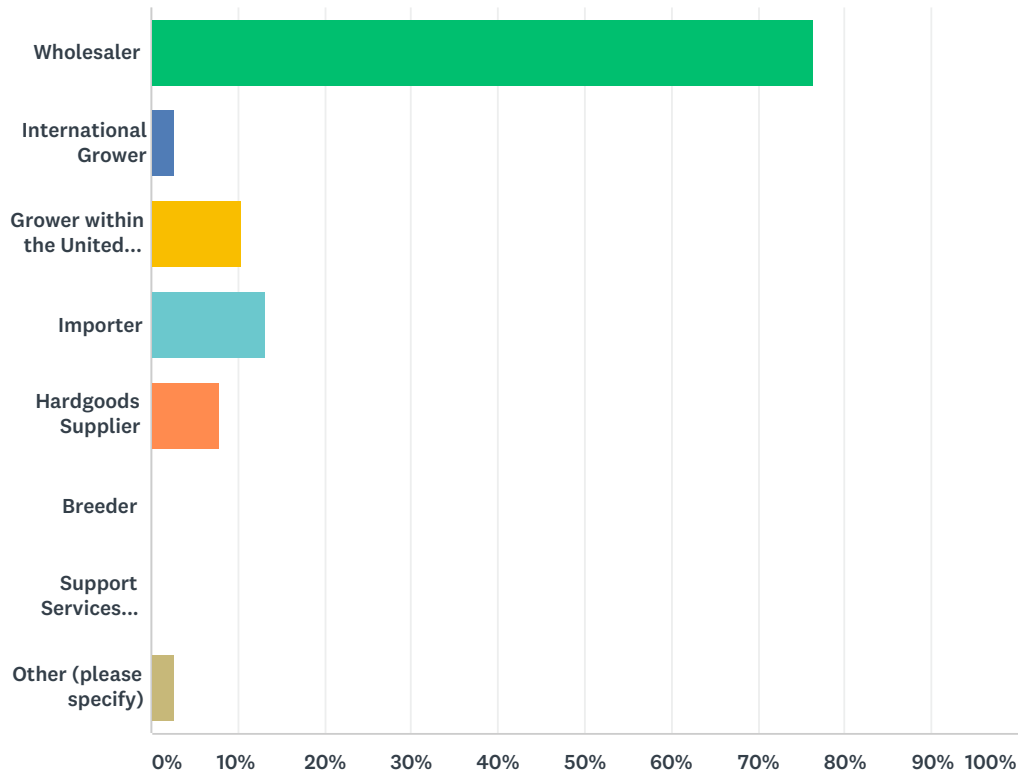


## Q1 Please identify your primary business (check all that apply):

Answered: 38 Skipped: 0

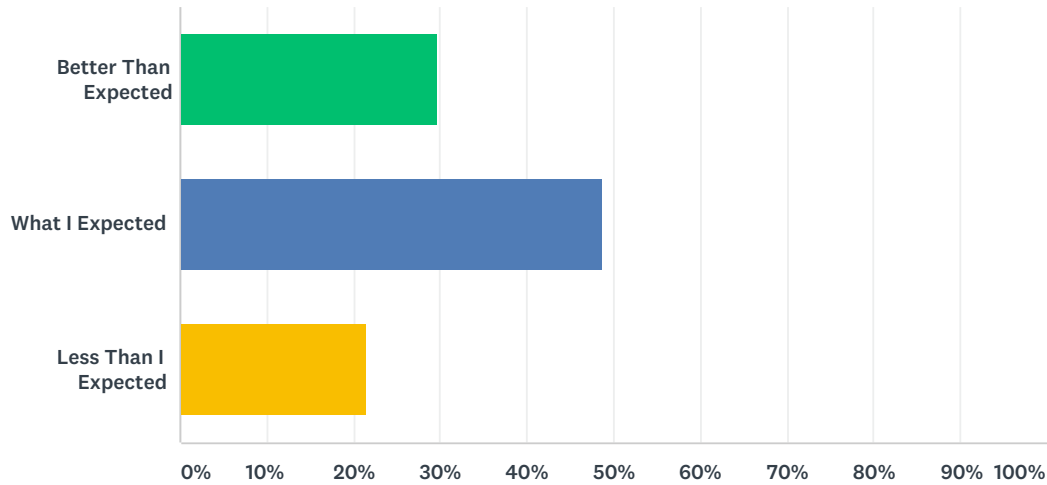


ANSWER CHOICES		RESPONSES	
Wholesaler		76.32%	29
International Grower		2.63%	1
Grower within the United States		10.53%	4
Importer		13.16%	5
Hardgoods Supplier		7.89%	3
Breeder		0.00%	0
Support Services (transportation, technology, etc.)		0.00%	0
Other (please specify)		2.63%	1
Total Respondents: 38			

