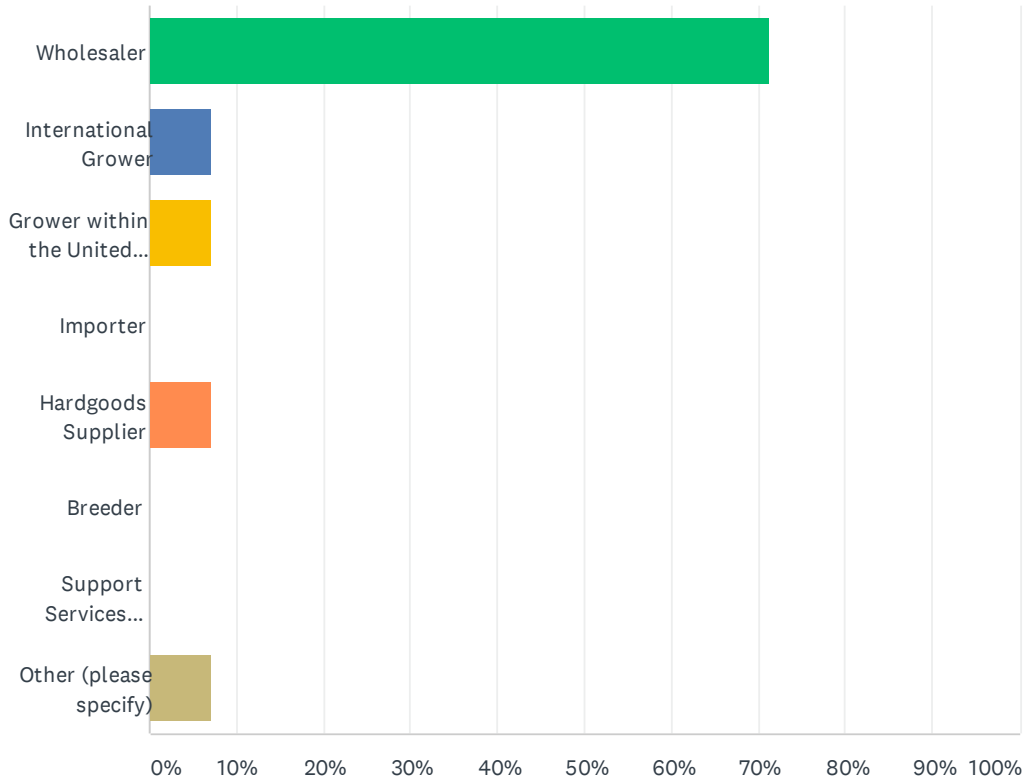


Q1 Please identify your primary business:

Answered: 28 Skipped: 0

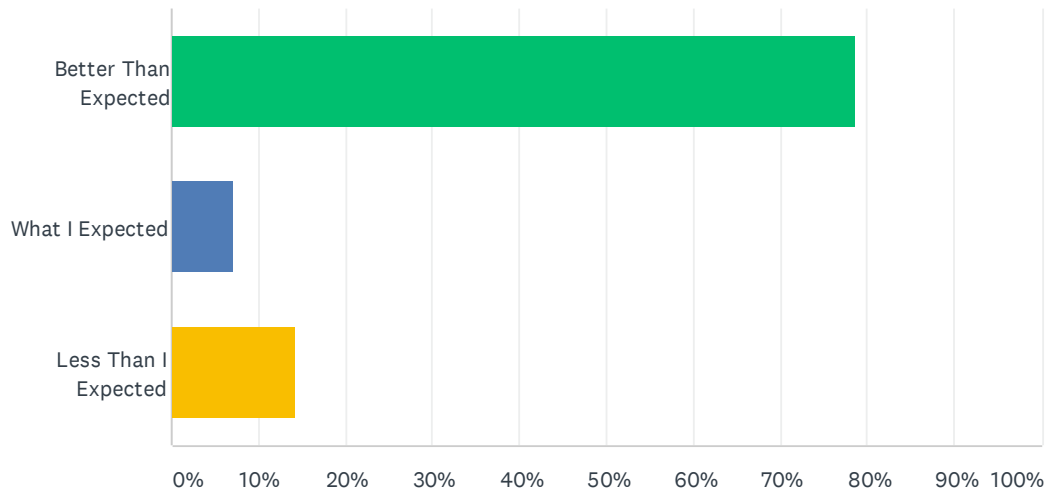


ANSWER CHOICES	RESPONSES	
Wholesaler	71.43%	20
International Grower	7.14%	2
Grower within the United States	7.14%	2
Importer	0.00%	0
Hardgoods Supplier	7.14%	2
Breeder	0.00%	0
Support Services (transportation, technology, etc.)	0.00%	0
Other (please specify)	7.14%	2
TOTAL		28

