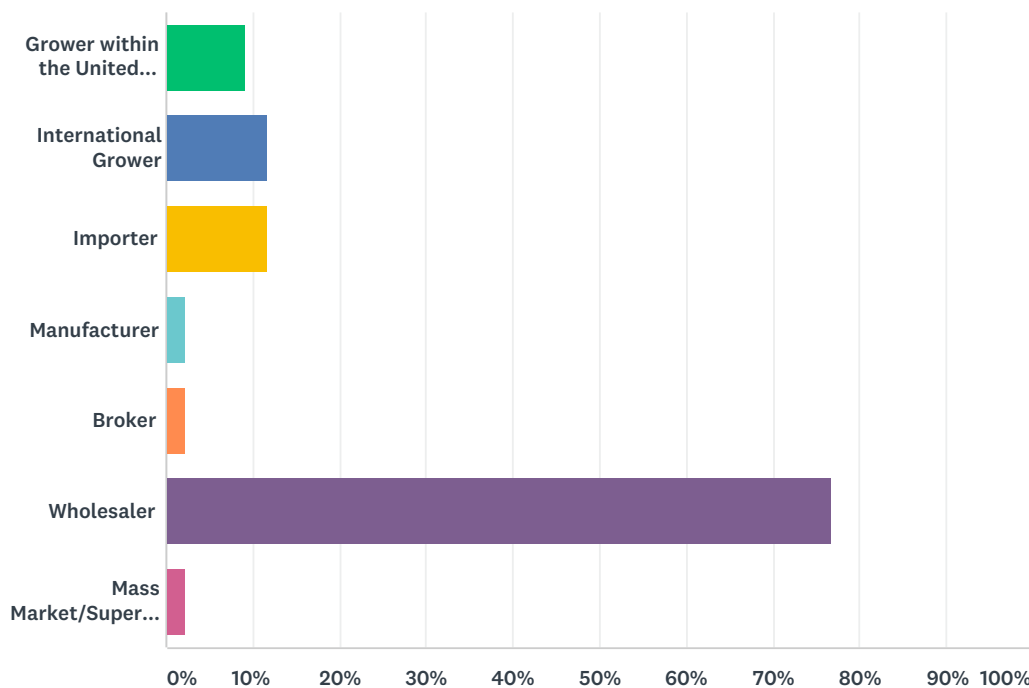


Q1 Please identify your primary business (check all that apply):

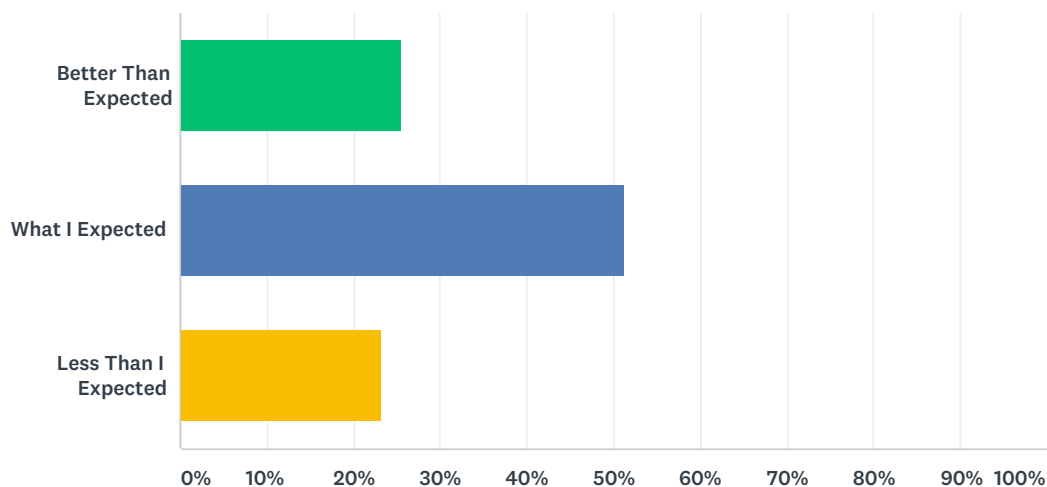
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Grower within the United States	9.30%	4
International Grower	11.63%	5
Importer	11.63%	5
Manufacturer	2.33%	1
Broker	2.33%	1
Wholesaler	76.74%	33
Mass Market/Supermarket	2.33%	1
Total Respondents: 43		

Q2 How would you rate Mother's Day 2018 overall compared to your expectations?

