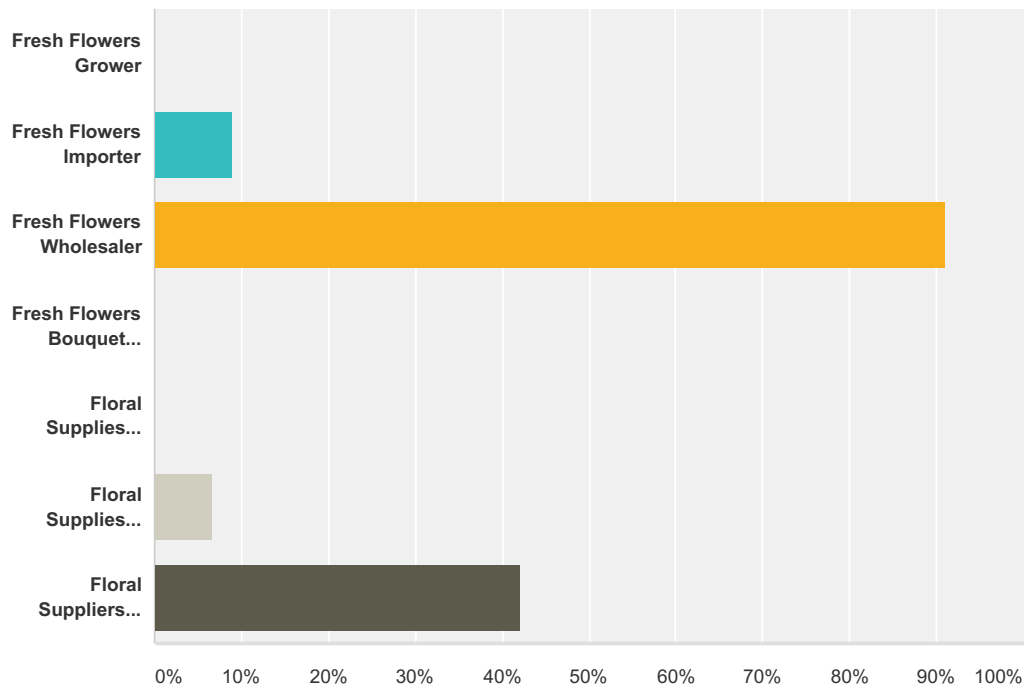


## Q1 Which category best describes your primary business? Check all that apply.

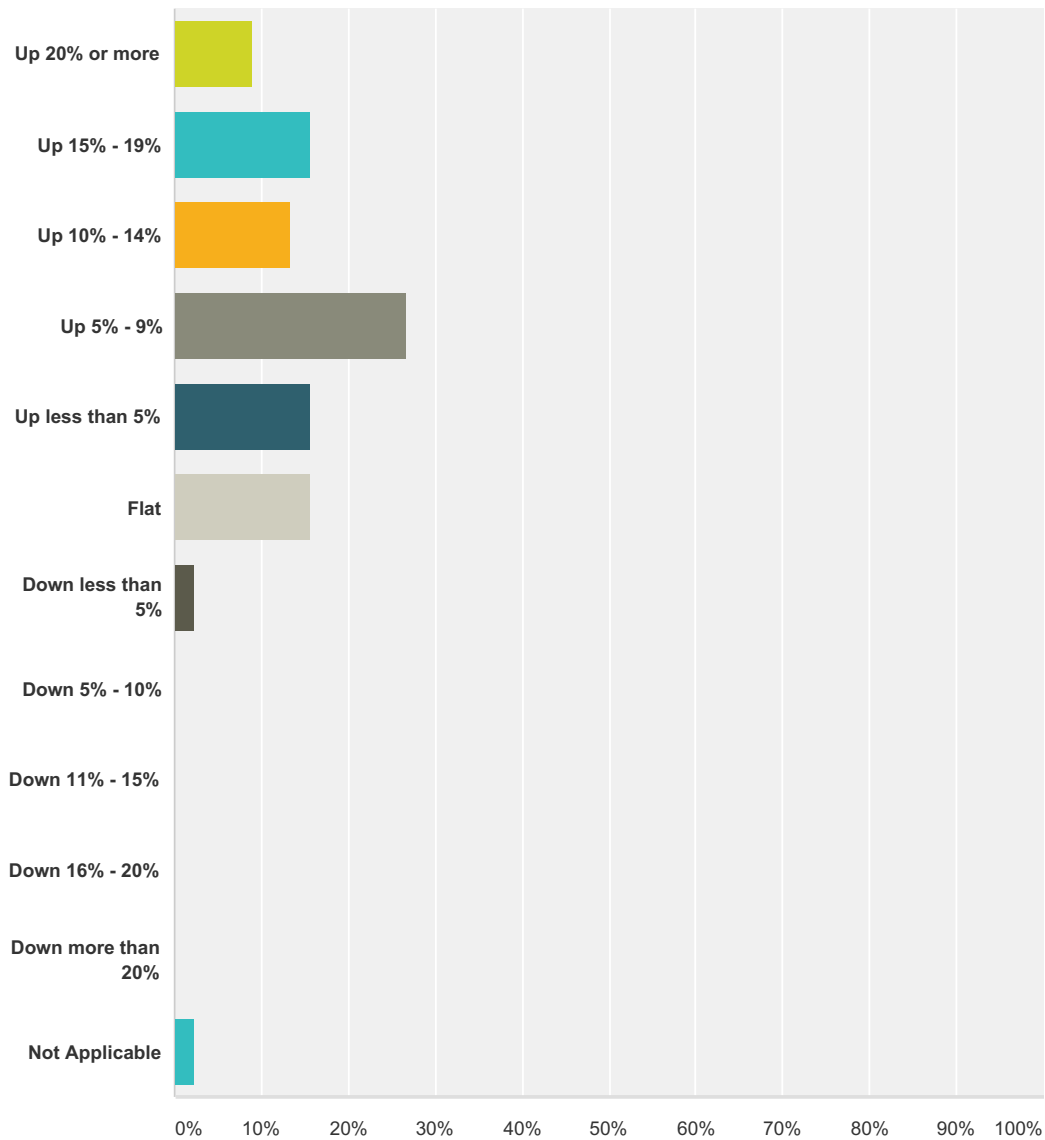
Answered: 45 Skipped: 0



Answer Choices	Responses	
Fresh Flowers Grower	0.00%	0
Fresh Flowers Importer	8.89%	4
Fresh Flowers Wholesaler	91.11%	41
Fresh Flowers Bouquet Manufacturer	0.00%	0
Floral Supplies Manufacturer	0.00%	0
Floral Supplies Importer	6.67%	3
Floral Suppliers Wholesaler	42.22%	19
Total Respondents: 45		

