



Learning and innovating go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.

— WILLIAM POLLARD —

2018-2019

ADVERTISING SUPPLEMENT

SPONSORED BY



MASTERS OF...



Nostalgic Garden
Roses



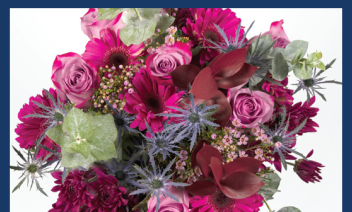
Greens and
Wreaths



Miniature Potted
Plants



Bonsai and
Table Top Gardens



Fresh Cut Flower
Bouquets and
Arrangements



ARE YOU READY FOR TOMORROW?

In business it's not enough to stay where you are when the world around you is moving so quickly.



Today's floral retailers must be strategic and use every tactic available to engage and capture customers while making the in-store shopping experience meaningful. Floral buyers seek suppliers and growers that are innovative and understand the retailer's perspectives and challenges.

Retailers, please take advantage of our offer to send printed copies of this guide (while supplies last) or a PDF of this supplement.

Through the 33 years of PRODUCE BUSINESS, floral has always been a part of the information and solutions we offer. We reach floral buyers in print, online at FloralBusiness.com and on the floral channel of our PerishableNews.com. We know our role is to help you build, improve and make your floral operations profitable. Thank you for your readership, feedback, participation and continued interest in our floral coverage.

E. Shaunn Alderman
Associate Publisher
FLORAL BUSINESS

For this Masters of Innovation supplement, special thanks go to the following sponsors for reaching out to floral buyers with information that will help retailers in their quest to learn and improve: Alexandra Farms, Continental Floral Greens, Micky's Minis Flora Express, Penang Nursery and The USA Bouquet Company.



FLORAL BUSINESS MASTERS OF INNOVATION is an advertising supplement in the October 2018 PRODUCE BUSINESS.

FLORAL BUSINESS is a quarterly magazine published in the March, June, September and December issues of PRODUCE BUSINESS. Original articles focus on Marketing, Merchandising, Management and Procurement. Readers are floral executives making buying decisions for supermarket, mass market and club store floral departments. The monthly circulation is 24,000 and online viewers can read current and back issues at www.FloralBusiness.com.



FLORAL BUSINESS and PRODUCE BUSINESS magazines are published by Phoenix Media Network, Inc.
P. O. Box 810425, Boca Raton, FL 33481 | 561-703-4010 www.FloralBusiness.com



Hand-Tied.
Gift-Ready.
Made in the USA.

POTTER INC
HAND MADE



800-669-5624
potter-inc.com



aquabox.com

Gay's Wreath LLC

Handmade with fresh, fragrant
Balsam Fir from Maine



Swags and Wreaths Shipped to Your Stores
(207) 255-3301
Made in USA • www.GaysWreath.com

BRINGING ROMANCE BACK TO ROSES

Alexandra Farms is a boutique farm dedicated to growing nostalgic, romantic garden roses that are hand-cut, hand-graded and hand-packed by caring, rose-loving people. The farm is located in the incredibly fertile savannah of Bogotá, high in the Andes Mountains of Colombia, where the warm days and cool nights are perfect for growing roses. The farm harvests 300,000 stems per week, making Alexandra Farms the world's largest garden rose grower.

Consumers deserve the ultimate garden rose experience – and not just for weddings. Savvy floral buyers are turning to Alexandra Farms for unique and inspiring blooms. Since 2005, Alexandra Farms has been on a mission to bring back the romance and introduce consumers to exceptional garden roses. The farm judiciously collaborates with rose breeders across the world and follows meticulous production techniques. The result is garden roses with rich, alluring colors and full shapes that are as impressive as their lengthy vase life.

INNOVATIONS

IPM MEASURES

Growing garden roses is especially challenging – preventing damage from pests and diseases requires extreme effort in order to achieve the quality buyers expect and that Alexandra Farms demands from themselves. Alexandra Farms is innovative with production methods including Integrated Pest Management (IPM). Visitors to the farm's greenhouses see rows and rows of rose plants with small, medical-grade fabric bags covering the rose buds. Made on site, the protective covers help prevent botrytis and the invasion of pests.

The ingenious bags also help in the farm's efforts to protect the environment and the workers.



FLORVERDE CERTIFIED

Florverde is an environmental and social certification confirming Alexandra Farms' commitment to environmental best practices, employment protections and the responsible treatment of people, and health and safety requirements. Alexandra Farms SAS has been certified under the Florverde Sustainable Flowers seal.

COLLECTIONS

DAVID AUSTIN® ENGLISH GARDEN ROSES

Alexandra Farms is the largest licensed David Austin® English garden rose grower in the world. These beautiful roses feature nostalgic shapes and fragrances. They are the top choice of brides and event planners around the world looking for something extra special for their bouquet or event decor. Alexandra Farms currently grows 12 of David Austin's most romantic varieties, with more varieties coming in 2019.



