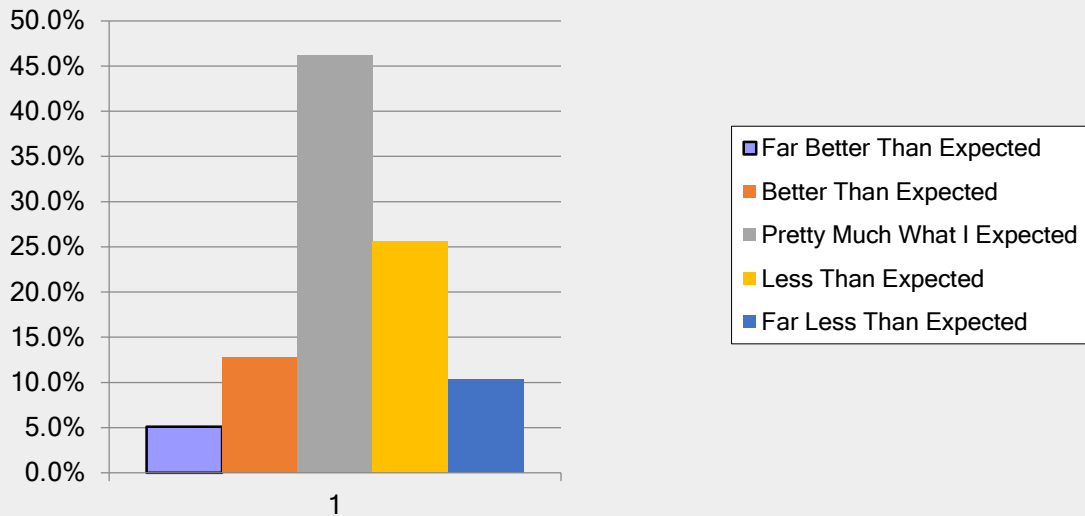
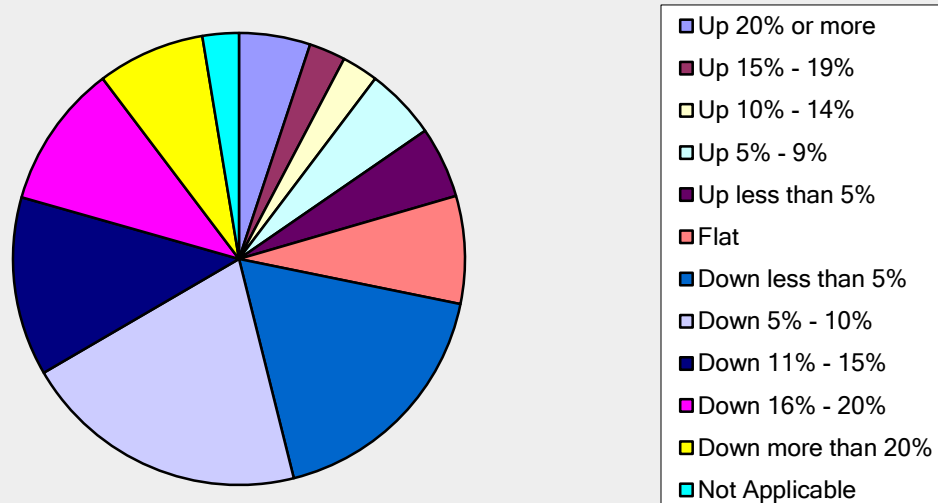


## 2016 Valentine's Day Survey Results

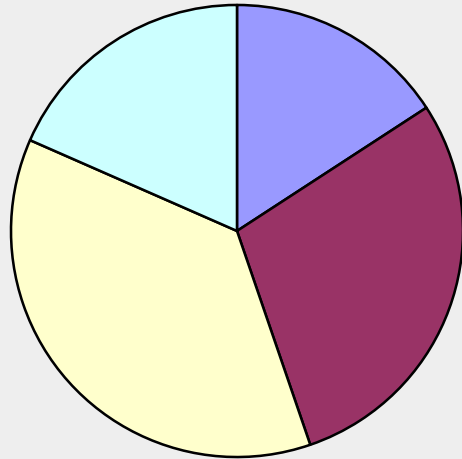
How would you rate Valentine's Day 2016 overall compared to your expectations?