## Q2 How were your Valentine's Day 2017 fresh flower sales compared to 2016?

Answered: 45 Skipped: 0



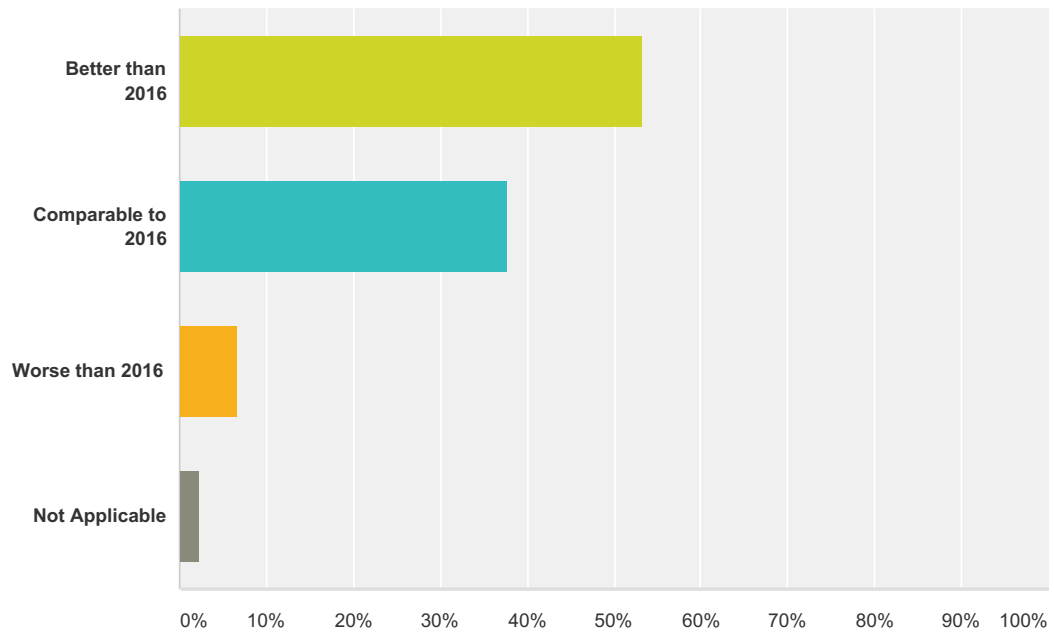
Answer Choices	Responses
Up 20% or more	8.89% 4
Up 15% - 19%	15.56% 7
Up 10% - 14%	13.33% 6
Up 5% - 9%	26.67% 12
Up less than 5%	15.56% 7
Flat	15.56% 7
Down less than 5%	2.22% 1

## WF&FSA 2017 Wholesaler Valentine's Day Survey

Down 5% - 10%	0.00%	0
Down 11% - 15%	0.00%	0
Down 16% - 20%	0.00%	0
Down more than 20%	0.00%	0
Not Applicable	2.22%	1
<b>Total</b>		<b>45</b>

