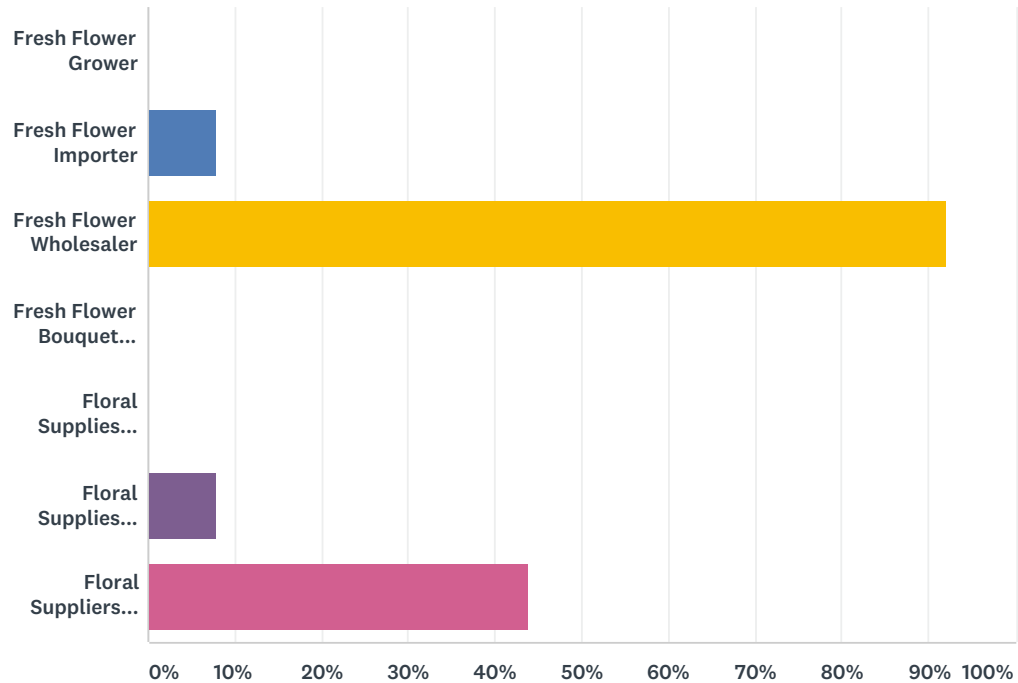


Q1 Which category best describes your primary business? Check all that apply.

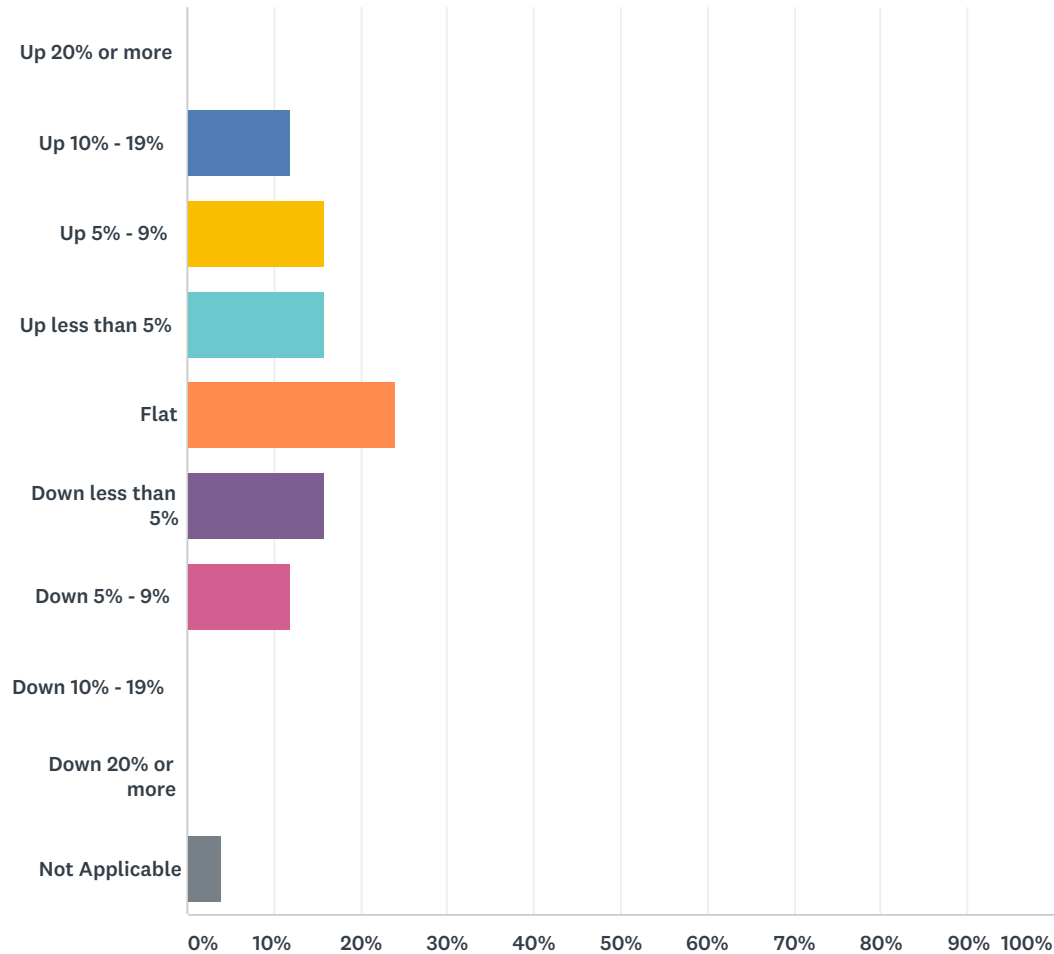
Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES	
Fresh Flower Grower	0.00%	0
Fresh Flower Importer	8.00%	2
Fresh Flower Wholesaler	92.00%	23
Fresh Flower Bouquet Manufacturer	0.00%	0
Floral Supplies Manufacturer	0.00%	0
Floral Supplies Importer	8.00%	2
Floral Suppliers Wholesaler	44.00%	11
Total Respondents: 25		