Answered: 43 Skipped: 0

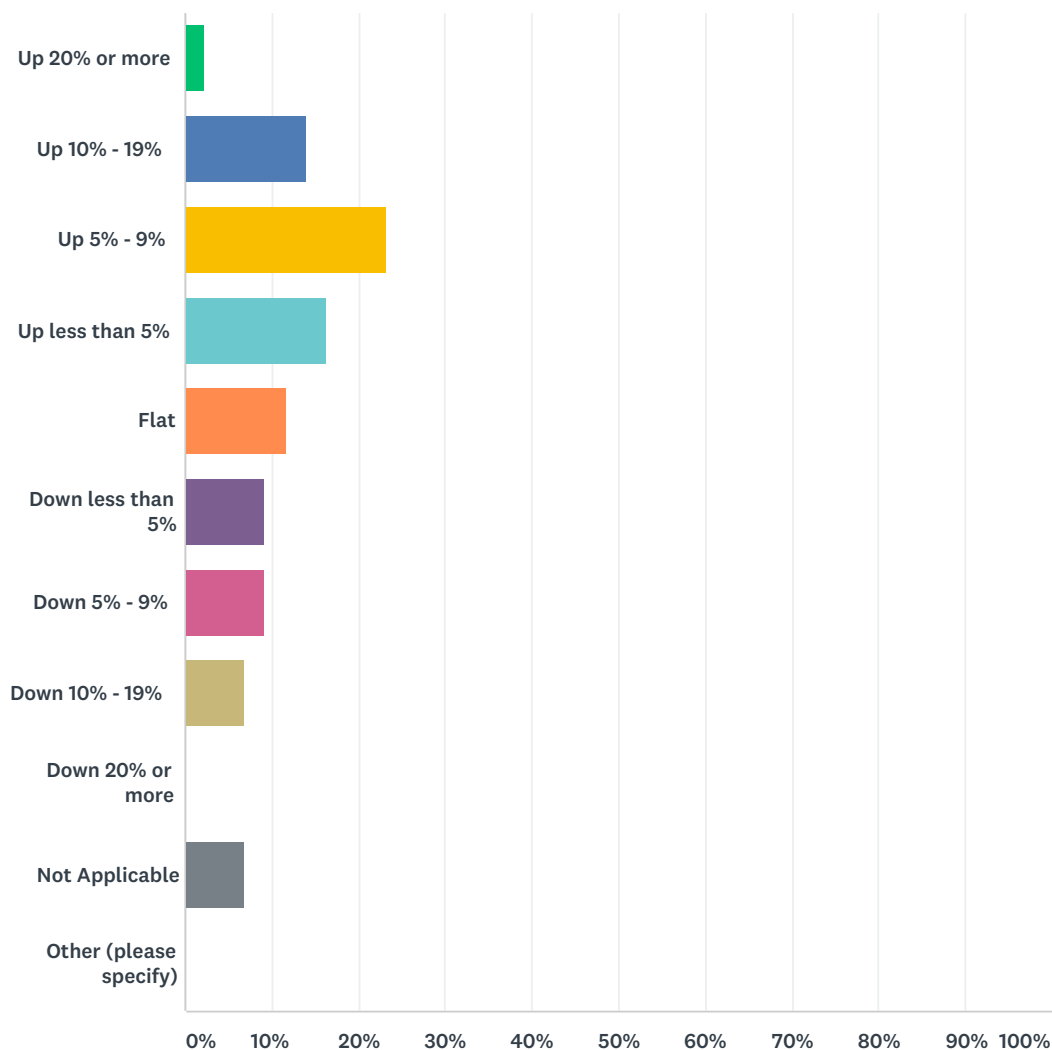


ANSWER CHOICES	RESPONSES	
Better Than Expected	25.58%	11
What I Expected	51.16%	22
Less Than I Expected	23.26%	10
TOTAL		43