### Q3 How would you rate your Valentine's 2017 Rose Pre-Book quantities?

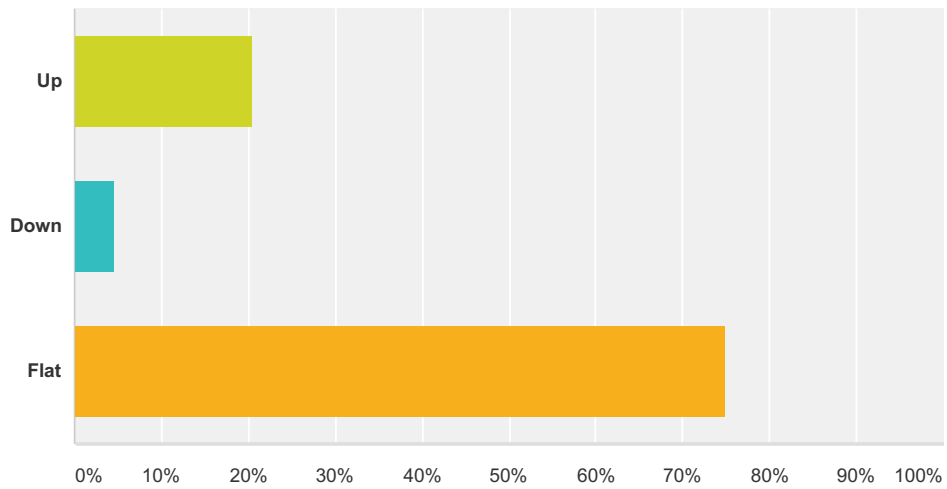
Answered: 45 Skipped: 0



Answer Choices	Responses	
Better than 2016	53.33%	24
Comparable to 2016	37.78%	17
Worse than 2016	6.67%	3
Not Applicable	2.22%	1
<b>Total</b>		<b>45</b>