#	OTHER (PLEASE SPECIFY)	DATE
1	Manufacturer	5/14/2020 1:11 PM
2	Exporter from Holland to the US	5/11/2020 5:36 PM

Q2 How would you rate Mother's Day 2020 overall compared to your expectations?

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Better Than Expected	78.57%	22
What I Expected	7.14%	2
Less Than I Expected	14.29%	4
TOTAL		28

#	PLEASE ENTER ANY COMMENTS HERE.	DATE
1	We prepared for half sales as a normal holiday and actually did about 70%	5/19/2020 9:00 AM
2	From close to zero sales in March to 40% for holiday	5/11/2020 3:54 PM
3	I had low expectations	5/11/2020 3:44 PM

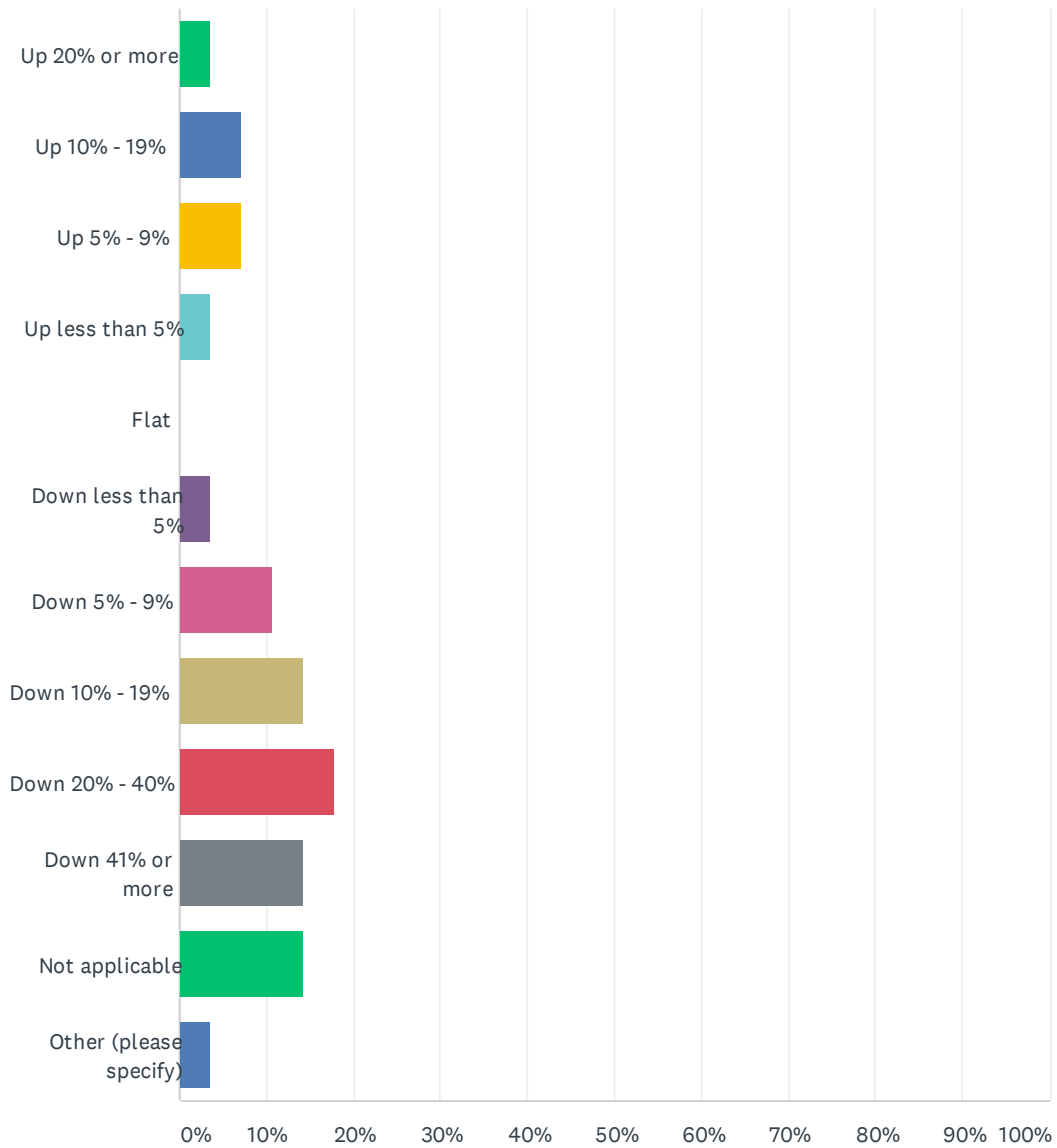
Q3 What is the single biggest COVID-19 factor that impacted your company's Mother's Day performance?