Q2 How were your Valentine's Day 2019 fresh flower sales compared to 2018?

Answered: 25 Skipped: 0



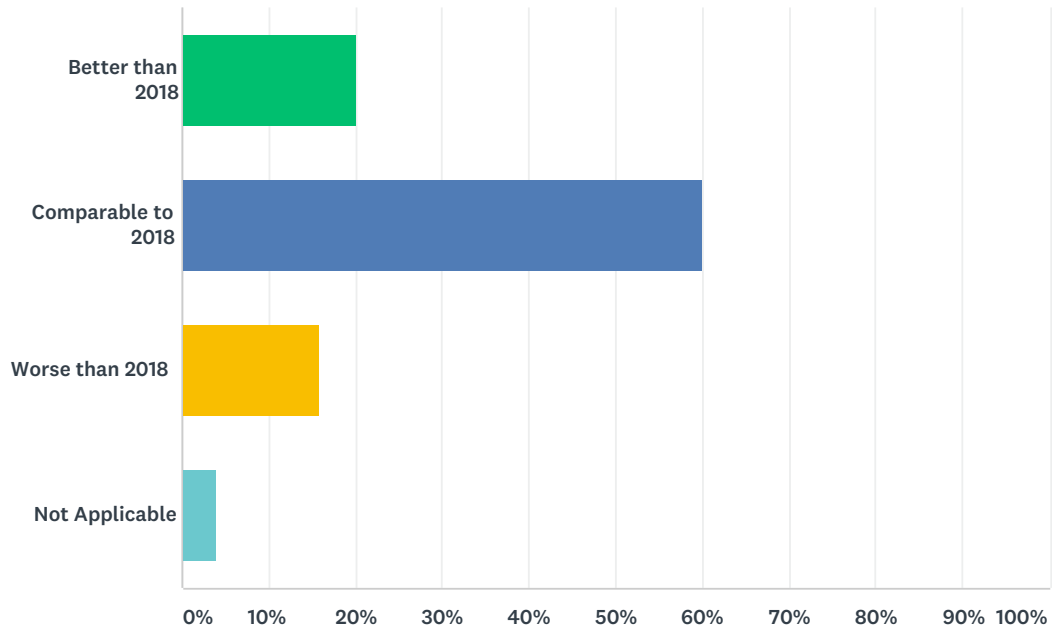
ANSWER CHOICES	RESPONSES	
Up 20% or more	0.00%	0
Up 10% - 19%	12.00%	3
Up 5% - 9%	16.00%	4
Up less than 5%	16.00%	4
Flat	24.00%	6
Down less than 5%	16.00%	4
Down 5% - 9%	12.00%	3
Down 10% - 19%	0.00%	0
Down 20% or more	0.00%	0
Not Applicable	4.00%	1

WF&FSA 2019 Valentine's Day Survey

TOTAL	25
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Q3 How would you rate your Valentine's 2019 pre-book quantities?