#	PLEASE ENTER ANY COMMENTS HERE.	DATE
1	It was not a good begging but then it moved well	5/20/2018 9:17 PM
2	Quality and delivery issues with flowers	5/18/2018 9:10 AM
3	We are an export company from The Netherlands	5/17/2018 4:43 PM

Q3 How were your Mother's Day fresh flower sales compared with last year?

Answered: 43 Skipped: 0

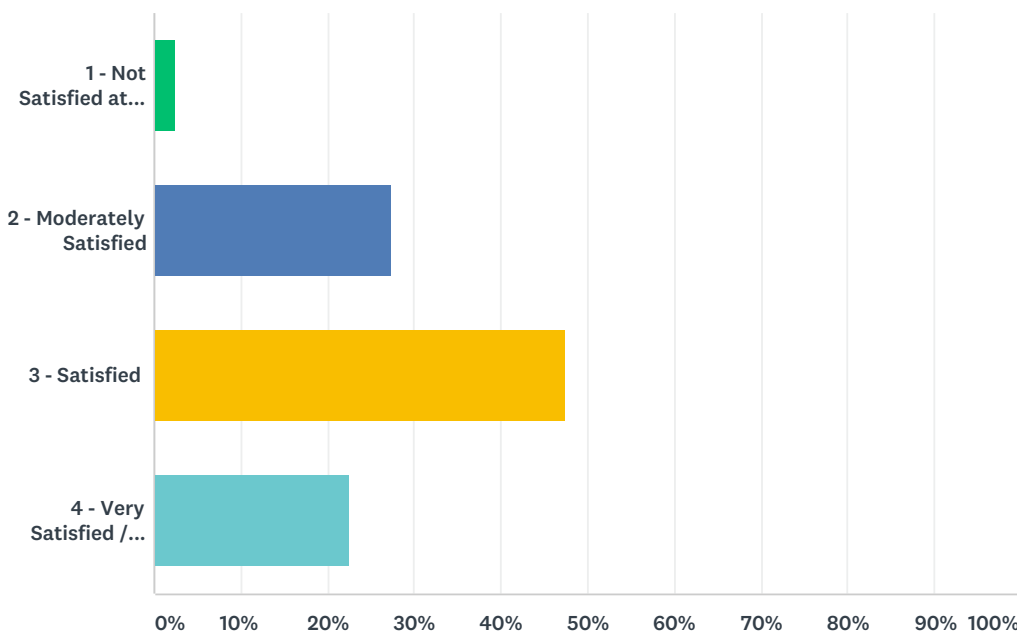


ANSWER CHOICES	RESPONSES	
Up 20% or more	2.33%	1
Up 10% - 19%	13.95%	6
Up 5% - 9%	23.26%	10
Up less than 5%	16.28%	7
Flat	11.63%	5
Down less than 5%	9.30%	4
Down 5% - 9%	9.30%	4
Down 10% - 19%	6.98%	3
Down 20% or more	0.00%	0

Not Applicable	6.98%	3
Other (please specify)	0.00%	0
TOTAL		43

Q4 One a scale of 1-4, how satisfied were you with the quality of your flowers?