Answered: 26 Skipped: 2

#	RESPONSES	DATE
1	We only delivered 3 days a week instead of our normal 6 days a week.	5/19/2020 9:00 AM
2	Flower availability once we saw that it was better than anticipated.	5/18/2020 4:31 PM
3	less customers ordering	5/18/2020 2:20 PM
4	Order reduction from customers	5/15/2020 12:21 AM
5	Everyone shut down	5/14/2020 3:15 PM
6	uncertainty	5/14/2020 2:08 PM
7	People	5/14/2020 2:01 PM
8	Tight inventory management at Wholesalers; limited cash flow	5/14/2020 1:11 PM
9	Limited staff to pick, pack and deliver.	5/12/2020 10:15 AM
10	Sales decreased	5/12/2020 10:05 AM
11	The lack of wedding orders	5/12/2020 8:43 AM
12	could not find enough flowers available to purchase	5/12/2020 7:49 AM
13	People working with skeleton teams	5/12/2020 2:22 AM
14	Customers that were closed.	5/11/2020 9:22 PM
15	Small shops were closed	5/11/2020 7:39 PM
16	Product availability and transportation	5/11/2020 6:30 PM
17	Shortage of product Air cargo a mess	5/11/2020 6:23 PM
18	Last minute	5/11/2020 5:52 PM
19	Limited air freight	5/11/2020 5:36 PM
20	Some shops remained closed of would not prebook so they ended up trying to buy mid holiday and we did not have the product for them.	5/11/2020 4:22 PM
21	People home nesting and unable to visit Mother led to flowers being a leading gift choice this year	5/11/2020 4:09 PM
22	Customers not prebooking.	5/11/2020 3:59 PM
23	Uncertainty as to how much product to carry.	5/11/2020 3:55 PM
24	Lockdown in North East. Florists limited capability to handle demand.	5/11/2020 3:54 PM
25	Florists staying closed due to uncertainty	5/11/2020 3:44 PM
26	Not knowing the demand for the week until mid-week. We had to enter the week after shutdown and 3 very slow weeks - no way to know what to bring in for fresh product	5/11/2020 3:44 PM

Q4 How were your Mother's Day fresh flower sales compared with last year?