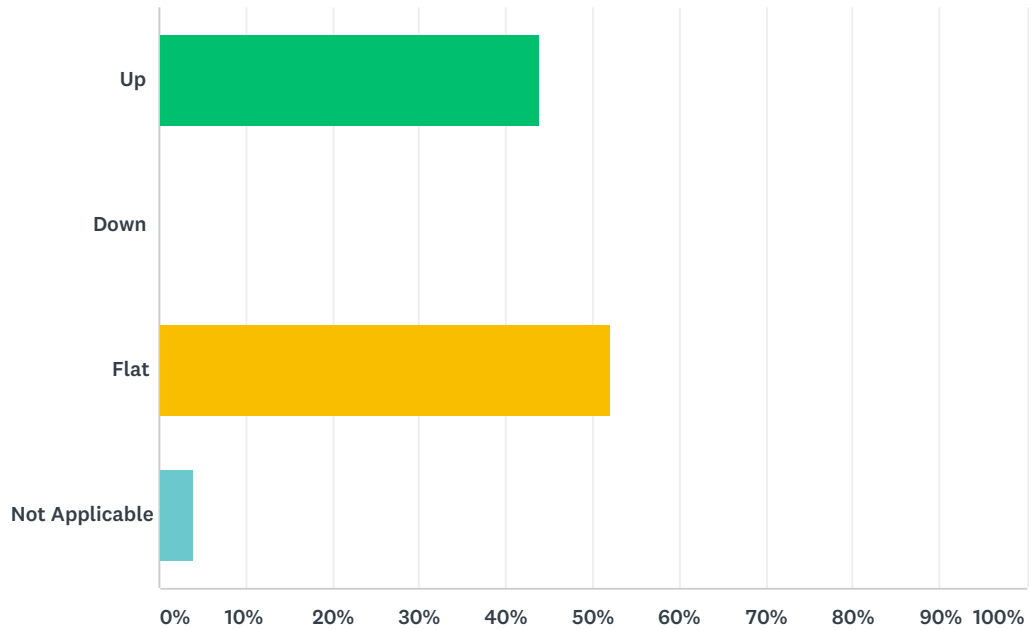
Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES	
Better than 2018	20.00%	5
Comparable to 2018	60.00%	15
Worse than 2018	16.00%	4
Not Applicable	4.00%	1
TOTAL		25

Q4 How were your Valentine's Day rose prices compared to 2018?

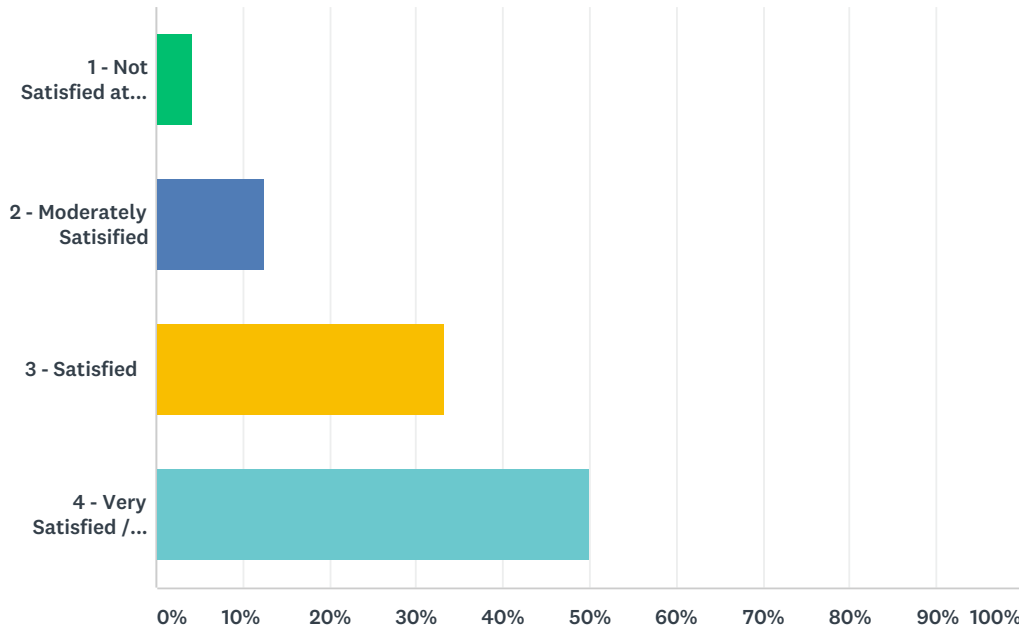
Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up	44.00%	11
Down	0.00%	0
Flat	52.00%	13
Not Applicable	4.00%	1
TOTAL		25

Q5 One a scale of 1-4 (4 being the best), how satisfied were you with the quality of your roses?