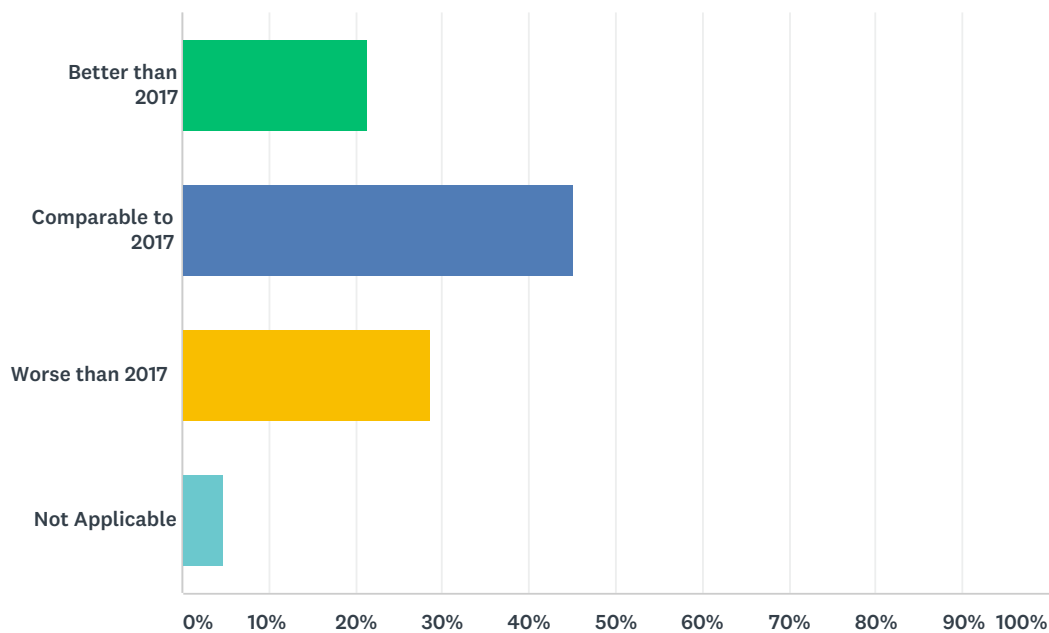
Answered: 40 Skipped: 3



ANSWER CHOICES	RESPONSES	
1 - Not Satisfied at All / Very Disappointed	2.50%	1
2 - Moderately Satisfied	27.50%	11
3 - Satisfied	47.50%	19
4 - Very Satisfied / Happy With the Quality	22.50%	9
TOTAL		40

Q5 How would you rate your Mother's Day 2018 pre-book quantities?

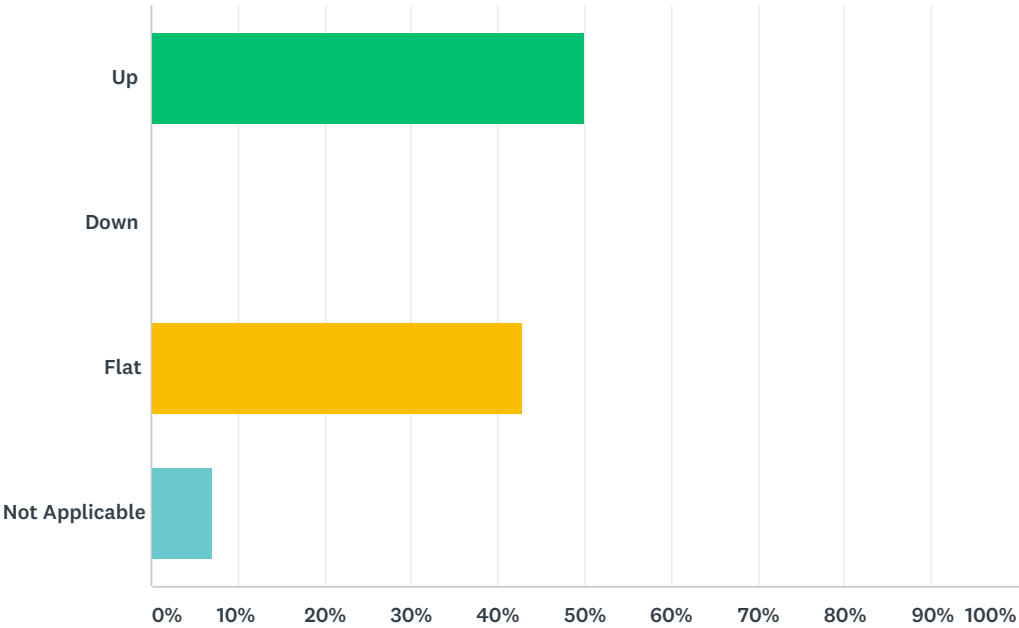
Answered: 42 Skipped: 1



ANSWER CHOICES	RESPONSES	
Better than 2017	21.43%	9
Comparable to 2017	45.24%	19
Worse than 2017	28.57%	12
Not Applicable	4.76%	2
TOTAL		42

Q6 How were your Mother's Day flower prices compared to 2017?