#	OTHER (PLEASE SPECIFY)	DATE
1	Exporter from the Netherlands to the USA	5/13/2019 11:06 AM

## Q2 How would you rate Mother's Day 2019 overall compared to your expectations?

Answered: 37 Skipped: 1

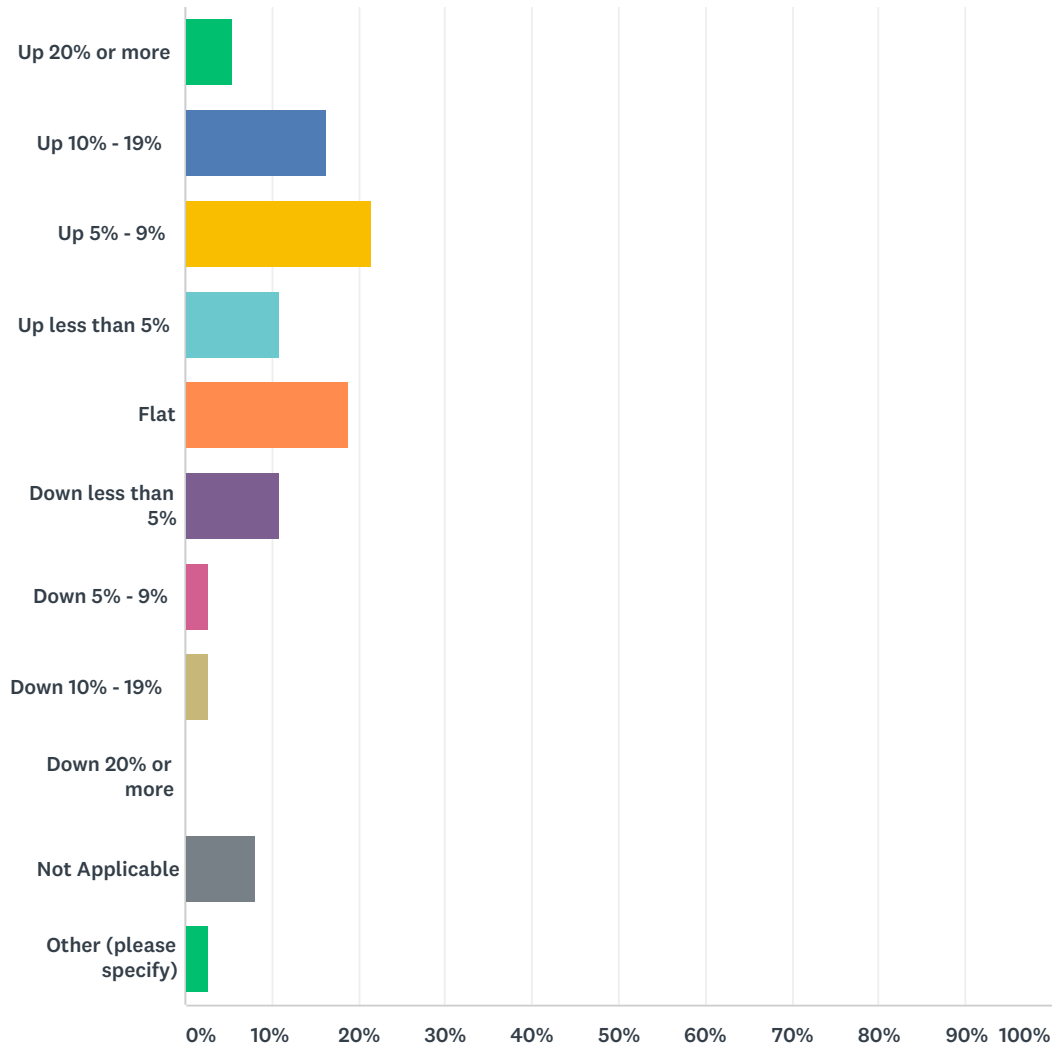


ANSWER CHOICES	RESPONSES	
Better Than Expected	29.73%	11
What I Expected	48.65%	18
Less Than I Expected	21.62%	8
TOTAL		37

#	PLEASE ENTER ANY COMMENTS HERE.	DATE
1	flat	5/20/2019 2:37 PM
2	Craze weather made everyone run to the limit to find product or replacements to fill orders so volumes at the end were better than expected	5/20/2019 1:45 PM

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

Answered: 37 Skipped: 1



ANSWER CHOICES	RESPONSES	
Up 20% or more	5.41%	2
Up 10% - 19%	16.22%	6
Up 5% - 9%	21.62%	8
Up less than 5%	10.81%	4
Flat	18.92%	7
Down less than 5%	10.81%	4
Down 5% - 9%	2.70%	1
Down 10% - 19%	2.70%	1
Down 20% or more	0.00%	0