Answered: 28 Skipped: 0



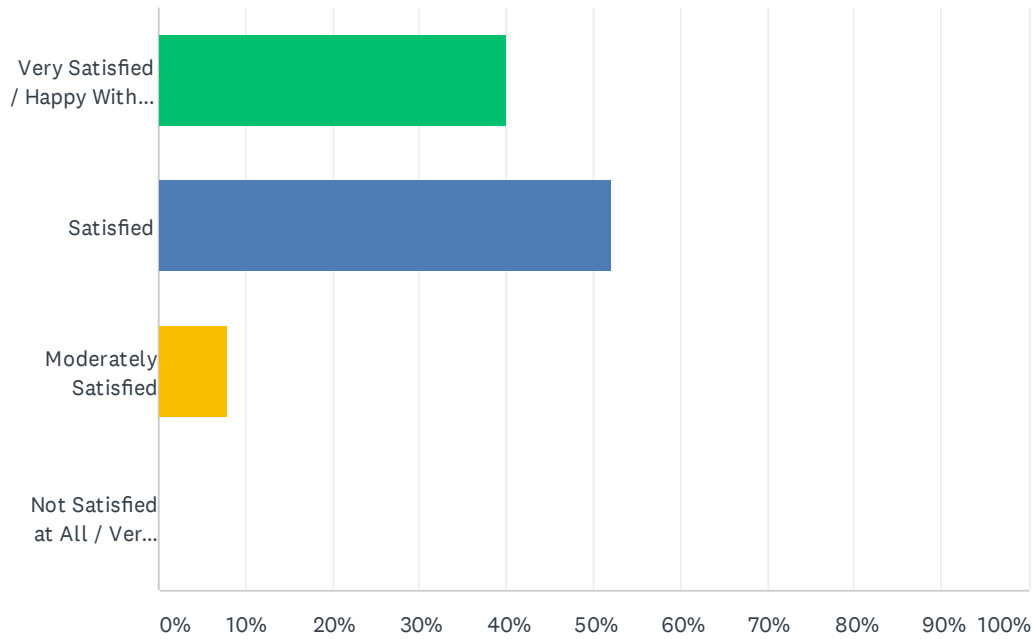
WF&FSA's 2020 Mother's Day Survey

ANSWER CHOICES	RESPONSES	
Up 20% or more	3.57%	1
Up 10% - 19%	7.14%	2
Up 5% - 9%	7.14%	2
Up less than 5%	3.57%	1
Flat	0.00%	0
Down less than 5%	3.57%	1
Down 5% - 9%	10.71%	3
Down 10% - 19%	14.29%	4
Down 20% - 40%	17.86%	5
Down 41% or more	14.29%	4
Not applicable	14.29%	4
Other (please specify)	3.57%	1
TOTAL		28

#	OTHER (PLEASE SPECIFY)	DATE
1	Down 80%	5/15/2020 12:21 AM

Q5 Overall, how satisfied were you with the quality of your flowers?

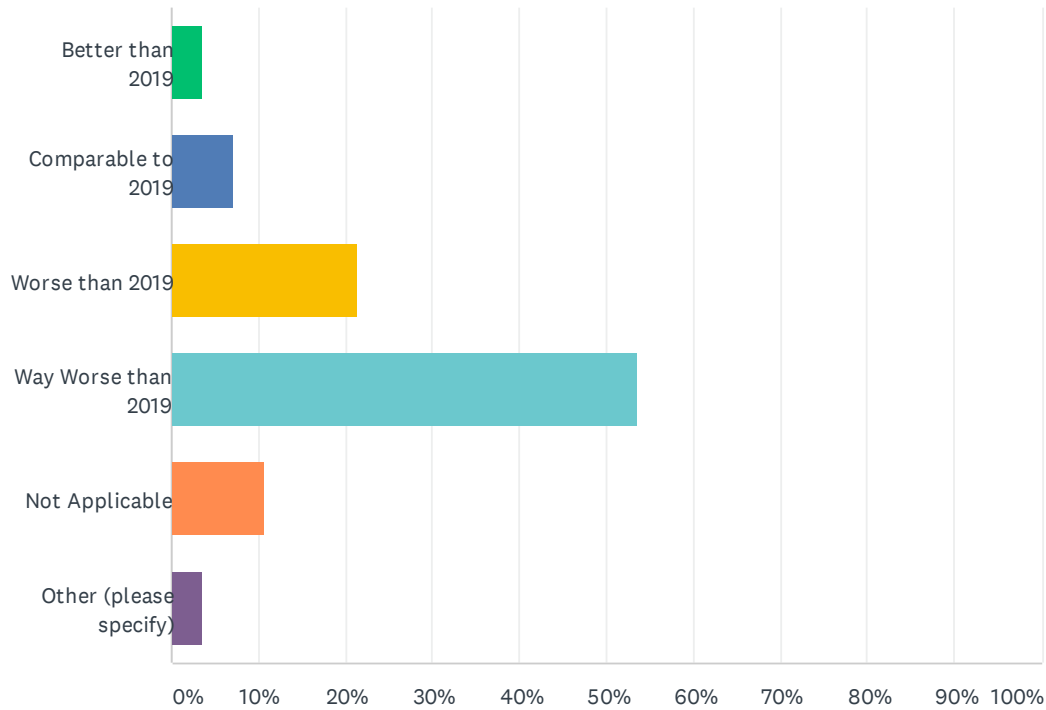
Answered: 25 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very Satisfied / Happy With the Quality	40.00%	10
Satisfied	52.00%	13
Moderately Satisfied	8.00%	2
Not Satisfied at All / Very Disappointed	0.00%	0
TOTAL		25

Q6 How would you rate your Mother's Day 2020 pre-book quantities?