## Q4 How were your Valentine's Day Rose prices compared to 2016?

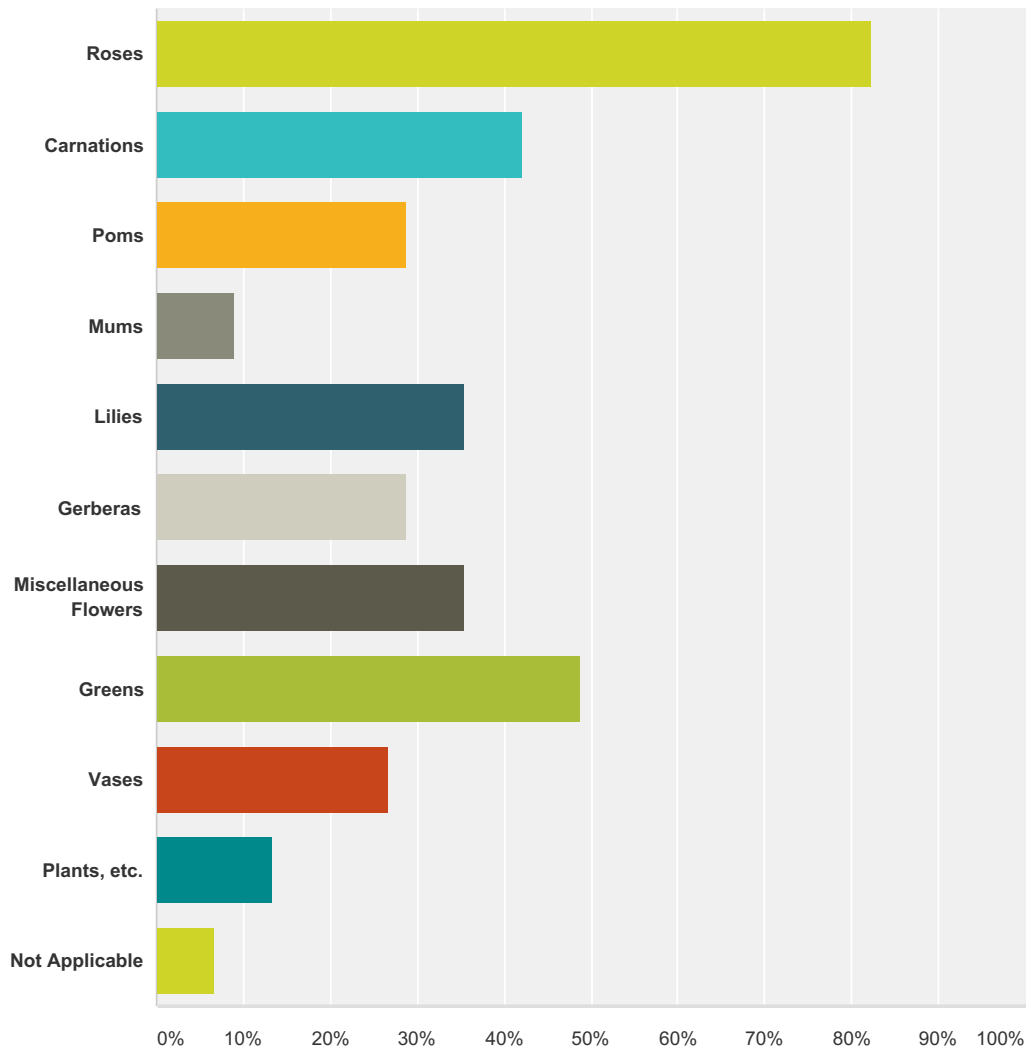
Answered: 44 Skipped: 1



Answer Choices	Responses	
Up	20.45%	9
Down	4.55%	2
Flat	75.00%	33
<b>Total</b>		<b>44</b>

## Q5 Indicate the products in which you sold MORE units:

Answered: 45 Skipped: 0



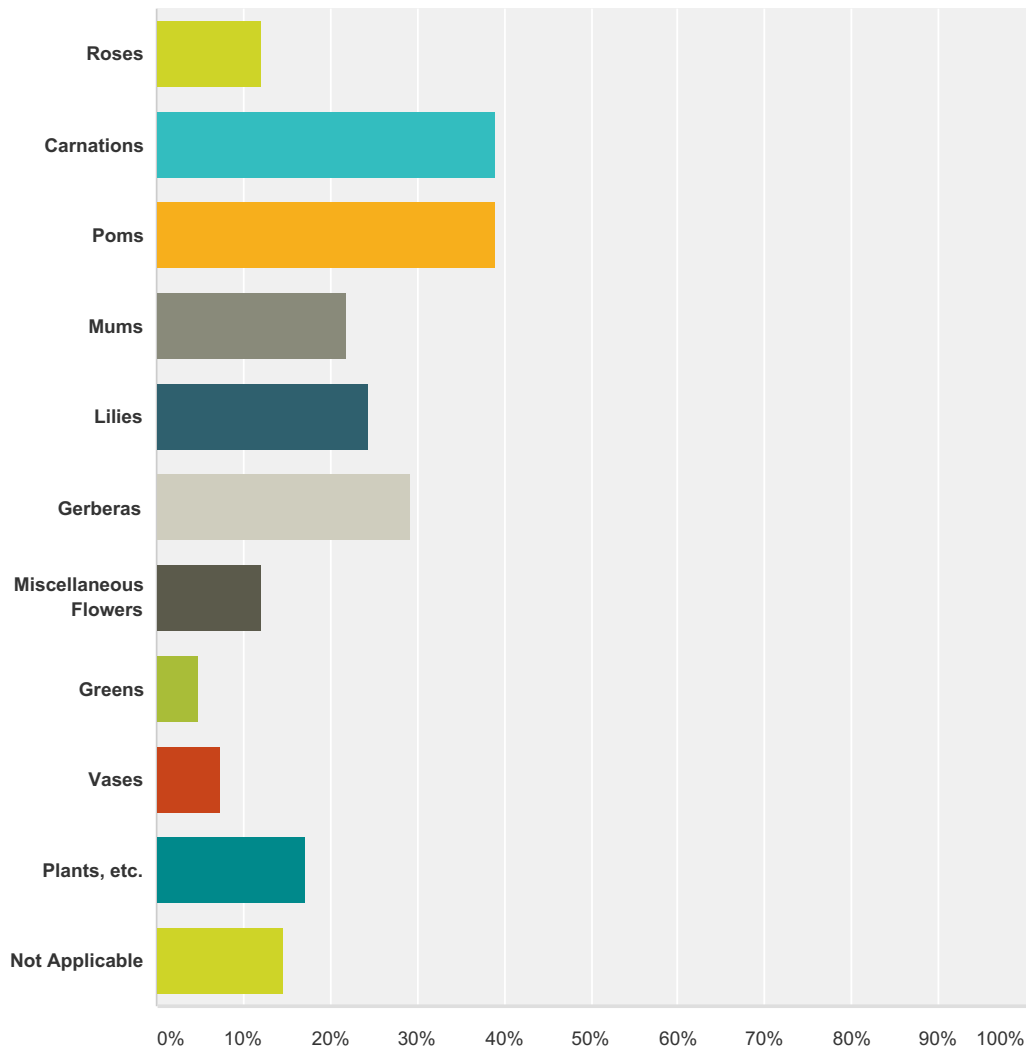
Answer Choices	Responses	
Roses	82.22%	37
Carnations	42.22%	19
Poms	28.89%	13
Mums	8.89%	4
Lilies	35.56%	16
Gerberas	28.89%	13
Miscellaneous Flowers	35.56%	16
Greens	48.89%	22
Vases	26.67%	12