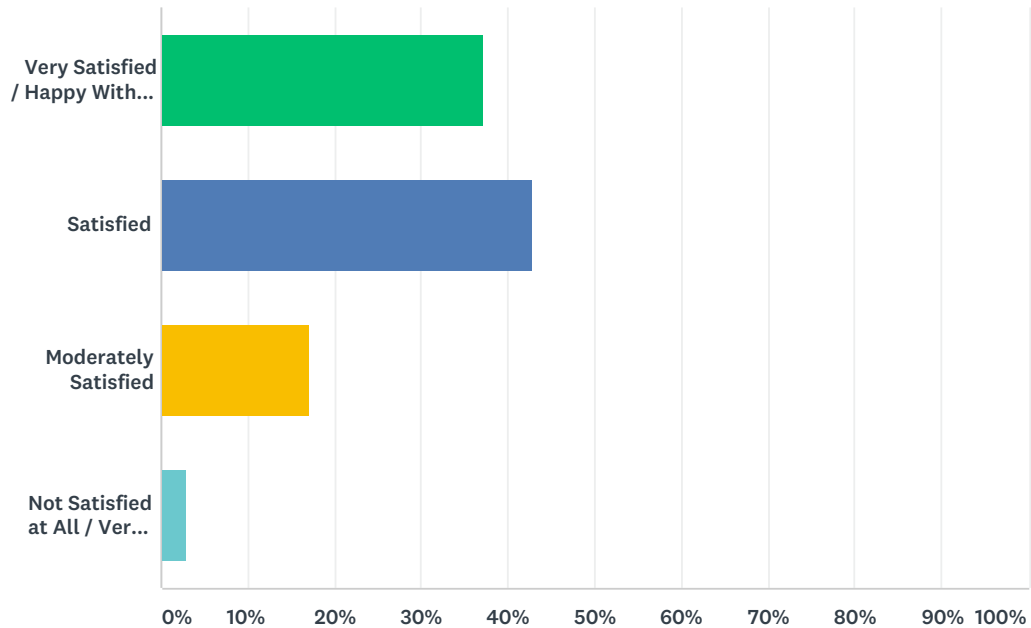
# WF&FSA's 2019 Mother's Day Survey

Not Applicable	8.11%	3
Other (please specify)	2.70%	1
TOTAL		37

#	OTHER (PLEASE SPECIFY)	DATE
1	Less volumen more margin	5/13/2019 11:15 PM

## Q4 Overall, how satisfied were you with the quality of your flowers?