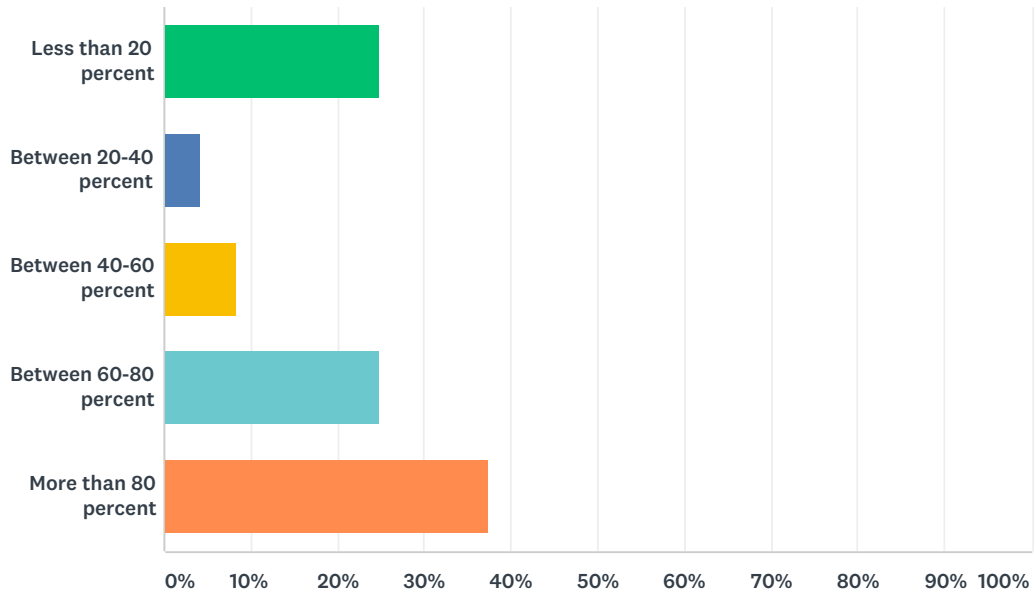
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
1 - Not Satisfied at All / Very Disappointed	4.17%	1
2 - Moderately Satisfied	12.50%	3
3 - Satisfied	33.33%	8
4 - Very Satisfied / Happy With the Quality	50.00%	12
TOTAL		24

Q6 What percentage of your roses did you source directly from farms in 2019?

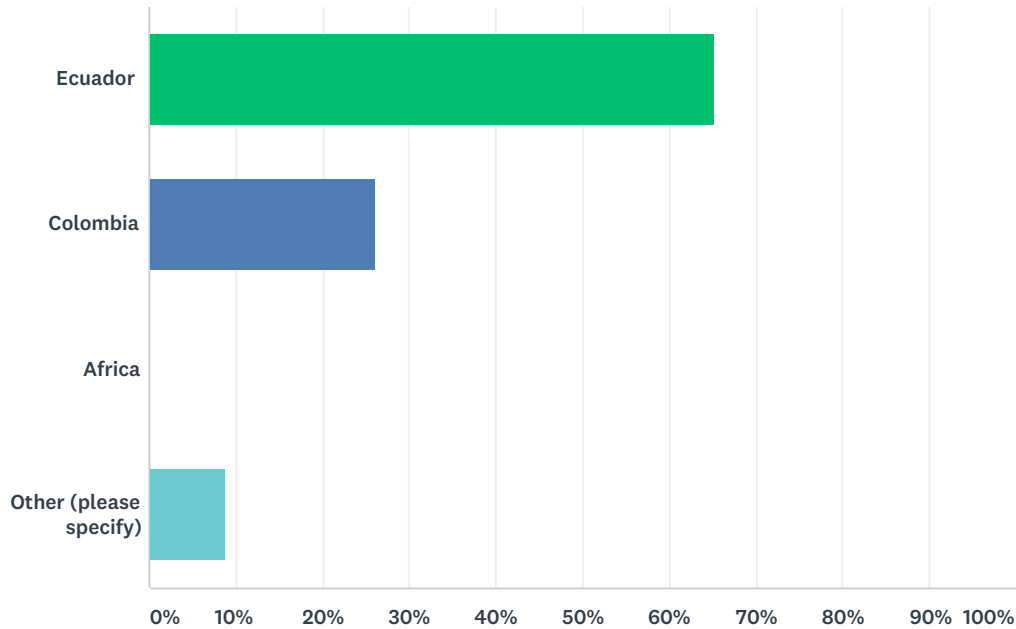
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Less than 20 percent	25.00%	6
Between 20-40 percent	4.17%	1
Between 40-60 percent	8.33%	2
Between 60-80 percent	25.00%	6
More than 80 percent	37.50%	9
TOTAL		24

Q7 If you imported directly from the farm, from which country did you source the majority of your roses?