In terms of overall Cut Flower Sales Dollars, how was Valentine's Day 2016 compared to 2015 Cut Flower Sales?

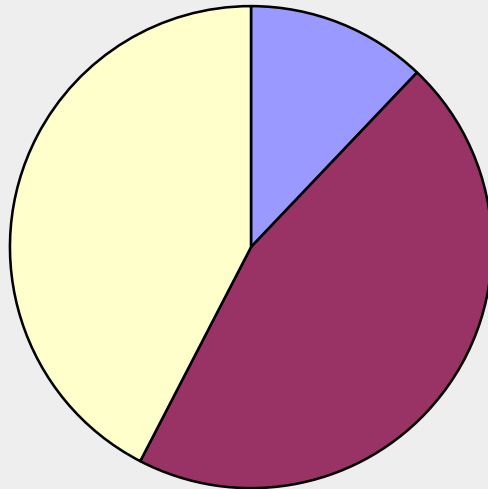


How would you rate your Valentine's 2016 Rose Pre-Book quantities?



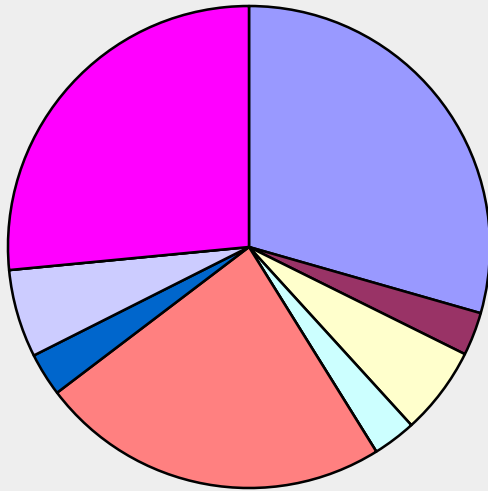
- Better than 2015
- Comparable to 2015
- Worse than 2015
- Not Applicable

How were your Valentine's Day Rose prices compared to 2015?



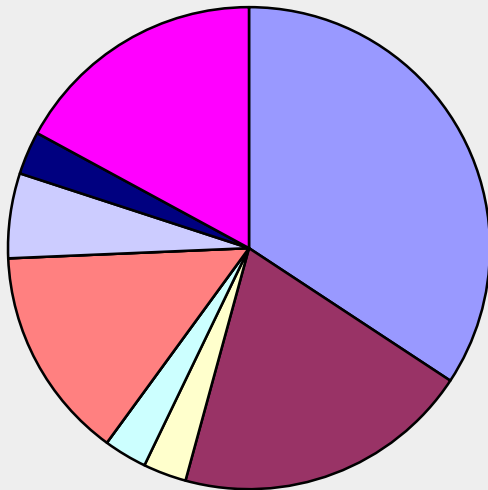
- Up
- Down
- Flat

Indicate the products in which you sold MORE units:



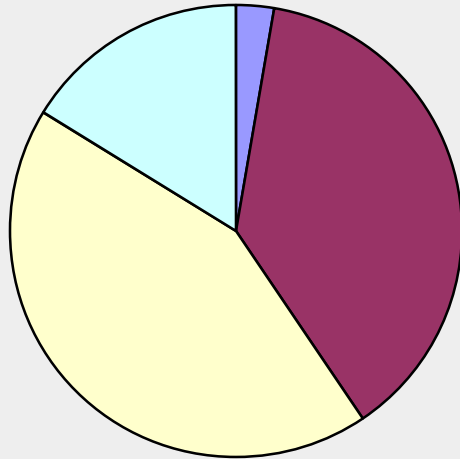
- Roses
- Carnations
- Pomps
- Lilies
- Gerberas
- Miscellaneous Flowers
- Greens
- Vases
- Plants, etc.
- Not Applicable

Indicate the products in which you sold LESS units:



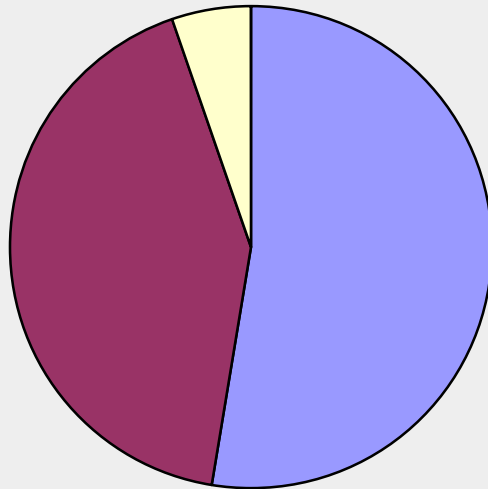
- Roses
- Carnations
- Pomps
- Lilies
- Gerberas
- Miscellaneous Flowers
- Greens
- Vases
- Plants, etc.
- Not Applicable

How were your inventory levels at the end of the holiday compared with 2015:



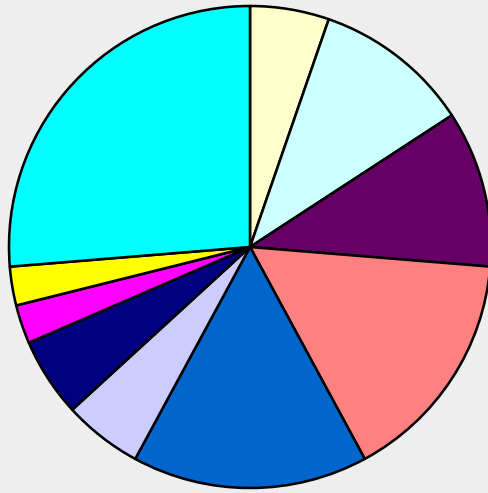
- Sold Out
- Nearly Sold Out
- Not Nearly Sold Out
- Had Lots of Product Left

How were your requests for credits?



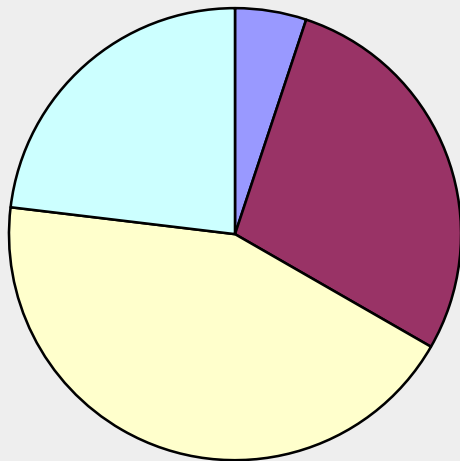
- Few to none
- Normal
- More than normal

**Please report on Hardgoods Sales Dollars:**



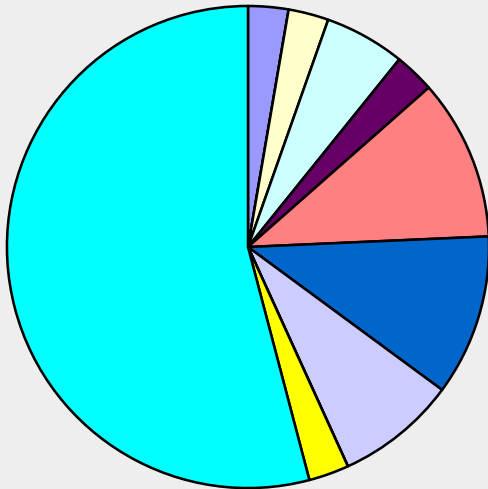
- Up 20% or more
- Up 15% - 19%
- Up 10% - 14%
- Up 5% - 9%
- Up Less than 5%
- Flat
- Down Less than 5%
- Down 5% - 10%
- Down 11% - 15%
- Down 16% - 20%
- Down more than 20%
- Not Applicable

**How would you rate your Valentine's 2016 pre-book vase quantities?**



- Better than 2015
- Comparable to 2015
- Worse than 2015
- Not Applicable

Please report on Plant 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