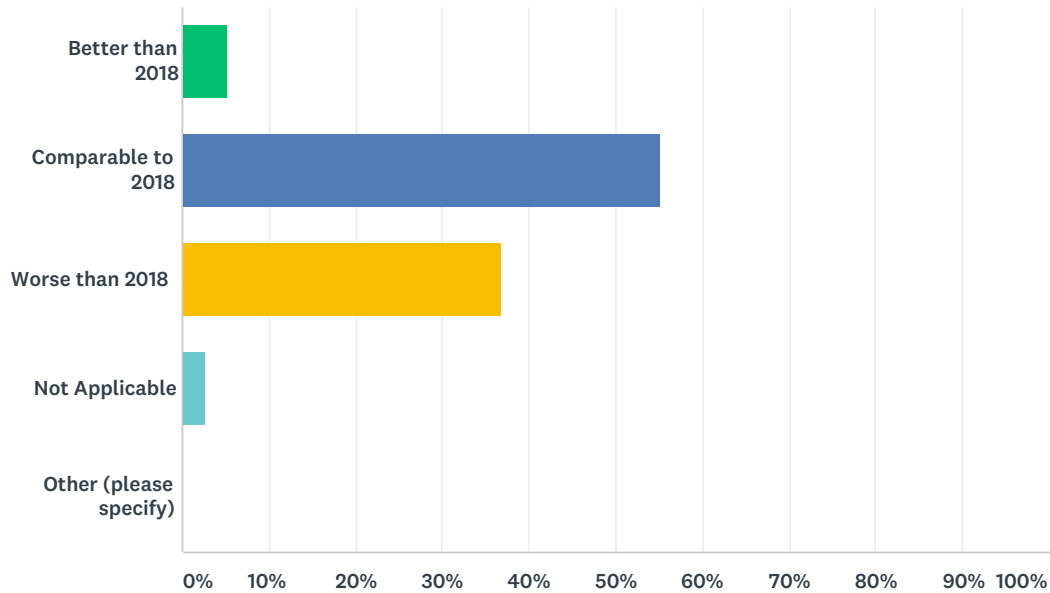
Answered: 35   Skipped: 3



ANSWER CHOICES	RESPONSES	
Very Satisfied / Happy With the Quality	37.14%	13
Satisfied	42.86%	15
Moderately Satisfied	17.14%	6
Not Satisfied at All / Very Disappointed	2.86%	1
TOTAL		35