Answered: 23 Skipped: 2

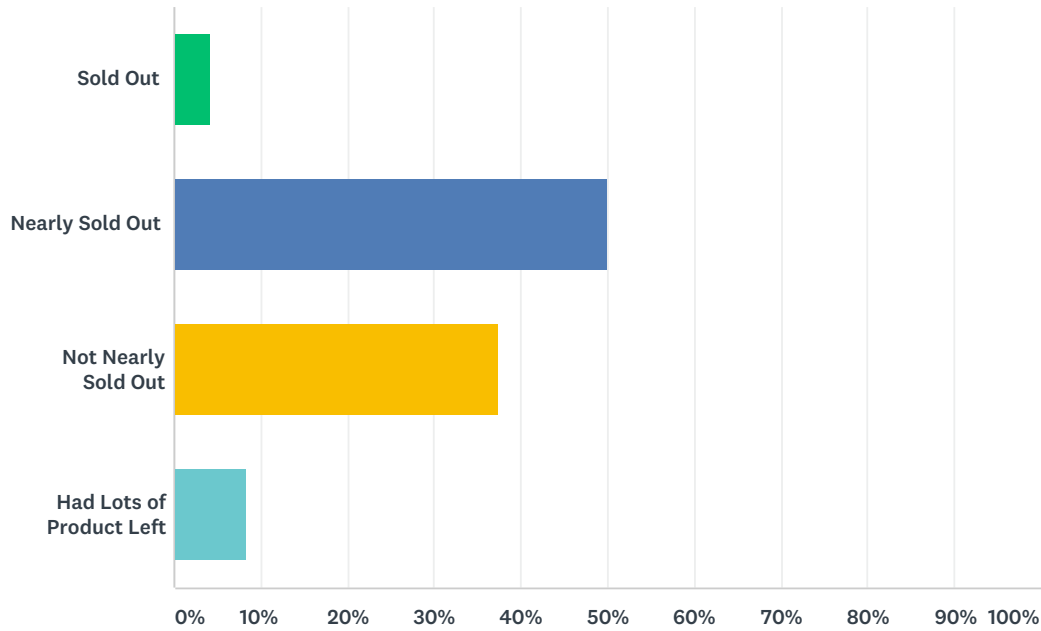


ANSWER CHOICES	RESPONSES	
Ecuador	65.22%	15
Colombia	26.09%	6
Africa	0.00%	0
Other (please specify)	8.70%	2
TOTAL		23

#	OTHER (PLEASE SPECIFY)	DATE
1	We do not buy direct, we support our vendor/importers.	2/20/2019 7:37 AM
2	NONE	2/15/2019 11:30 AM

Q8 How were your inventory levels at the end of the holiday compared with 2018:

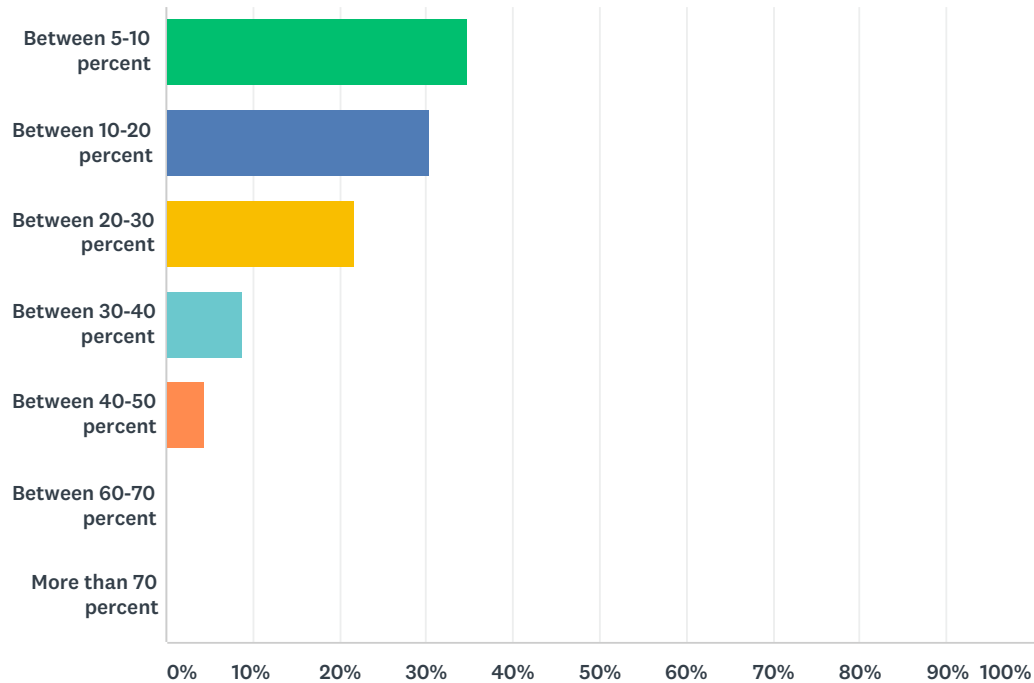
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Sold Out	4.17%	1
Nearly Sold Out	50.00%	12
Not Nearly Sold Out	37.50%	9
Had Lots of Product Left	8.33%	2
TOTAL		24

Q9 What was your holiday surcharge percentage (freight, fuel, etc.) increase in 2019?