## WF&FSA 2017 Wholesaler Valentine's Day Survey

Plants, etc.	13.33%	6
Not Applicable	6.67%	3
Total Respondents: 45		

## Q6 Indicate the products in which you sold LESS units:

Answered: 41 Skipped: 4



Answer Choices	Responses
Roses	12.20% 5
Carnations	39.02% 16
Poms	39.02% 16
Mums	21.95% 9
Lilies	24.39% 10
Gerberas	29.27% 12
Miscellaneous Flowers	12.20% 5
Greens	4.88% 2
Vases	7.32% 3

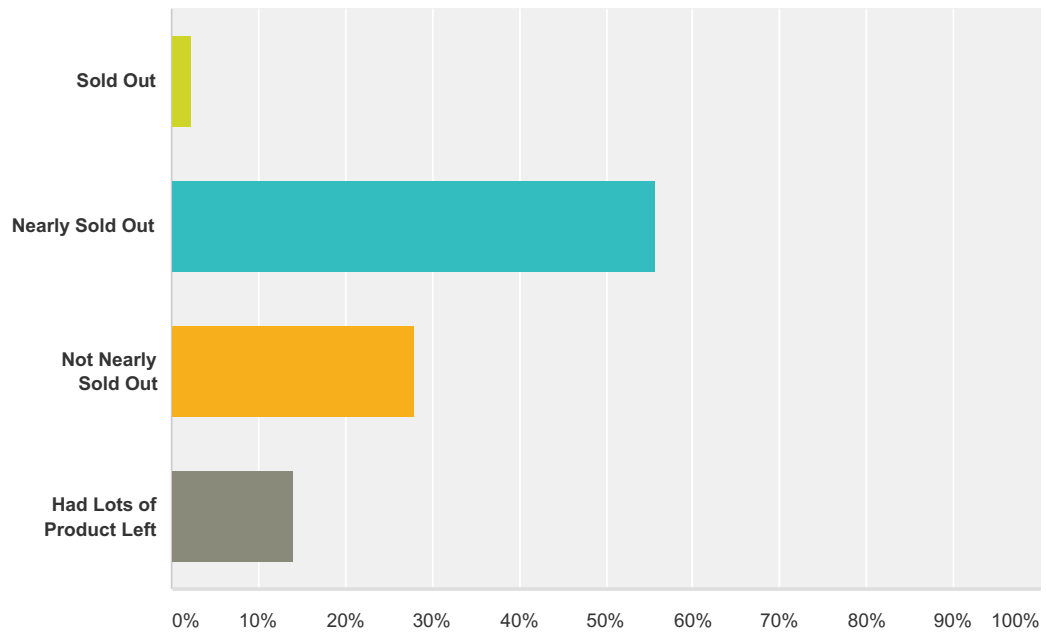


## WF&FSA 2017 Wholesaler Valentine's Day Survey

Plants, etc.	17.07%	7
Not Applicable	14.63%	6
Total Respondents: 41		

## Q7 How were your inventory levels at the end of the holiday compared with 2016:

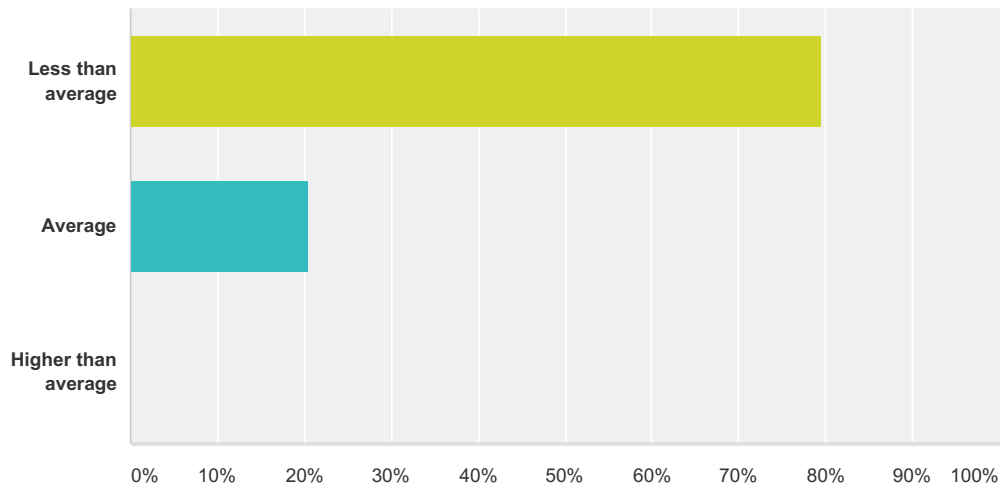
Answered: 43 Skipped: 2



Answer Choices	Responses	
Sold Out	2.33%	1
Nearly Sold Out	55.81%	24
Not Nearly Sold Out	27.91%	12
Had Lots of Product Left	13.95%	6
<b>Total</b>		<b>43</b>