## Q5 How would you rate your Mother's Day 2019 pre-book quantities?

Answered: 38 Skipped: 0

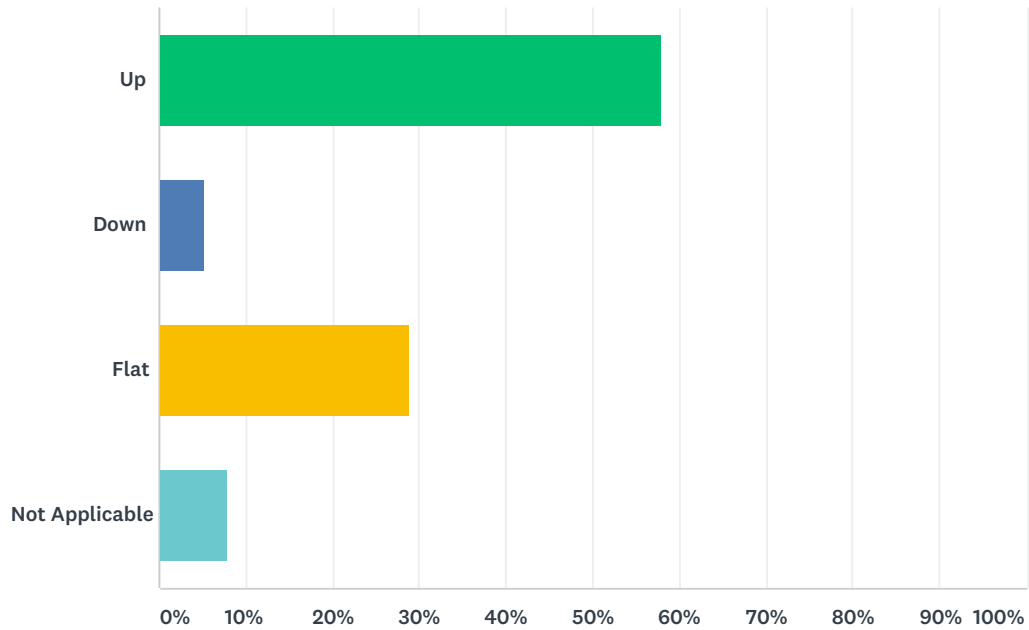


ANSWER CHOICES		RESPONSES	
Better than 2018		5.26%	2
Comparable to 2018		55.26%	21
Worse than 2018		36.84%	14
Not Applicable		2.63%	1
Other (please specify)		0.00%	0
TOTAL			38

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q6 How were your Mother's Day flower prices compared to 2018?

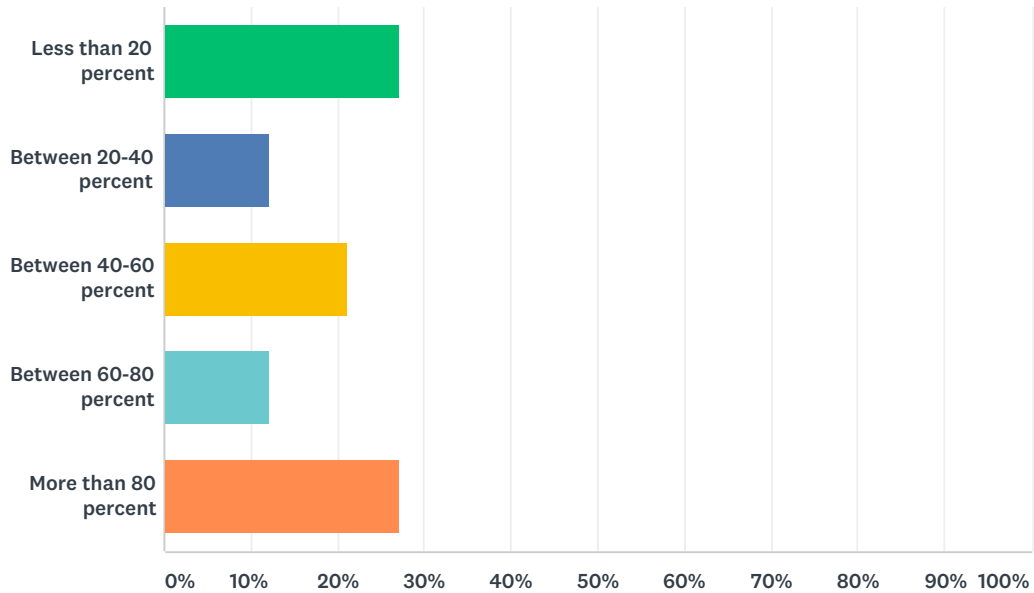
Answered: 38 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up	57.89%	22
Down	5.26%	2
Flat	28.95%	11
Not Applicable	7.89%	3
TOTAL		38