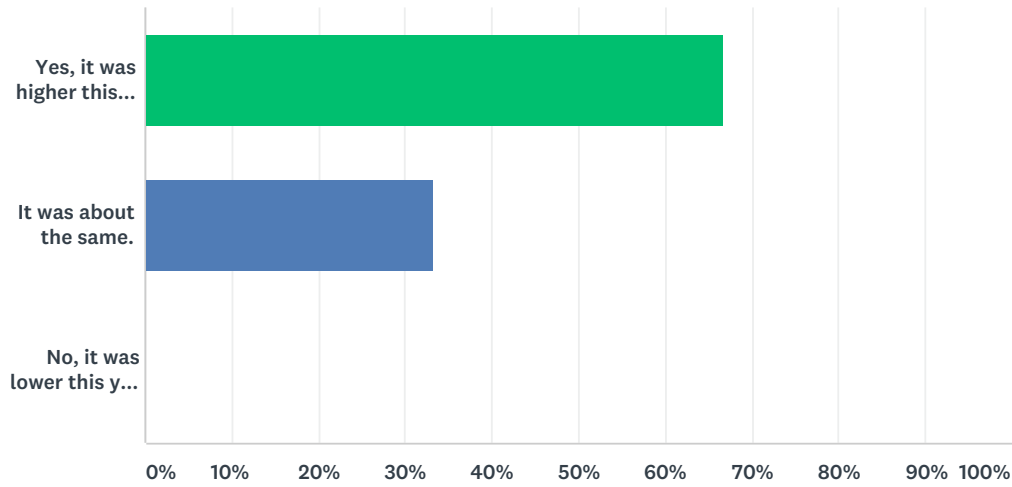
Answered: 23 Skipped: 2



ANSWER CHOICES	RESPONSES	
Between 5-10 percent	34.78%	8
Between 10-20 percent	30.43%	7
Between 20-30 percent	21.74%	5
Between 30-40 percent	8.70%	2
Between 40-50 percent	4.35%	1
Between 60-70 percent	0.00%	0
More than 70 percent	0.00%	0
TOTAL		23

Q10 Was your holiday freight surcharge higher this year than in 2018?

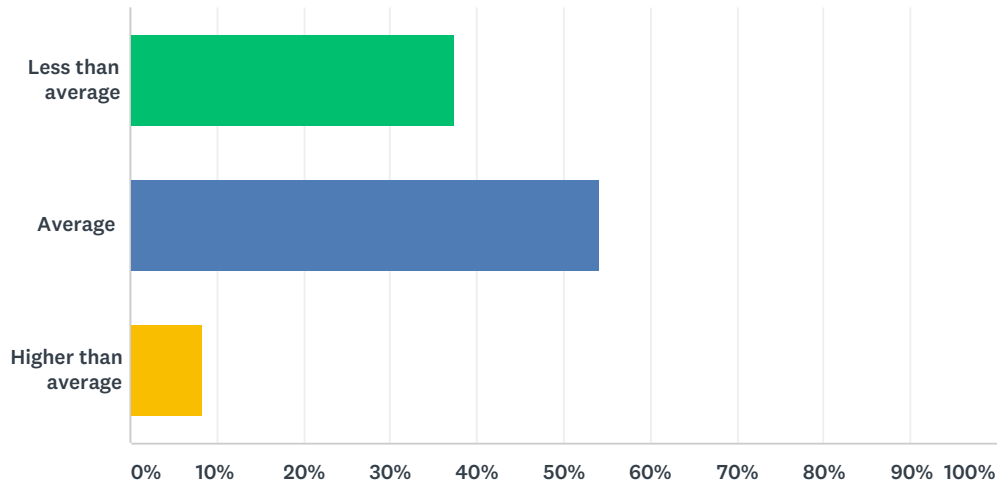
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes, it was higher this year than last year.	66.67%	16
It was about the same.	33.33%	8
No, it was lower this year than last year.	0.00%	0
TOTAL		24

Q11 How were your Valentine's Day credits from customers?