Answered: 28 Skipped: 0

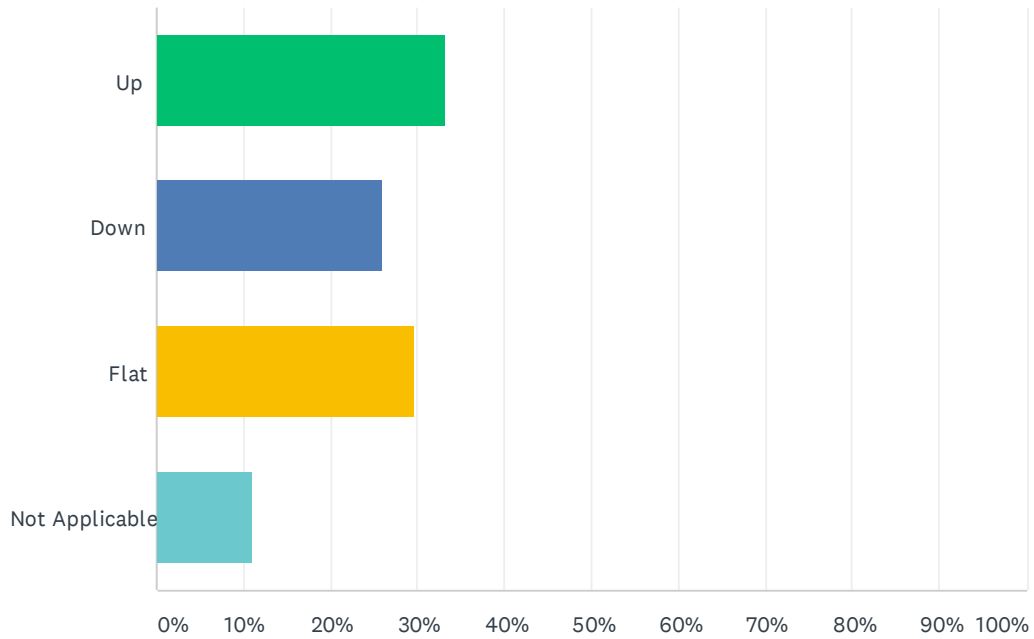


ANSWER CHOICES	RESPONSES
Better than 2019	3.57% 1
Comparable to 2019	7.14% 2
Worse than 2019	21.43% 6
Way Worse than 2019	53.57% 15
Not Applicable	10.71% 3
Other (please specify)	3.57% 1
TOTAL	28

#	OTHER (PLEASE SPECIFY)	DATE
1	Mother's Day great—but month down	5/11/2020 5:52 PM

Q7 How were your Mother's Day flower prices compared to 2019?