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

Answered: 33 Skipped: 5

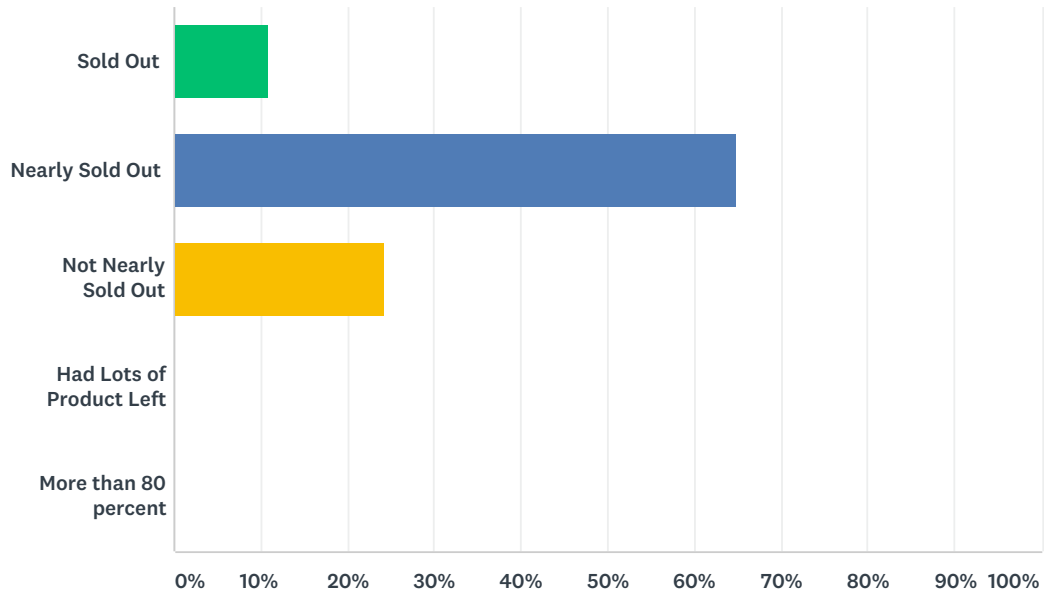


ANSWER CHOICES	RESPONSES	
Less than 20 percent	27.27%	9
Between 20-40 percent	12.12%	4
Between 40-60 percent	21.21%	7
Between 60-80 percent	12.12%	4
More than 80 percent	27.27%	9
TOTAL		33



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

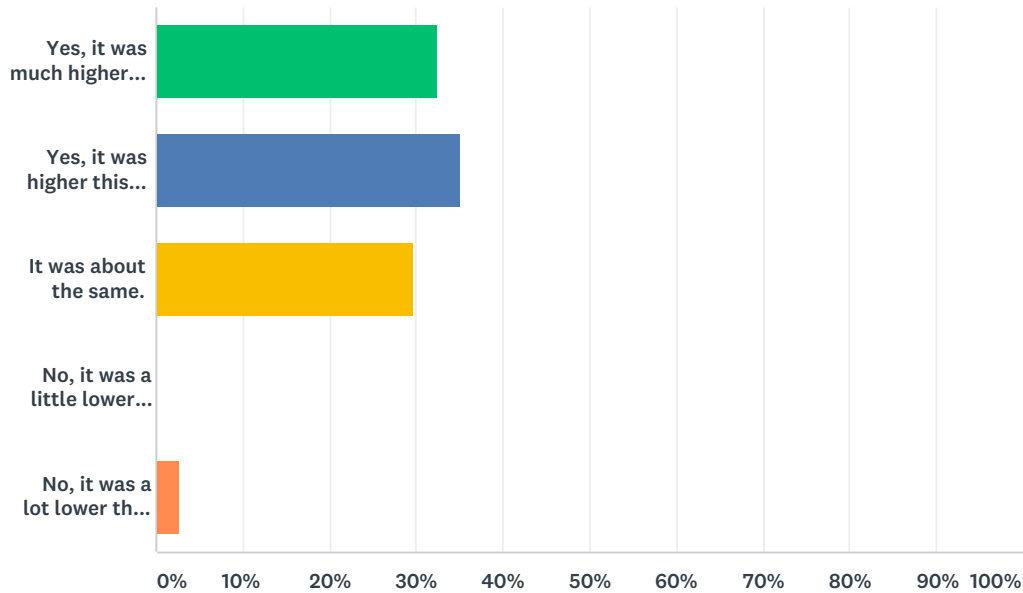
Answered: 37 Skipped: 1



ANSWER CHOICES	RESPONSES	
Sold Out	10.81%	4
Nearly Sold Out	64.86%	24
Not Nearly Sold Out	24.32%	9
Had Lots of Product Left	0.00%	0
More than 80 percent	0.00%	0
TOTAL		37