## Q8 How were your Valentine's Day credits from customers?

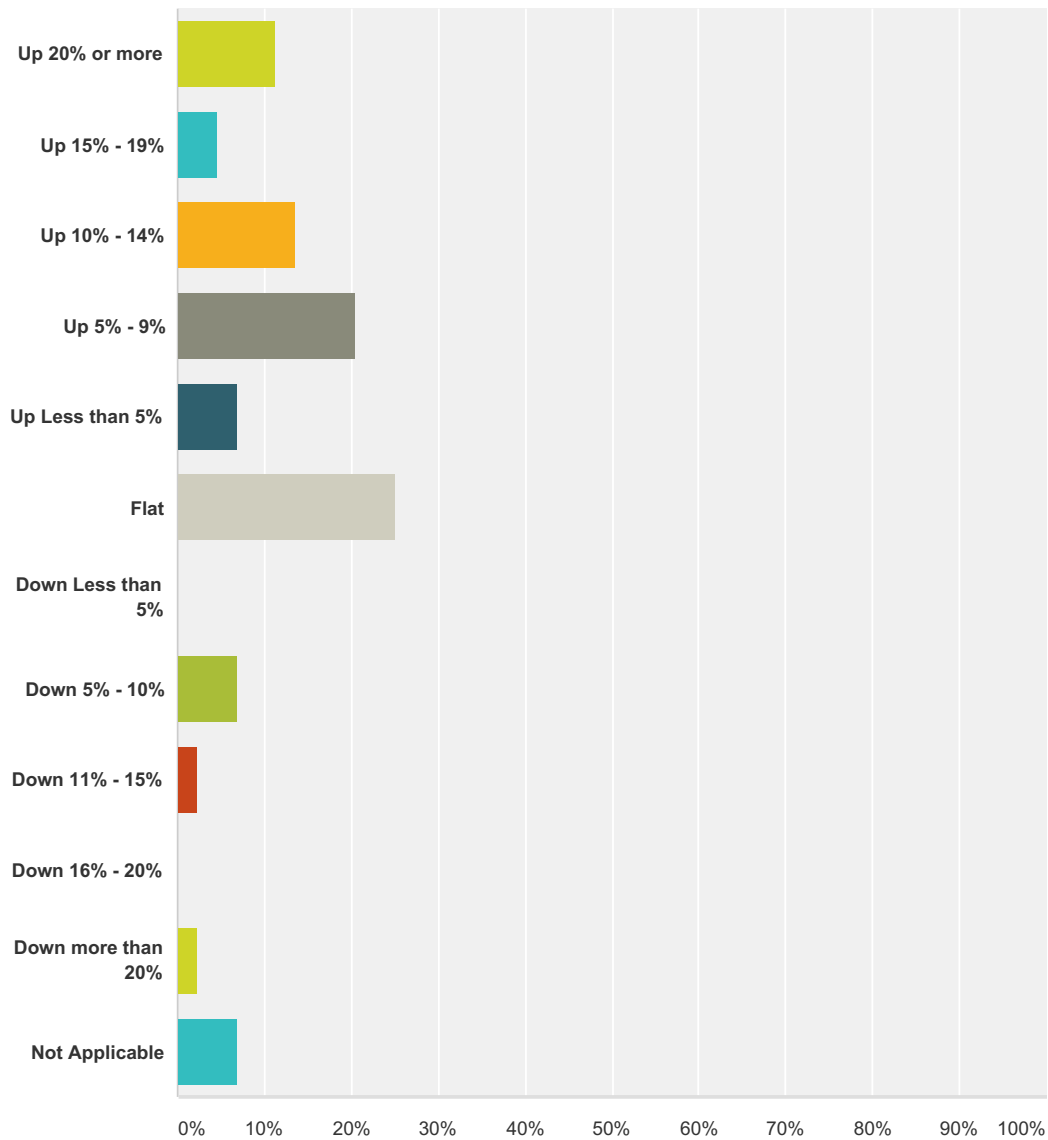
Answered: 44 Skipped: 1



Answer Choices	Responses	
Less than average	79.55%	35
Average	20.45%	9
Higher than average	0.00%	0
<b>Total</b>		<b>44</b>