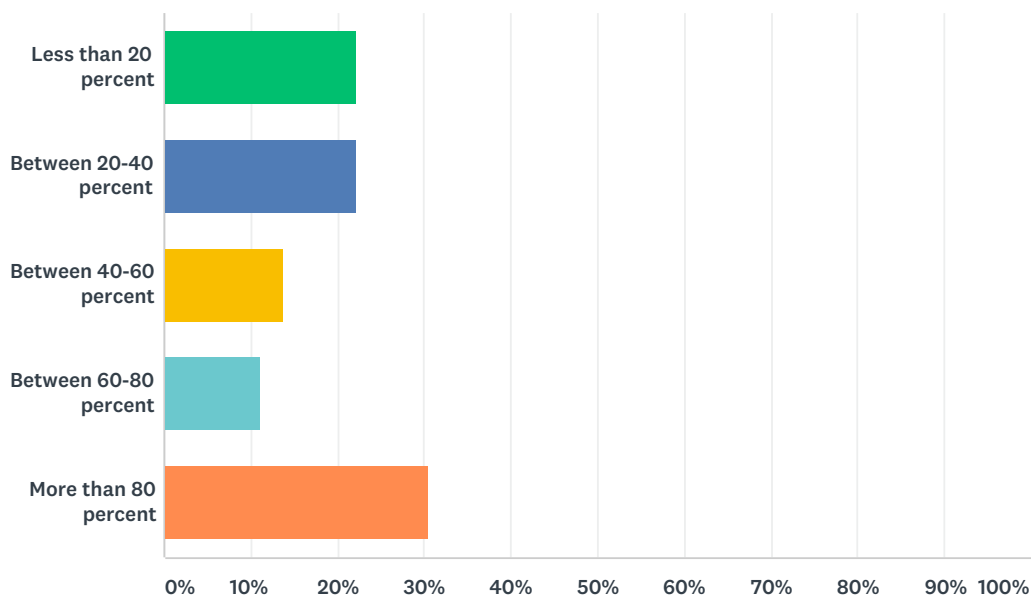
Answered: 42 Skipped: 1



ANSWER CHOICES	RESPONSES	
Up	50.00%	21
Down	0.00%	0
Flat	42.86%	18
Not Applicable	7.14%	3
TOTAL		42

Q7 What percentage of your flowers did you source directly from farms for Mother's Day?