## Q9 Were your freight charges higher this year than in 2018?

Answered: 37 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes, it was much higher this year than last year.		32.43%	12
Yes, it was higher this year but only a little bit.		35.14%	13
It was about the same.		29.73%	11
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.		2.70%	1
TOTAL			37

#	PLEASE ENTER ANY COMMENTS HERE.	DATE
1	Not applicable.	5/16/2019 10:20 AM
2	2 sea container shipments and a full contract truck out of Miami made costs lower.	5/14/2019 10:35 AM
3	Even with container shipping growing, airline freight remains high	5/13/2019 11:15 PM

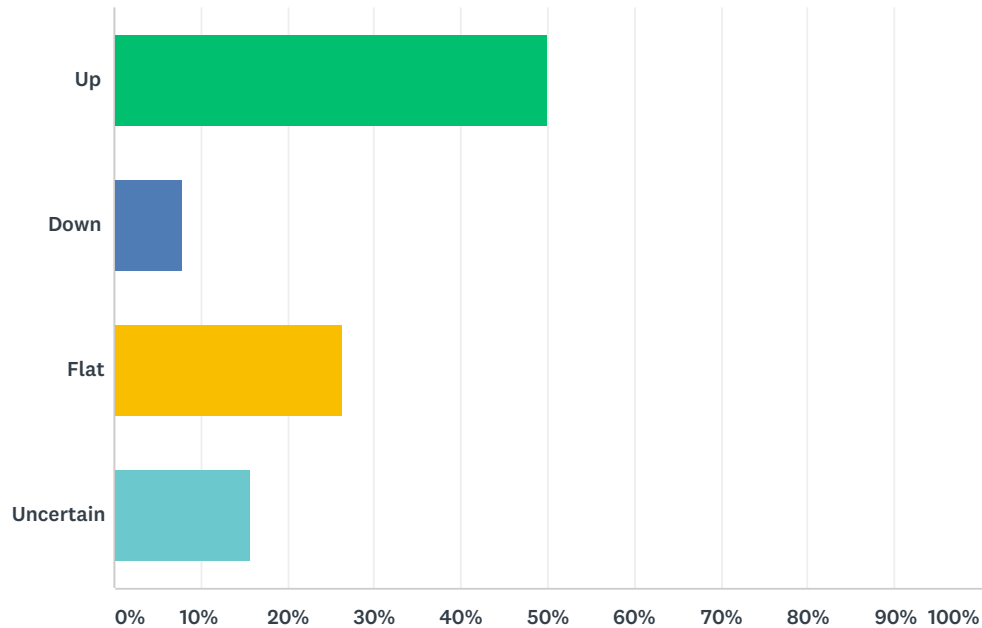
# Q10 Were there any special circumstances that helped or hindered your company's Mother's Day performance? (weather, product availability, local economy, etc.)

Answered: 13   Skipped: 25

#	RESPONSES	DATE
1	no	5/21/2019 9:52 AM
2	rain	5/20/2019 2:37 PM
3	Weather that made availabilities crazy	5/20/2019 1:45 PM
4	Some of the farms we buy from missed shipping dates and we got our flowers a bit late.	5/20/2019 1:41 PM
5	Tight market. Shortage of poms.	5/14/2019 10:35 AM
6	Logistic Late freight	5/14/2019 8:27 AM
7	No to much red available and price went up	5/13/2019 11:15 PM
8	product availability, in some cases fell way short	5/13/2019 1:21 PM
9	Bad weather as we approached the weekend	5/13/2019 11:34 AM
10	product availability	5/13/2019 11:24 AM
11	Cool winter weather in California kept the quality of waxflower and other fillers in better shape than expected.	5/13/2019 11:07 AM
12	Large part of bulb flowers already out of season because of a warm winter/spring in Europe.	5/13/2019 11:06 AM
13	Rain, Rain, Rain	5/13/2019 11:03 AM

