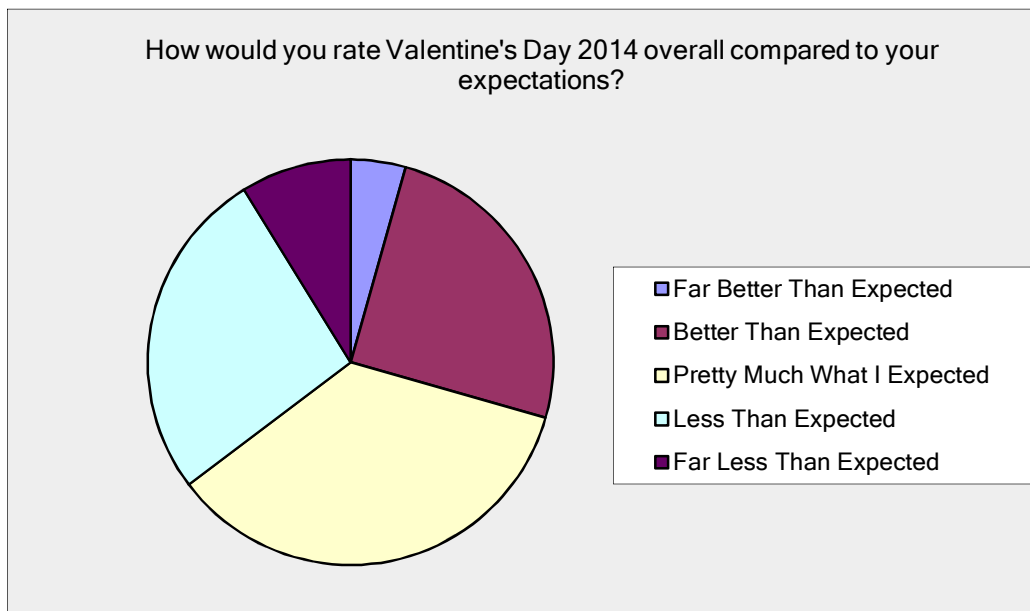


2014 VALENTINE'S DAY SURVEY RESULTS

68 Locations Responding

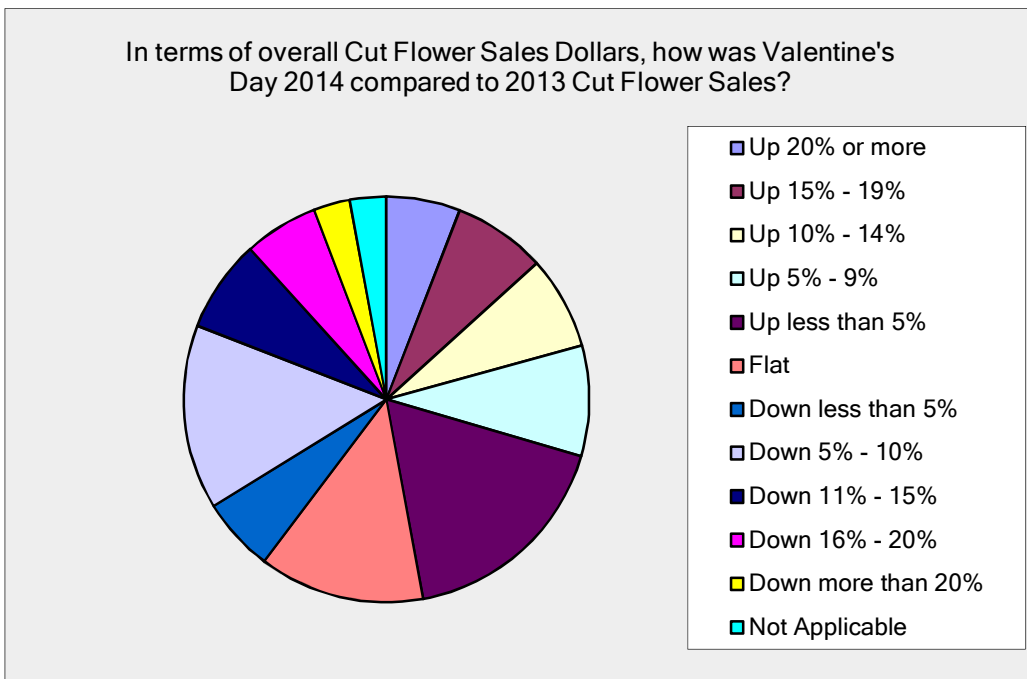
1. How would you rate Valentine's Day 2014 overall compared to your expectations?