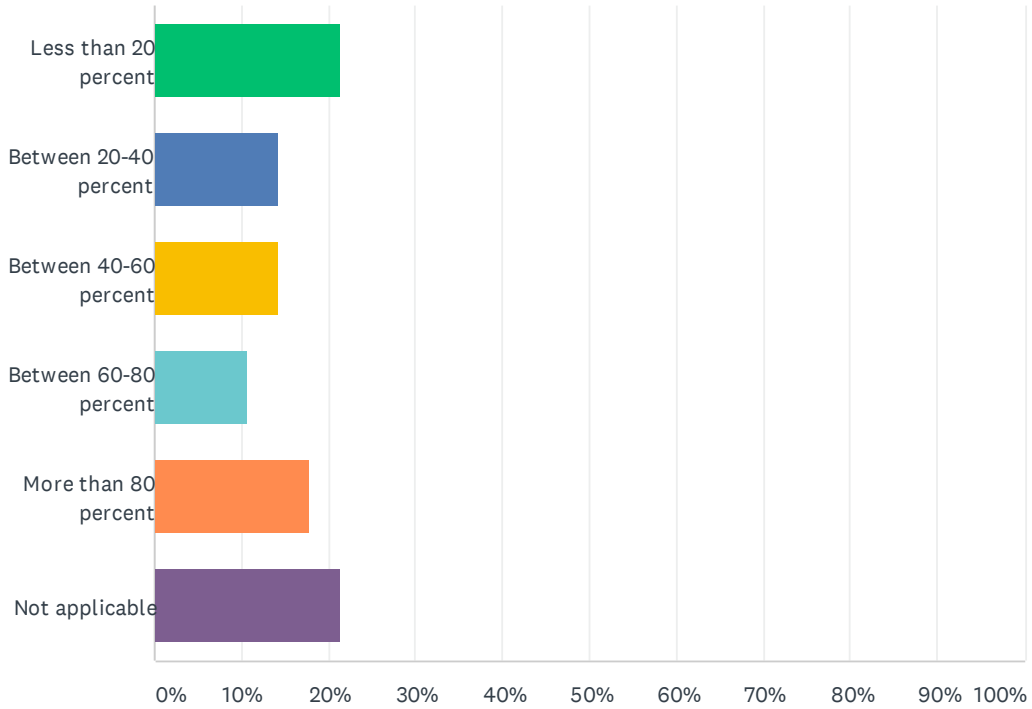
Answered: 27 Skipped: 1



ANSWER CHOICES	RESPONSES	
Up	33.33%	9
Down	25.93%	7
Flat	29.63%	8
Not Applicable	11.11%	3
TOTAL		27

Q8 What percentage of your flowers did you source directly from farms for Mother's Day?

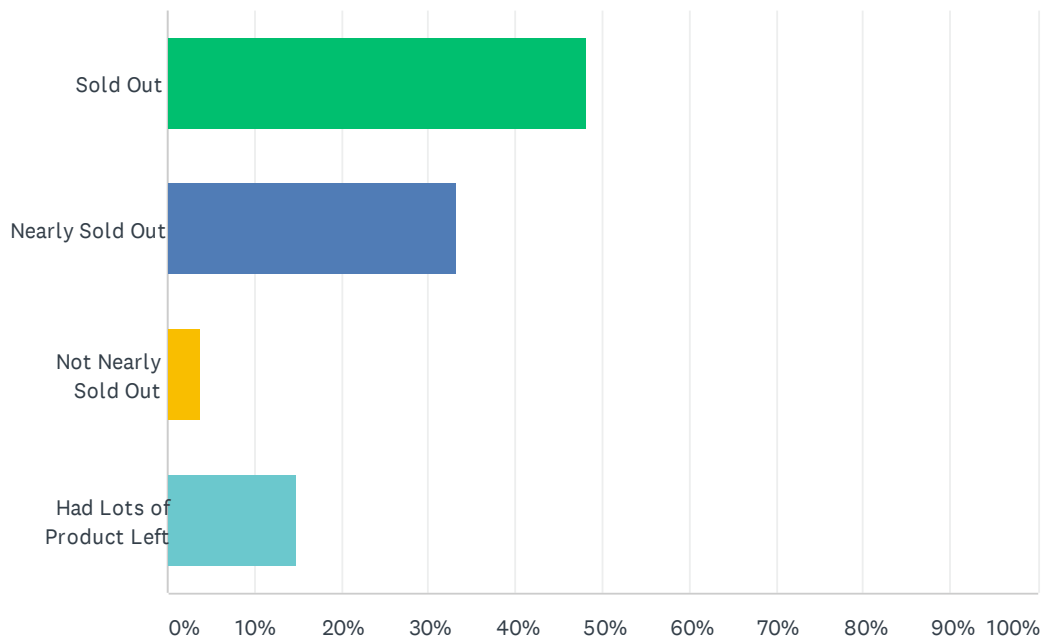
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 20 percent	21.43%	6
Between 20-40 percent	14.29%	4
Between 40-60 percent	14.29%	4
Between 60-80 percent	10.71%	3
More than 80 percent	17.86%	5
Not applicable	21.43%	6
TOTAL		28

Q9 How were your inventory levels at the end of the holiday compared with 2019:

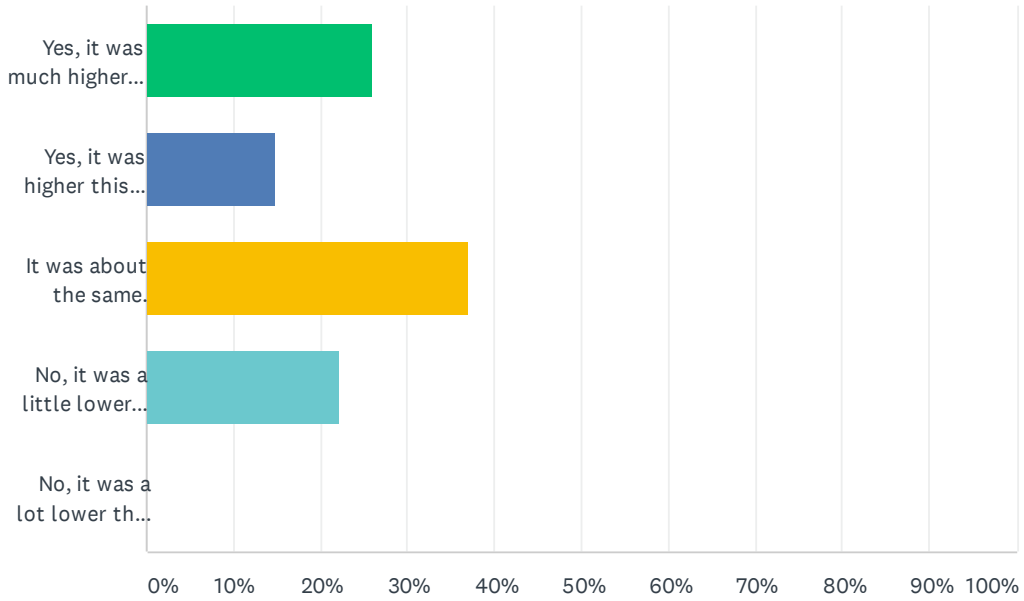
Answered: 27 Skipped: 1



ANSWER CHOICES	RESPONSES	
Sold Out	48.15%	13
Nearly Sold Out	33.33%	9
Not Nearly Sold Out	3.70%	1
Had Lots of Product Left	14.81%	4
TOTAL		27

Q10 Were your freight charges higher this year than in 2019?

Answered: 27 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes, it was much higher this year than last year.	25.93% 7
Yes, it was higher this year but only a little bit.	14.81% 4
It was about the same.	37.04% 10
No, it was a little lower this year than last year.	22.22% 6
No, it was a lot lower this year than last year.	0.00% 0
TOTAL	27

#	PLEASE ENTER ANY COMMENTS HERE.	DATE
1	.	5/12/2020 10:05 AM
2	Used more airfreight	5/11/2020 3:55 PM

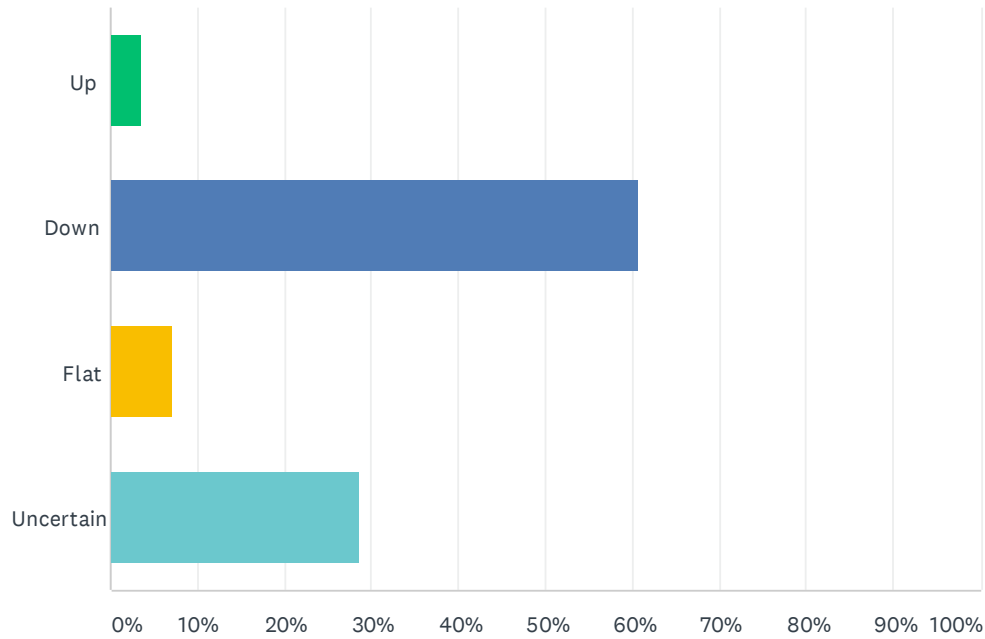
Q11 What worries you the most about your business' financial future? (limited staff, lower sales, less events/wedding business, supply chain interruptions, etc.)