## Q11 Describe your sales outlook for the remainder of 2019:

Answered: 38 Skipped: 0

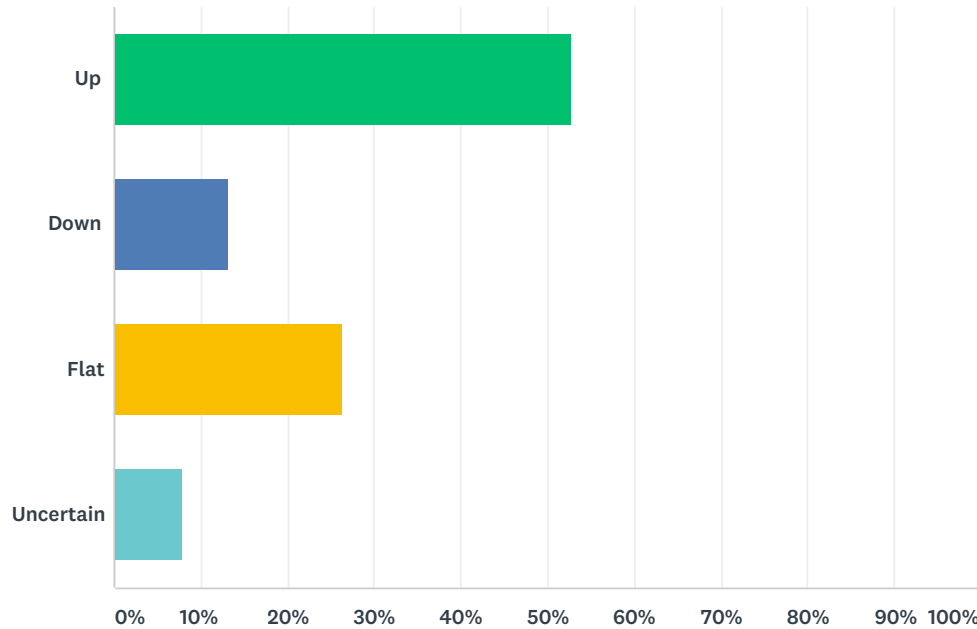


ANSWER CHOICES	RESPONSES	
Up	50.00%	19
Down	7.89%	3
Flat	26.32%	10
Uncertain	15.79%	6
TOTAL		38

#	PLEASE ENTER ANY COMMENTS HERE.	DATE
1	declining customer based wholesalers selling cheap to get into market	5/20/2019 2:37 PM
2	Weather will tell us what will happen	5/20/2019 1:45 PM
3	Not enough supply on indoor plants and not sure about Chinese tariffs	5/13/2019 10:04 PM
4	it has been an up and down year so far, so who knows?	5/13/2019 1:21 PM

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

Answered: 38 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up	52.63%	20
Down	13.16%	5
Flat	26.32%	10
Uncertain	7.89%	3
TOTAL		38

## Q13 Please add any comments you would like to share concerning your 2019 Mother's Day experience:

Answered: 8   Skipped: 30

#	RESPONSES	DATE
1	Weather is key in this business, prebooks had advantages but not too much as needed due to production drastical changes. Freight will always be an issue and of course space limitations plus a window of almost a month paying higher rates.	5/20/2019 1:45 PM
2	We had a lot of quality issues. Much more than usual for MDay. The problem was across all product lines. Probably logistic issues. Its a shame we sell less than the best at the holidays. Can't be good for business.	5/14/2019 1:12 PM
3	Open market for Mother's Day was fantastic. Last 3 days were amazing!	5/13/2019 11:15 PM
4	I hope!	5/13/2019 1:21 PM
5	Mother's Day is gaining popularity with the mass markets and the professional florist continues to lose market share	5/13/2019 11:34 AM
6	prebooks were consistent with 2018	5/13/2019 11:24 AM
7	We expect sales and profits to rise primarily due to management actions than to a strong market. In general I expect market conditions to be flat	5/13/2019 11:07 AM
8	Always make sure your prebook your most important flowers, even from Holland.	5/13/2019 11:06 AM