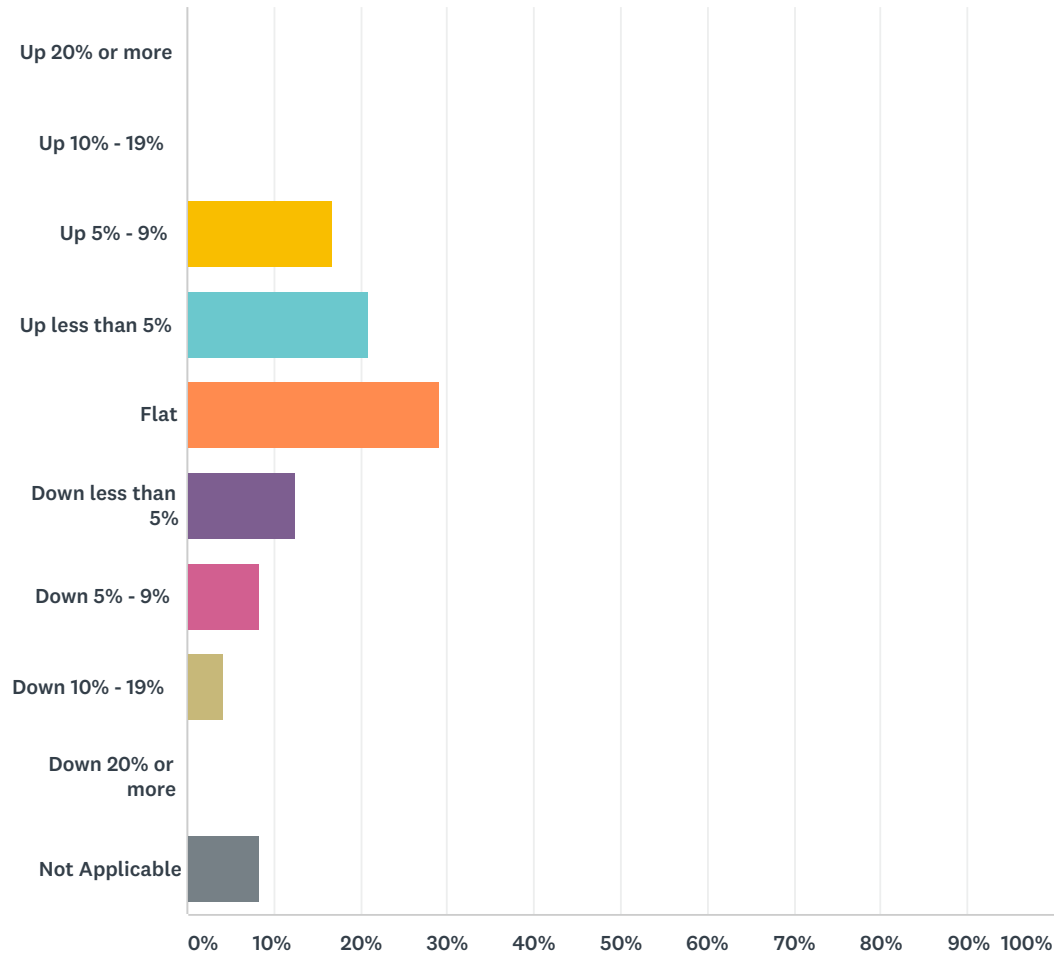
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Less than average	37.50%	9
Average	54.17%	13
Higher than average	8.33%	2
TOTAL		24

Q12 How were your Valentine's Day 2019 floral supplies sales compared to 2018?

Answered: 24 Skipped: 1



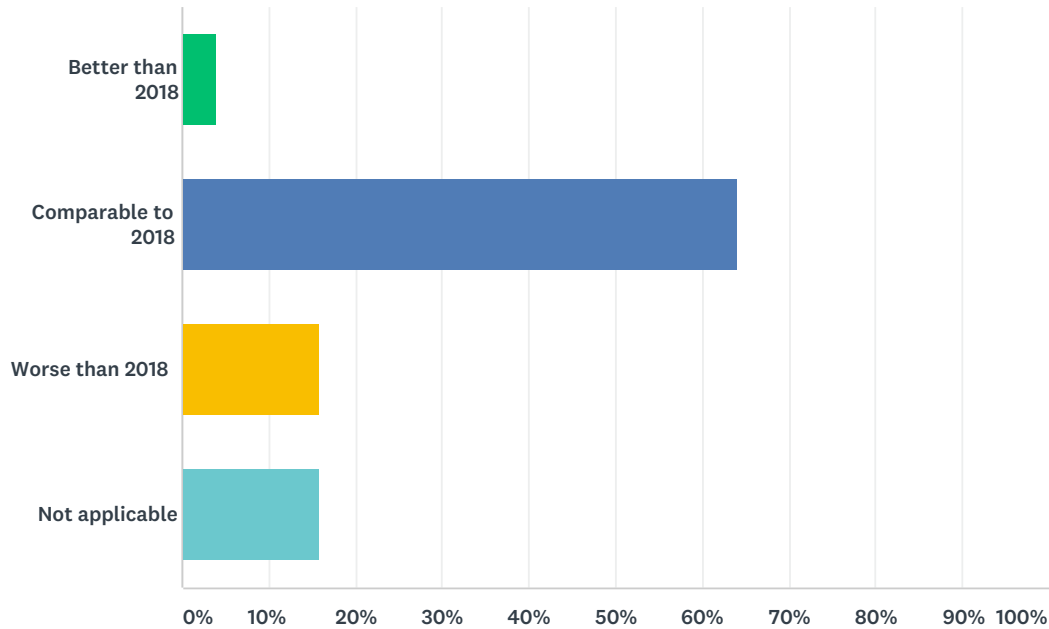
ANSWER CHOICES	RESPONSES	
Up 20% or more	0.00%	0
Up 10% - 19%	0.00%	0
Up 5% - 9%	16.67%	4
Up less than 5%	20.83%	5
Flat	29.17%	7
Down less than 5%	12.50%	3
Down 5% - 9%	8.33%	2
Down 10% - 19%	4.17%	1
Down 20% or more	0.00%	0
Not Applicable	8.33%	2

TOTAL

24

Q13 How would you rate your Valentine's Day 2019 floral supplies pre-book quantities?