## Q9 How were your Valentine's Day 2017 floral supplies sales compared to 2016?

Answered: 44 Skipped: 1



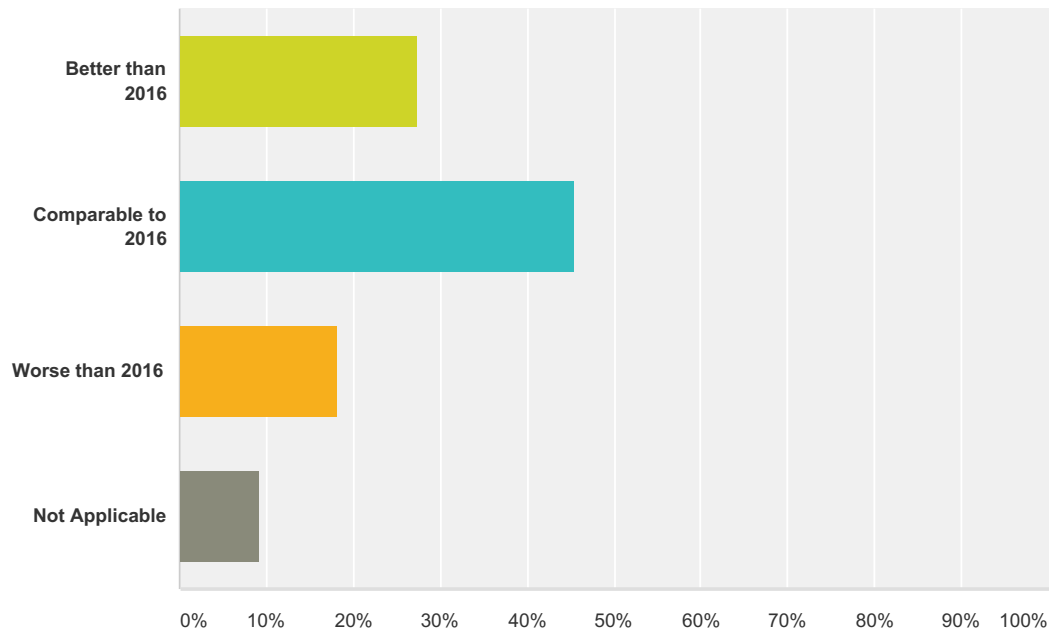
Answer Choices	Responses	
Up 20% or more	11.36%	5
Up 15% - 19%	4.55%	2
Up 10% - 14%	13.64%	6
Up 5% - 9%	20.45%	9
Up Less than 5%	6.82%	3
Flat	25.00%	11
Down Less than 5%	0.00%	0

## WF&FSA 2017 Wholesaler Valentine's Day Survey

Down 5% - 10%	6.82%	3
Down 11% - 15%	2.27%	1
Down 16% - 20%	0.00%	0
Down more than 20%	2.27%	1
Not Applicable	6.82%	3
<b>Total</b>		<b>44</b>

## Q10 How would you rate your Valentine's 2017 Floral Supplies pre-book quantities?

Answered: 44 Skipped: 1



Answer Choices	Responses	
Better than 2016	27.27%	12
Comparable to 2016	45.45%	20
Worse than 2016	18.18%	8
Not Applicable	9.09%	4
<b>Total</b>		<b>44</b>

# WF&FSA 2017 Wholesaler Valentine's Day Survey

## Q11 This year were there any circumstances that you did not expect that affected your results positively or negatively?

Answered: 21 Skipped: 24

#	Responses	Date
1	Snow Storm slowed us down a bit	2/21/2017 7:24 AM
2	thought increases would be 15-20%. instead only less than 5% up.	2/20/2017 4:03 PM
3	This year two of our largest customers had closed operations but with the day of the week the holiday fell on, we were still able to post positive numbers. We also experienced much smaller credit claims with our vendors and customers so the need to bring in product for issues regarding quality was minimal. Very minimal transportation issues and mild weather also played a big role in a higher quality of our product.	2/20/2017 2:08 PM
4	Inbound freight from off shore continues to present issues, space availability, on time shipments, USDA.	2/20/2017 10:29 AM
5	on the negative side, sales could have been better, but customers were turning down orders.	2/20/2017 9:39 AM
6	Warmer weather, Mardi Gras	2/19/2017 3:29 PM
7	No	2/19/2017 3:01 PM
8	heavy rains and land slide up until the weekend before the holiday affected delivery schedule.	2/18/2017 10:51 AM
9	Retail florists had a very negative attitude going into the holiday because last year was bad with the holiday falling on Sunday. They simply were not prepared to maximize their sales this year, and that, of course, has a negative impact on wholesalers.	2/17/2017 3:16 PM
10	no	2/16/2017 7:57 AM
11	no	2/15/2017 4:41 PM
12	No	2/15/2017 2:14 PM
13	So much product available this year	2/15/2017 12:37 PM
14	Ecuador was late. Some of my competitors did not have their product on time.	2/15/2017 12:36 PM
15	Weather turned bad on Valentine's Day and stalled what should have been a better day.	2/15/2017 12:21 PM
16	Over estimated pink rose sales	2/15/2017 12:16 PM
17	Weather in CA affected some crops, were not able to get everything we ordered.	2/15/2017 11:29 AM
18	increased advertising from supermarkets/big box stores/internet ordergatherers of inexpensive roses negatively impacted traditional retail florists sales more than anticipated.	2/15/2017 10:59 AM
19	Late planes from South America worse than last year.	2/15/2017 10:56 AM
20	Better weather (relatively mild compared to normal) was a positive	2/15/2017 10:47 AM
21	Gerbera Production	2/15/2017 10:47 AM