Answer Options	Response Percent	Response Count
Far Better Than Expected	4.4%	3
Better Than Expected	25.0%	17
Pretty Much What I Expected	35.3%	24
Less Than Expected	26.5%	18
Far Less Than Expected	8.8%	6



2. In terms of overall Cut Flower Sales Dollars, how was Valentine's Day 2014 compared to 2013 Cut Flower Sales?

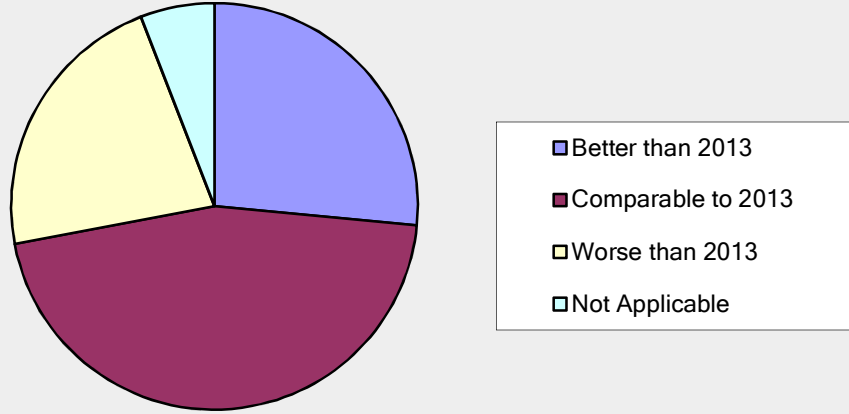
Answer Options	Response Percent	Response Count
Up 20% or more	5.9%	4
Up 15% - 19%	7.4%	5
Up 10% - 14%	7.4%	5
Up 5% - 9%	8.8%	6
Up less than 5%	17.6%	12
Flat	13.2%	9
Down less than 5%	5.9%	4
Down 5% - 10%	14.7%	10
Down 11% - 15%	7.4%	5
Down 16% - 20%	5.9%	4
Down more than 20%	2.9%	2
Not Applicable	2.9%	2



3. How would you rate your Valentine's 2014 Rose Pre-Book quantities?

Answer Options	Response Percent	Response Count
Better than 2013	26.5%	18
Comparable to 2013	45.6%	31
Worse than 2013	22.1%	15
Not Applicable	5.9%	4

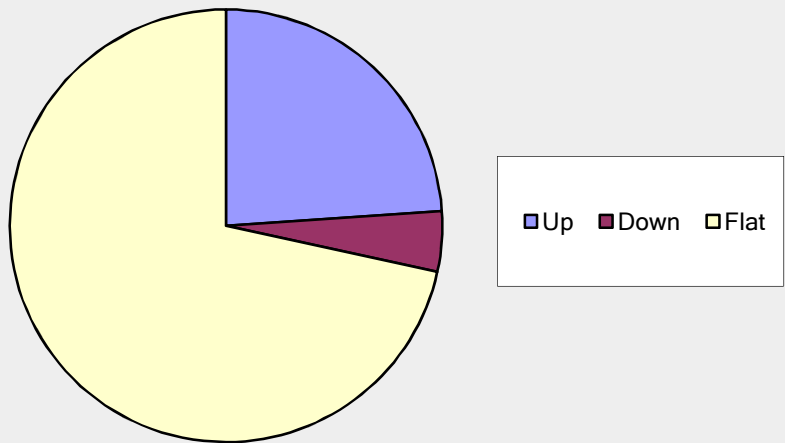
How would you rate your Valentine's 2014 Rose Pre-Book quantities?