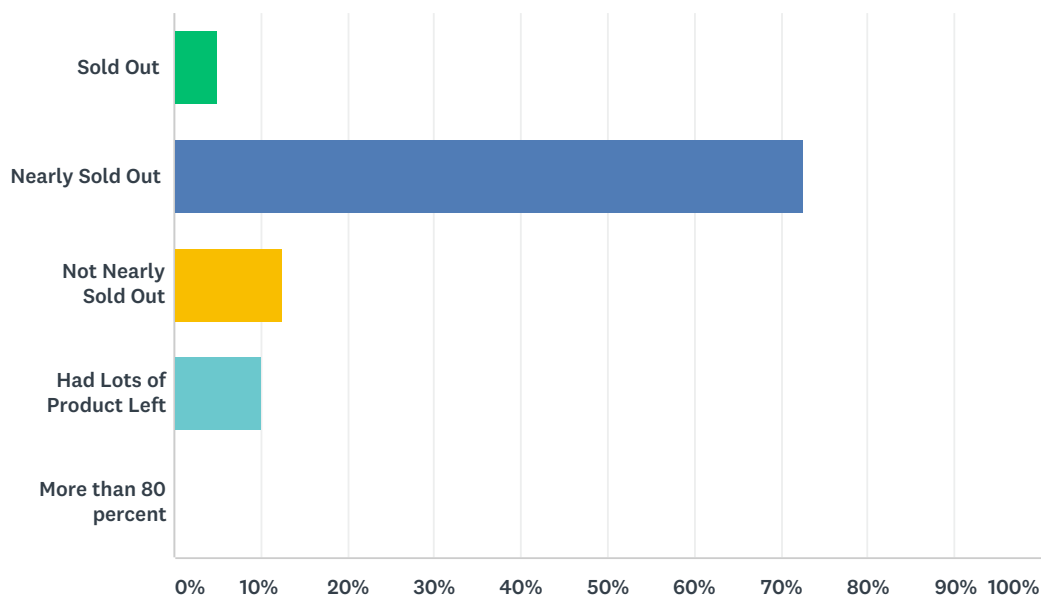
Answered: 36 Skipped: 7



ANSWER CHOICES	RESPONSES	
Less than 20 percent	22.22%	8
Between 20-40 percent	22.22%	8
Between 40-60 percent	13.89%	5
Between 60-80 percent	11.11%	4
More than 80 percent	30.56%	11
TOTAL		36

Q8 How were your inventory levels at the end of the holiday compared with 2017:

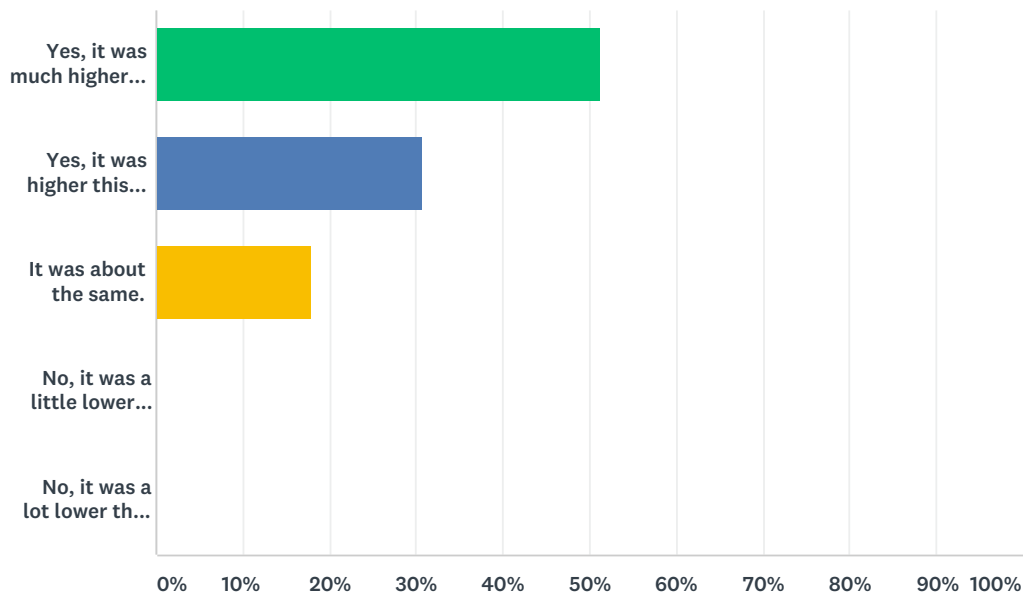
Answered: 40 Skipped: 3



ANSWER CHOICES	RESPONSES	
Sold Out	5.00%	2
Nearly Sold Out	72.50%	29
Not Nearly Sold Out	12.50%	5
Had Lots of Product Left	10.00%	4
More than 80 percent	0.00%	0
TOTAL		40

Q9 Were your freight charges higher this year than in 2017?:

Answered: 39 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes, it was much higher this year than last year.	51.28%	20
Yes, it was higher this year but only a little bit.	30.77%	12
It was about the same.	17.95%	7
No, it was a little lower this year than last year.	0.00%	0
No, it was a lot lower this year than last year.	0.00%	0
TOTAL		39