# WF&FSA 2017 Wholesaler Valentine's Day Survey

## Q12 What would you do differently next Valentine's Day to improve your results?

Answered: 18 Skipped: 27

#	Responses	Date
1	pray to the snow gods for clear skies	2/21/2017 7:24 AM
2	will buy shorter and cheaper product in order to compete	2/20/2017 4:03 PM
3	We were expecting a higher volume of sales but we purchased a little more conservatively. This helped us as if we would have purchased more to what we were expecting, our carry over would have been higher. All in all, our carry over was minimal and a little more than an average week. We also experimented more with box lot sales to our customers which help cut down on carry over and helped in the distribution of product. Next year, we hope to build on this and get more of our customer base on board with this purchasing.	2/20/2017 2:08 PM
4	Better inventory control	2/20/2017 10:29 AM
5	try to get customers to plan better	2/20/2017 9:39 AM
6	Stress box lot sales	2/19/2017 3:29 PM
7	Improve where we can. You can always improve!	2/19/2017 3:01 PM
8	reduce open market buying.	2/18/2017 10:51 AM
9	I would press the retail florists to take on more risk with pre-books for next year, assuming the economy is still on track.	2/17/2017 3:16 PM
10	more prebook less speculating	2/16/2017 7:57 AM
11	Sell More to out lining small towns	2/15/2017 2:14 PM
12	Reduce some item	2/15/2017 12:37 PM
13	organize shipping days.	2/15/2017 12:36 PM
14	In order to improve the margin we would probably limit the amount of market availability and trim our buy closer to the amounts prebooked	2/15/2017 12:21 PM
15	Hire more staff	2/15/2017 11:29 AM
16	Work earlier with logistics companies so we are all on the same page. Buy in less basics and more specialty, novelty flowers.	2/15/2017 10:56 AM
17	Pretty happy with our results	2/15/2017 10:47 AM
18	Prebook Gerbera	2/15/2017 10:47 AM



## WF&FSA 2017 Wholesaler Valentine's Day Survey

### Q13 Do you have any other comments about this year's holiday that you would like to share?

Answered: 16 Skipped: 29

#	Responses	Date
1	customers told us FTD did not send orders their way. they filled in fulfillment centers.	2/20/2017 4:03 PM
2	It seemed like the product quality was very high this year from farm level as well as the Miami market. We didn't feel like we had any major transportation issues and possibly the day of the week the holiday fell on helped open up more channels of ship dates. Not only product quality was exceptional but the availability was excellent. None of prebooks had been cancelled and open market availability in Miami was strong.	2/20/2017 2:08 PM
3	As a traditional Wholesaler Valentines Day continues to go the way of the mass markets and cheap online sellers, we have to continually re-think our strategies	2/20/2017 10:29 AM
4	No	2/19/2017 3:29 PM
5	No	2/19/2017 3:01 PM
6	quality from all suppliers was solid, very few returns. makes the holiday go that much smoother.	2/18/2017 10:51 AM
7	had a great Sunday because competitor didn't deliver	2/16/2017 7:57 AM
8	It was GREAT	2/15/2017 2:14 PM
9	Customer were not expecting all the late order. some sold out very early, and could have sold much more..	2/15/2017 12:37 PM
10	I hope & wish that every customer of my customers were satisfied with product and made their love one have a great day	2/15/2017 12:36 PM
11	Continued pressure on price points by the mass market and Pro Flowers is going to weaken the demand for product quality minded growers of fresh cut flowers	2/15/2017 12:21 PM
12	Not the VD I thought it would be	2/15/2017 12:09 PM
13	Disappointing, felt the overall sales increase over last year would have been higher considering a Tuesday Valentine's vs. Sunday. Lots of product available in the channel which indicates the industry was hoping for a larger overall increase as well.	2/15/2017 11:14 AM
14	can we ask SAF to lobby congress for establishing Valentine's day for a weekday holiday instead of February 14th, similar to a Mother's day/Easter/Thanksgiving holiday. would avoid the negatives present when the holiday falls on a week-end	2/15/2017 10:59 AM
15	Thanks, Mother Nature, for not giving us a snow storm. It's nice when President's weekend doesn't interfere. Mid-week holiday is UBER awesome!	2/15/2017 10:56 AM
16	Traditional retail florists are very reluctant to pre-book anymore. They wait to sell it then call the wholesaler expecting us to have it waiting in our cooler for them. This puts most of the risk on the wholesaler.	2/15/2017 10:47 AM