4. How were your Valentine's Day Rose prices compared to 2013?

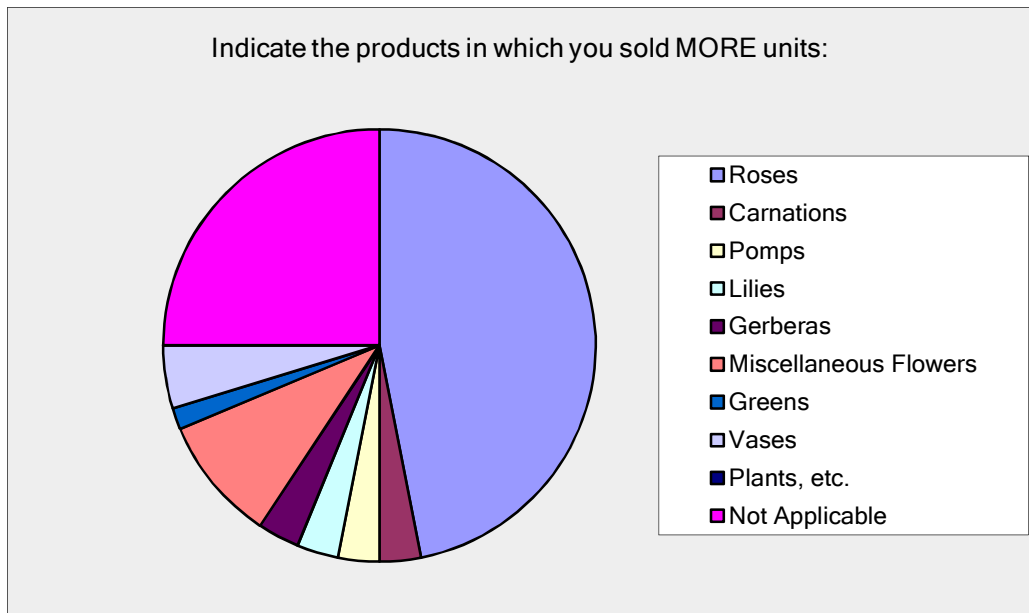
Answer Options	Response Percent	Response Count
Up	23.9%	16
Down	4.5%	3
Flat	71.6%	48

How were your Valentine's Day Rose prices compared to 2013?



5. Indicate the products in which you sold MORE units:

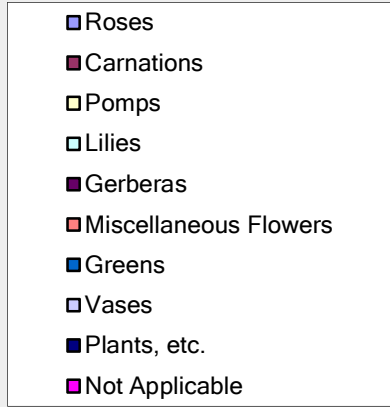
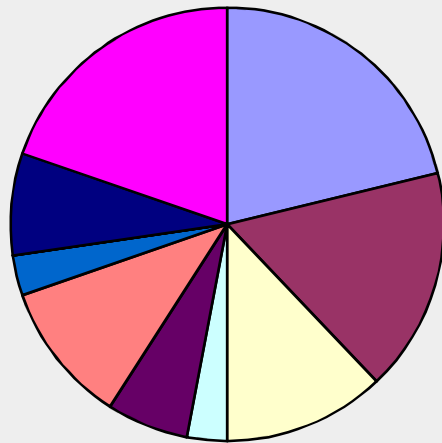
Answer Options	Response Percent	Response Count
Roses	46.9%	30
Carnations	3.1%	2
Pomps	3.1%	2
Lilies	3.1%	2
Gerberas	3.1%	2
Miscellaneous Flowers	9.4%	6
Greens	1.6%	1
Vases	4.7%	3
Plants, etc.	0.0%	0
Not Applicable	25.0%	16



6. Indicate the products in which you sold LESS units:

Answer Options	Response Percent	Response Count
Roses	21.2%	14
Carnations	16.7%	11
Pomps	12.1%	8
Lilies	3.0%	2
Gerberas	6.1%	4
Miscellaneous Flowers	10.6%	7
Greens	3.0%	2
Vases	0.0%	0
Plants, etc.	7.6%	5
Not Applicable	19.7%	13

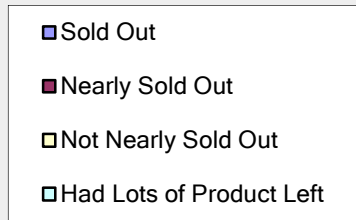
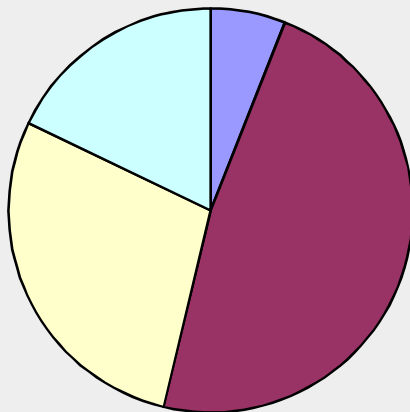
Indicate the products in which you sold LESS units:



7. How were your inventory levels at the end of the holiday compared with 2013:

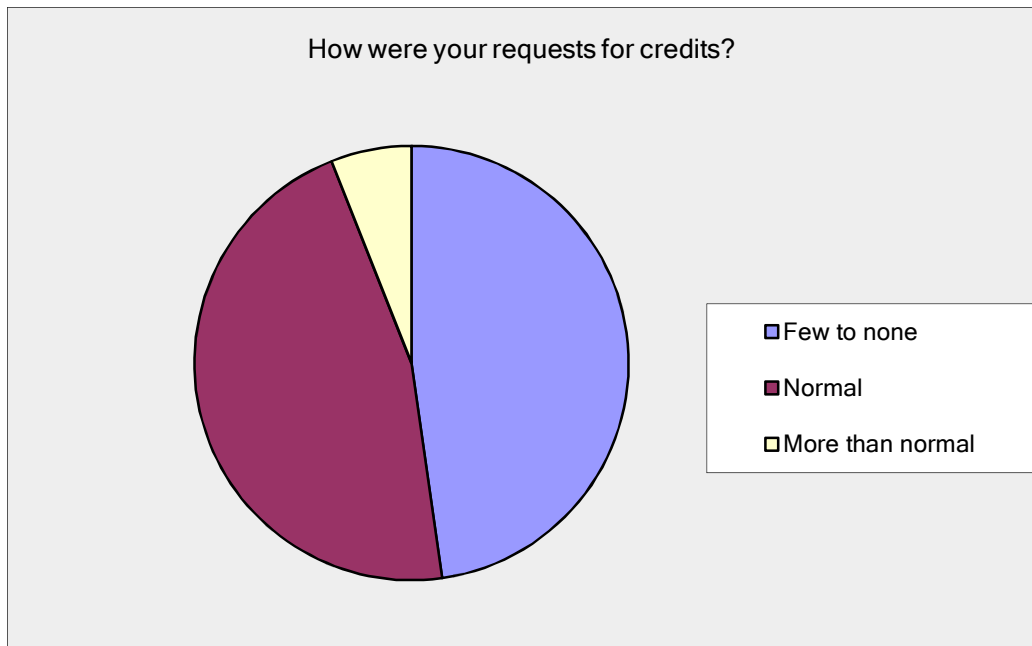
Answer Options	Response Percent	Response Count
Sold Out	6.0%	4
Nearly Sold Out	47.8%	32
Not Nearly Sold Out	28.4%	19
Had Lots of Product Left	17.9%	12

How were your inventory levels at the end of the holiday compared with 2013:



8. How were your requests for credits?

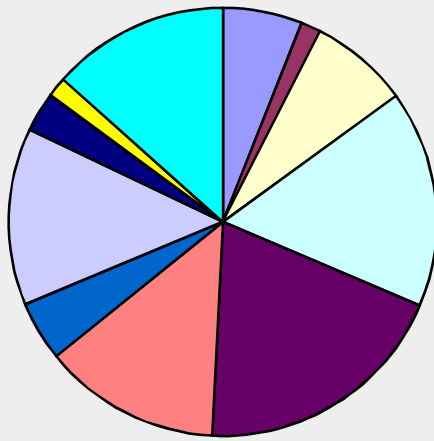
Answer Options	Response Percent	Response Count
Few to none	47.8%	32
Normal	46.3%	31
More than normal	6.0%	4



9. Please report on Hardgoods Sales Dollars:

Answer Options	Response Percent	Response Count
Up 20% or more	6.0%	4
Up 15% - 19%	1.5%	1
Up 10% - 14%	7.5%	5
Up 5% - 9%	16.4%	11
Up Less than 5%	19.4%	13
Flat	13.4%	9
Down Less than 5%	4.5%	3
Down 5% - 10%	13.4%	9
Down 11% - 15%	3.0%	2
Down 16% - 20%	0.0%	0
Down more than 20%	1.5%	1
Not Applicable	13.4%	9

Please report on Hardgoods Sales Dollars:

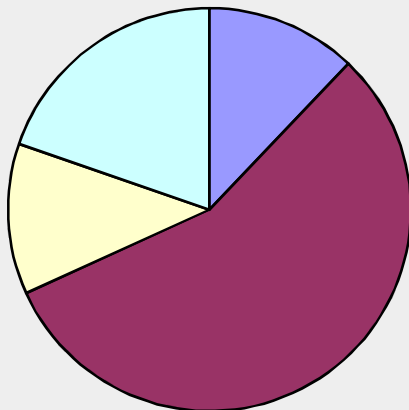


- Up 20% or more
- Up 15% - 19%
- Up 10% - 14%
- Up 5% - 9%
- Up Less than 5%
- Flat
- Down Less than 5%
- Down 5% - 10%
- Down 11% - 15%
- Down 16% - 20%
- Down more than 20%
- Not Applicable

10. How would you rate your Valentine's 2014 pre-book vase quantities?

Answer Options	Response Percent	Response Count
Better than 2013	12.1%	8
Comparable to 2013	56.1%	37
Worse than 2013	12.1%	8
Not Applicable	19.7%	13

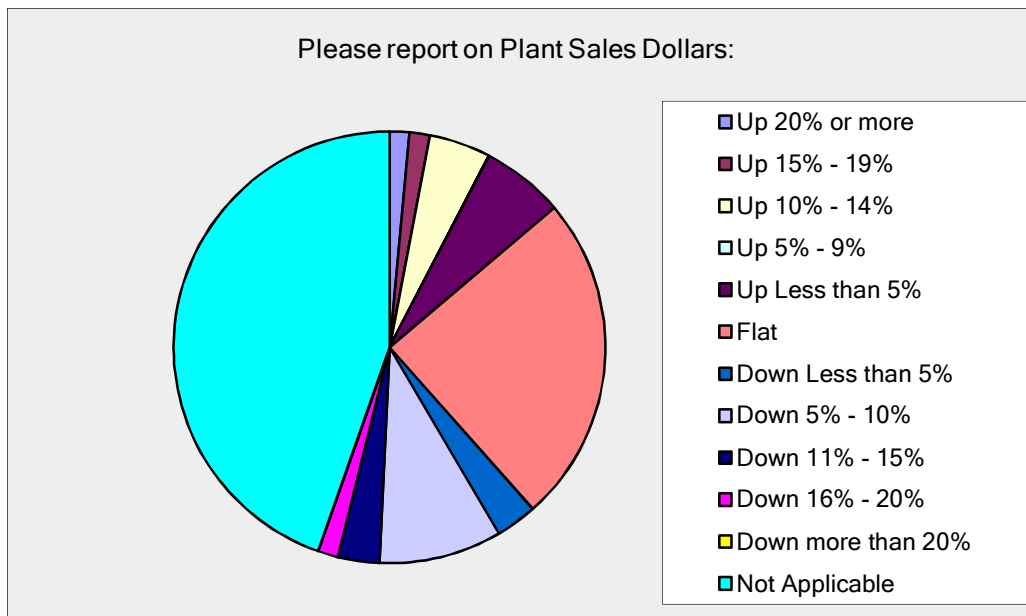
How would you rate your Valentine's 2014 pre-book vase quantities?



- Better than 2013
- Comparable to 2013
- Worse than 2013
- Not Applicable

11. Please report on Plant Sales Dollars:

Answer Options	Response Percent	Response Count
Up 20% or more	1.5%	1
Up 15% - 19%	1.5%	1
Up 10% - 14%	4.6%	3
Up 5% - 9%	0.0%	0
Up Less than 5%	6.2%	4
Flat	24.6%	16
Down Less than 5%	3.1%	2
Down 5% - 10%	9.2%	6
Down 11% - 15%	3.1%	2
Down 16% - 20%	1.5%	1
Down more than 20%	0.0%	0
Not Applicable	44.6%	29



12. Are there any circumstances this year that affected your 2014 results more than you expected? (e.g. loss of competitor, weather, etc.)

Answer Options Response Count

49

Number	Response Text
1	Extreme cold weather.
2	weather, cold, lots of snow
3	None
4	snow storm
5	Weather was really poor...We had a major snowstorm..