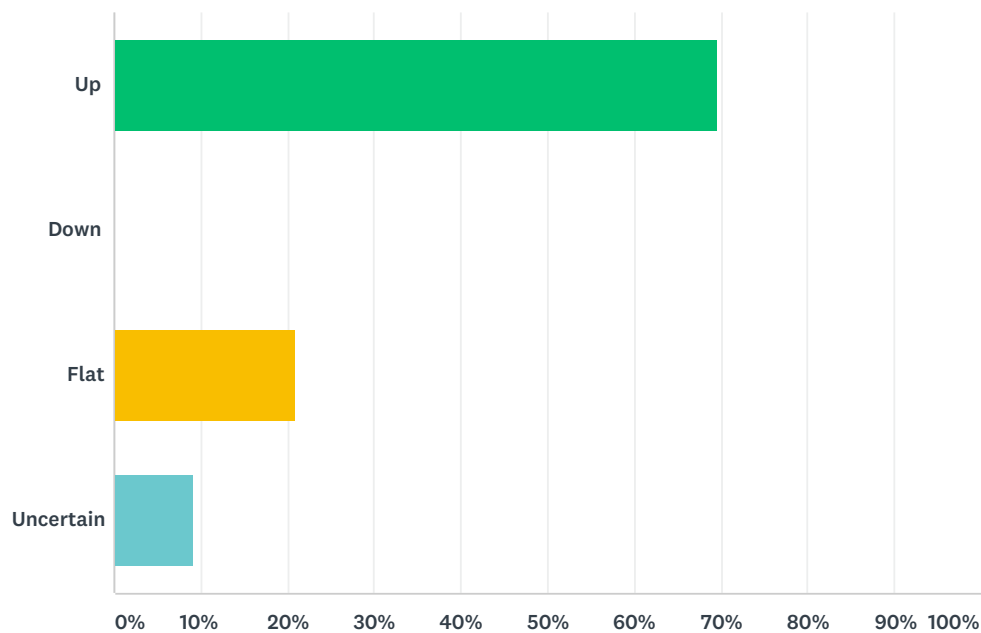
Q10 Were there any special circumstances that helped or hindered your company's Mother's Day performance? (weather, product availability, local economy, etc.)

Answered: 18 Skipped: 25

#	RESPONSES	DATE
1	Transportation issues with the airlines	5/21/2018 3:56 PM
2	TRANSPORTATION	5/21/2018 3:51 PM
3	It helped us to ship from farm a couple days earlier so we didn't have late AWB.	5/21/2018 1:54 PM
4	Product availability; shortness.	5/21/2018 1:46 PM
5	Weather was an issue to have all production on time, Botrytis was an issue because of the rains	5/20/2018 9:17 PM
6	Weather, Labor	5/18/2018 10:49 AM
7	Poor quality of flowers, lots of customer returns because of the poor quality. Late delivery	5/18/2018 9:10 AM
8	Pretty warm weather in Holland. Freight space was very tight.	5/17/2018 4:43 PM
9	South American cargo flights were a challenge with many delays.	5/17/2018 9:48 AM
10	Weather and Airlines	5/17/2018 9:37 AM
11	Delayed shipments hindered some sales.	5/16/2018 11:18 AM
12	poor quality curbed sales	5/15/2018 10:13 AM
13	none	5/15/2018 8:51 AM
14	Trucking and Direct Retail shipments	5/14/2018 1:28 PM
15	new salesmang	5/14/2018 11:50 AM
16	Delayed flights out of South America made our Mother's Day much more challenging that we would have liked. Also had some late trucks out of Miami which did not help matters.	5/14/2018 11:04 AM
17	late freight out of ecuador	5/14/2018 10:44 AM
18	Air freight problems/delays out of South America was the worst in 30+ years	5/14/2018 10:32 AM

Q11 Describe your sales outlook for the remainder of 2018:

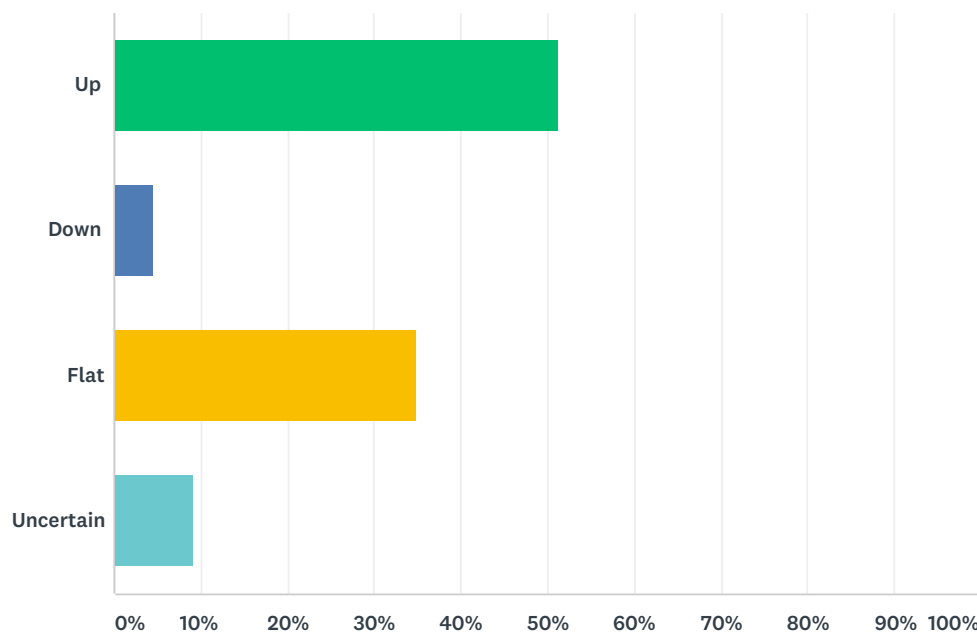
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up	69.77%	30
Down	0.00%	0
Flat	20.93%	9
Uncertain	9.30%	4
TOTAL		43

Q12 What is your company's overall profit outlook for the remainder of the year?

Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up	51.16%	22
Down	4.65%	2
Flat	34.88%	15
Uncertain	9.30%	4
TOTAL		43

Q13 Please add any comments you would like to share concerning your 2018 Mother's Day experience:

Answered: 8 Skipped: 35

#	RESPONSES	DATE
1	AIRLINE DELAYS FROM SOUTH AMERICA REALLY AFFECTED PRODUCT QUALITY AND OPPORTUNITY TO SELL MORE, PREBOOKS LOST TO OTHER WHOLESALERS THAT HAD IT NOW	5/21/2018 3:51 PM
2	Overall we had a good holiday but we have noticed a trend of not much comeback after pre-books.	5/21/2018 1:54 PM
3	great holiday	5/21/2018 1:52 PM
4	Looking at freight issues and availability wholesalers in the US should go back to more prebooking. That makes planning easier and more chance to get delivered in time.	5/17/2018 4:43 PM
5	Retail shops do not want to commit to prebooks, but expect product to be on hand. Many of our customers report a retail increase of 3% and that they sold out of product or had very little product left for Monday. I think it could have been a bigger holiday if there had been plans to make it bigger at the retail shop level,	5/17/2018 11:05 AM
6	order gatherers are hurting our industry. Sourcing the cheapest flowers should not be our focus. Logistics is becoming a nightmare, too.	5/15/2018 10:13 AM
7	Mother's Day is typically a "high" volume holiday and it was this year. The issue looked to me to be one of holding more product due to the reduce production by west coast producers who have moved to marijuana product. It seems that if we are not competing with drug dealers in Latin and South America wasn't enough, we now have to compete with them in the U.S.	5/14/2018 1:28 PM
8	Last minute ordering from retailers seems to be what we have to look forward to as the "norm". Weddings and proms seem to be more plentiful these three weekends in May this year compared to other years.	5/14/2018 11:04 AM