Answered: 25 Skipped: 3

#	RESPONSES	DATE
1	the dwindling number of retail florists.	5/19/2020 9:00 AM
2	less events	5/18/2020 4:31 PM
3	slimming of customer list	5/18/2020 2:20 PM
4	less demand.	5/15/2020 12:21 AM
5	Spread of Covid-19	5/14/2020 3:15 PM
6	income from events	5/14/2020 2:08 PM
7	Lower Sales	5/14/2020 2:01 PM
8	Lower Sales Events being cancelled Smaller Funerals & Weddings Import Items / Inventory Flow Potential customer closures	5/14/2020 1:11 PM
9	supply chain interruptions	5/12/2020 10:15 AM
10	Lower sales, less events, lower prices.	5/12/2020 10:05 AM
11	less events/weddings	5/12/2020 8:43 AM
12	continued closing of retail flower shops, being replaced by supermarkets who buy direct and do not need local wholesalers	5/12/2020 7:49 AM
13	less clients	5/12/2020 2:22 AM
14	Lack of weddings and events to drive summer and fall sales.	5/11/2020 9:22 PM
15	Just small shops being closed	5/11/2020 7:39 PM
16	Need to manage threw this —week ones fall out it's life	5/11/2020 5:52 PM
17	Freight situation, less events/weddings, financial situation of our customers (mainly traditional wholesale)	5/11/2020 5:36 PM
18	Lower sales and slow receivables. Also concerned with possibility of some customers going out of business in next few months.	5/11/2020 4:22 PM
19	less events/wedding business through the summer months going to be very noticeable	5/11/2020 4:09 PM
20	less business and availability of product	5/11/2020 3:59 PM
21	Uncertainty regarding level of demand for wedding season	5/11/2020 3:55 PM
22	All the above!!!	5/11/2020 3:54 PM
23	maintaining profitability with essentially the same overhead but decreased sales	5/11/2020 3:44 PM
24	Less events/weddings - lower sales	5/11/2020 3:44 PM
25	less wedding/event, Funerals, and loss of retailers.	5/11/2020 3:40 PM

Q12 Describe your sales outlook for the remainder of 2020:

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up	3.57%	1
Down	60.71%	17
Flat	7.14%	2
Uncertain	28.57%	8
TOTAL		28

#	PLEASE ENTER ANY COMMENTS HERE.	DATE
1	With no events and small weddings sales will be way down.	5/18/2020 4:31 PM
2	nothing to compare upcoming months too	5/18/2020 2:20 PM
3	Due to lack of events but expect Fall/Christmas home decor sales to be better	5/11/2020 4:09 PM
4	Depends on Northeast Opening up and events being held again	5/11/2020 3:54 PM
5	With no wedding / party / event work and (currently) few open retailers, I expect sales to be consistently below last year	5/11/2020 3:44 PM

Q13 Please add any comments you would like to share concerning your 2020 Mother's Day experience:

Answered: 12 Skipped: 16

#	RESPONSES	DATE
1	It was very hard to get product out of Miami. Pricing was fair, but there was nothing to buy. We could have had a great holiday if we could have bought the product. Our potted plant sales were higher than last year.	5/19/2020 9:00 AM
2	The limited flights were an issue.	5/18/2020 4:31 PM
3	fortunate to be in business	5/18/2020 2:20 PM
4	Optimistic	5/14/2020 1:11 PM
5	.	5/12/2020 10:05 AM
6	will be harder to plan for Mother's day 2021 as this holiday was so much effected by coronavirus worldwide	5/12/2020 7:49 AM
7	Uncertainty is the operative word.	5/11/2020 9:22 PM
8	Industry will change but the world is changing	5/11/2020 5:52 PM
9	We need to find ways to get public to buy flowers on a weekly basis to make it nicer at their homes where they may have to spend more time then ever.	5/11/2020 5:36 PM
10	Very crazy last weekend, lots of last minute sales	5/11/2020 4:09 PM
11	While business was down, able to handle volume with significantly less staff.	5/11/2020 3:55 PM
12	Lots of late last-minute orders as florists had more business than they expected. Good guessing on our part, cleaned up nicely.	5/11/2020 3:44 PM