6	weather, market selling off early
7	Weather
8	the weather was factor in getting customers to commit to pre orders
9	SNOW CRIPPLED US ON FEB 13 th and we never got the normal extra push
10	Weakness of Canadian dollar vs US dollar negatively affected margins.
11	weather
12	Storm in the Northeast hurt sales
13	Nothing significant
14	Chinese New Year was closer to Valentine last year and we have a large Chinese Community
15	Bad weather in Atlanta and Indianapolis.
16	devastating ice storm
17	Bitter cold, more competition
18	weather was a factor.
19	Weather
20	Weather,
21	weather
22	weather always an issue
23	Huge snow storm shut us down for a day and a 1/2 The main factor in our sales being down this year was weather. Between January and February, we were closed more days than in the 10 year prior. We also were affected by the snow storm that came through on the 13th and 14th and that knocked out any last minute sales.
24	
25	weather
26	weather major factor
27	Fern Grower. Has a lot of cold and rainy days during peak cutting time.
28	N/A
29	new sales person hired. Great weather.
30	Product arrived on time
31	Friday of long weekend - Canada - Family Day holiday on Monday - expect low sales
32	weather, bankruptcies,
33	Cold weather in the States, and warmer than expected in the production site
34	4 snowstorms in the 14 day holiday period.
35	no
36	had 8 accounts close in 2013
37	NA
38	Weather - Bitter cold effected all markets and in the South we got creamed by the winter storm on 2/12 - 2/13.
39	Bad Weather the week of shipping
40	Timing of the snow storms put us in a bind. We did everything we could to help retailers get product.

41	Same market and competitor conditions as the prior year....appears we may have picked up some market share
42	Ice Storm
43	We had some preorders cancelled as a result of the predicted snow storm.
44	Weather
45	weather
46	Continual weather issues making delivery difficult. Also delays on incoming flower trucks.
47	Snow, Ice, no power for 4 days
48	Weather
49	weather in origin and in the market

13. What would you do differently next holiday to improve the results?

Response Count

33

Number	Response Text
1	Increase customer base.
2	put out prebooks earlier
3	Offer more product sold by box lots offering 10% discount. Had great success with it this year.
4	pre-sell more
5	Buy less
6	encourage hard good sales in January to free up room for valentine deliveries
7	all weather related
8	Cancel more farm doubles of colored roses. Late demand for this was not strong.
9	buy 20 % less
10	Pray to the snow gods to knock it off
11	More aggressive selling
12	With the holiday being on Saturday next year we anticipate a large reduction in business. Next year we will offer early booking (with deposit) and provide discounts through a deadline
13	Buy less product on speculation.
14	Pre sell more items, play inventory very tight
15	buy fewer cut flowers. valentines is becoming a rose only holiday.
16	More Pre booking
17	scale down as its on a saturday and a three day weekend
18	push pre-book more lower forced color %, pre-book less and buy off open market if needed
19	Buy less. Had to tell because of storm.

20	Wouldn't do a whole lot differently. Pre-books came in higher than the year prior, so the sales were there. The weather just really affected us.
21	prebook much less. play market
22	This one d*** near killed us.
23	more pre-bookings
24	Change Rose Supplier
25	more specials
26	spread out deliveries to retail
27	Think long and hard about rose quantities and day of the week. We are planning now and not expecting next year to be nearly as successful unless we change our strategy to include mass market customers.
28	
29	not much
30	we planned the holiday well. weather hurt us. we were able to get our deliveries out but our customers were afraid of the weather and bought minimal 2/13 & 2/14/14. Reduce quantity ordered for shipping even further to allow of weekend holiday. This year's holiday was definitely affected by triple witching - weather, Friday holiday and delayed deliveries of incoming fresh product.
31	
32	move south
33	no comment

14. Do you have any other comments about this year's holiday that you would like to share?

Answer Options

Response Count

18

Number	Response Text
1	Glad that we were not located in the eastern part of the country.
2	The Miami market puts too much pressure on Wholesalers to pre-book and closes pre-books way too early. We need to work together to make it a "win, win" situation from farm to Miami to Wholesaler.
3	fewer employees next year
4	None
5	This year was better than expected. Customers were reluctant to place orders until they had orders. Therefore the end of week was heavier with sales than previous year.
6	Pretty much the same as usual Although we know the wire service has less and less impact on our clients business we would still like to see what they are pushing earlier so we can plan accordingly.
7	
8	industry needs to promote valentines week

9	flower logistics were horrible coming into Miami.
10	Just a note about the survey. We were up in all products on question 5. I could not figure out how to check all products.
11	dont speculate, pre-book what you need
12	Lost 2 days due to snow including the 13th.
13	Everything went smother than Expected
14	Friday turned out to be a great day of the week for us
15	Glad it's over. Valentine's Day happens every year on the same day. Prepare for it! In the North Snow always is a threat. Don't be so surprised and come up with creative ways to get your orders delivered.
16	This survey form does not allow for multiple product lines that were increased or decreased in sales.
17	
18	no