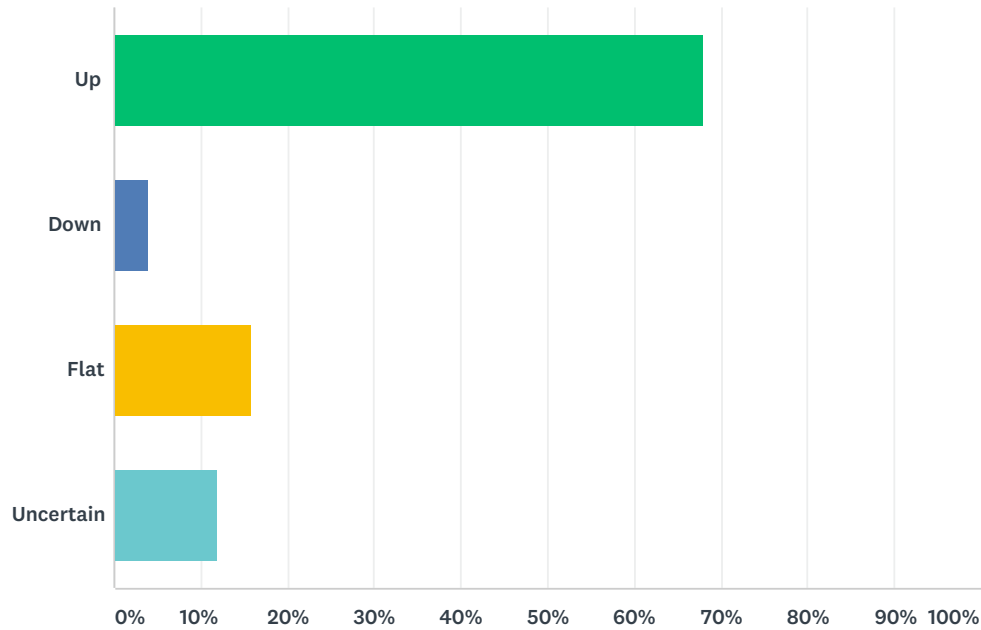
Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES	
Better than 2018	4.00%	1
Comparable to 2018	64.00%	16
Worse than 2018	16.00%	4
Not applicable	16.00%	4
TOTAL		25

Q14 Describe your sales outlook for the remainder of 2019:

Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up	68.00%	17
Down	4.00%	1
Flat	16.00%	4
Uncertain	12.00%	3
TOTAL		25

Q15 If you had something negatively affect your Valentine's Day holiday results (weather, logistics, freight issues, quality etc), please provide that here.

Answered: 12 Skipped: 13

#	RESPONSES	DATE
1	Weather	2/21/2019 6:13 PM
2	Some weather issue's in certain area. Joined ads of chocolate , bears and flowers helped	2/20/2019 3:20 PM
3	Weather, cold and snow.	2/20/2019 2:09 PM
4	Increases in freight from South America.	2/20/2019 2:07 PM
5	Inconsistent holiday surcharges across importers, Weather in the North East.	2/20/2019 7:37 AM
6	Extended period of having to pay airline holiday surcharge which impacts profit first week of Feb.	2/16/2019 3:57 PM
7	Internet buying increase and not from us	2/15/2019 11:46 AM
8	Attrition of Florist Customers	2/15/2019 9:17 AM
9	overall poor quality of roses this year	2/15/2019 8:31 AM
10	lost sales on Calif crops due to weather.	2/15/2019 8:22 AM
11	Weather - cold & snow over the past 2 weeks	2/15/2019 8:21 AM
12	Weather was an issue.	2/15/2019 8:17 AM

Q16 Do you have any other comments about this year's holiday that you would like to share?

Answered: 8 Skipped: 17

#	RESPONSES	DATE
1	Seemed very soft, weather a factor, never seemed to heat up	2/21/2019 6:13 PM
2	Thursday seems to be a great day for Valentine's day . We sell more other flowers than just red roses that the super market pushes	2/20/2019 3:20 PM
3	Is an ongoing issue but we need to standardized box sizes. We are punished by \$0.50 for every box we buy, by our shipper, to compensate for inefficiencies. Only Golden and that group has a standardized program.	2/20/2019 7:37 AM
4	Sales flattened last three days of holiday. Some competitors had too many roses and dropped prices close to their cost on 13th and 14th	2/16/2019 3:57 PM
5	Monday's Tuesday and Wednesday are better days for holiday it's harder for fed ex deliver	2/15/2019 11:46 AM
6	We were conservative in our buying and very nearly sold out.	2/15/2019 9:17 AM
7	More and more, we see shops are unwilling to accept wire service orders at holidays. With a designer shortage, florists are restricted to fewer design options and orders. However, they are more profitable at a holiday.	2/15/2019 8:22 AM
8	Some wholesalers were dumping product at the end at very low prices - this practice hurts the industry as it encourages retailers to not prebook	2/15/2019 8:21 AM