DELUXE GARDEN ROSES

Alexandra Farms grows 30 varieties of fresh cut garden roses bred in the Netherlands, France, Spain, Denmark, Germany and other countries around the world. This collection is a unique assortment of roses of many different colors, shapes and sizes. New varieties will be released in 2019.

PRINCESS JAPANESE GARDEN ROSES

The garden roses in this collection were bred for the emperor of Japan. Alexandra Farms formed a partnership with three major Japanese rose breeders to grow their varieties in Colombia. Alexandra Farms currently grow six varieties, with several more being perfected for release in 2019.

WABARA GARDEN ROSES

The varieties in the Wabara collection were developed by Keiji Kunieda in Japan and are now being grown at Alexandra Farms. There are three varieties currently in production, and more are being tested for release in 2019.



ALEXANDRA FARMS

19740 NE 24th Ct., Miami, FL 33180

305-528-3657

www.alexandrafarms.com



ALEXANDRA
FARMS

LONG LIVE GREENS

As farm-to-market becomes increasingly important to consumers, Continental Floral Greens (CFG) delivers on this value proposition. All of our Christmas products are produced with our signature High Mountain Blue Noble®, harvested from our own 5,400 acre Mount St. Helens tree farm in the Pacific Northwest. With farms and operations in Florida, California and Washington, we harvest, process and ship our greens directly from the farms for the freshest product and longest vase life. Growing more than 60 floral greens on 700 acres of farms means we have from- the-farm-and-forest products floral buyers seek throughout the year.

INNOVATIONS

Our emphasis is placed on meeting your specific needs. Working hand-in-hand with you we will develop new product offerings to create a fresh look and excite your customers. We have immense production capabilities, cold storage, and east and west coast operations in WA, OR, CA, and FL, to accommodate all of your needs.

- **WE ARE THE FARM**

Our High Mountain Blue Noble® is grown in nutrient-rich volcanic soil on our own 5400 acres surrounding Mt. St. Helens. Additionally, we harvest all of our western greens on the more than two million acres we manage throughout the Pacific Northwest.

- **WE MAKE IT HAPPEN**

Continental Floral Greens has a secure labor force during seasonal rush. As seasonal, hourly, labor has become more challenging to fulfill, we were one of the first to utilize the H2B Foreign Worker Visa Program. Because of this sustainable labor we are able to extend our production capabilities – helping fulfill your needs.

- **BEYOND CHRISTMAS**

We offer everyday greens, greens bouquets, bulk greens and garlands from our Washington, California and Florida farms. Creating garlands as décor for special events and weddings is a portion of our business that continues to expand.

FOCUS ON ENVIRONMENT AND SUSTAINABILITY

CFG holds a prestigious MPS-A rating for the sustainability and low environmental impact on all our Western greens. MPS helps monitor and reduce use



of water, energy, fertilizers and crop protection agents. When you buy our products from the Pacific Northwest, rest assured those products offered in your stores are not harmful to the environment.

LABOR SAVING PRODUCTS

Just Add Blooms™ greens bouquets and arrangements are ideal for retailers looking to save time, labor expenses and reduce waste while offering a wide variety. Our hand-picked combinations of vibrant greens are the perfect base – just add your blooms. Blooms can be added in-store or consumers can select their own flowers to add for a custom DIY-look at home.



CONTINENTAL FLORAL GREENS

P.O. Box 429, Belfair, WA 98528

3555 NW 77th Ave, Ste 103

Miami, FL 33122

877-234-4767

www.cfgreens.com

FLORAL
CONTINENTAL
GREENS

MINIATURE POTTED PLANTS

MICKY'S MINIS FLORA EXPRESS®

LARGEST SELECTION OF MINIATURE PLANT VARIETIES

Big ideas usually start small and that's the way it was for Micky's Minis Flora Express®. The original idea was to grow and sell miniature plants as novelty gift items. In January 1990 the St. Louis-based grower started shipping miniature potted plants nationally. Today, Micky's Minis Flora Express is recognized for growing the largest selection of miniature potted plant varieties in the United States.

INNOVATIONS

Floral buyers know the value of offering variety and keeping floral departments fresh and enticing with new colors and textures. From our seasonal offerings of two-inch Poinsettias and glitter-enhanced Blingsettias, to our colorful Cyclamen and blooming orchids, we also provide supermarkets with Azaleas, Lucky Shamrocks, Hydrangea and Violets. Retailers promoting year-round gift-giving with our minis are partial to merchandising our Roses, Kalanchoes, Mums, ivy, Anthuriums, Lucky Bamboo and cactus because sell-through is reliable. Though mini in size our culinary herbs and trendy succulents are also big sellers. Consumers of all ages are enamored with our minis.

ACCESSORIZING EXPERTS

Eye-catching containers, pots, over pots, balloon picks and accessories play a significant role in the success of our miniatures. Floral buyers recognize that consumers are visually drawn to our novelty containers such as the mini watering cans and ever-popular seasonal ceramics. And we always are developing new pots and presentations in varying sizes for our miniatures.

Micky's Minis Floral Express® is the only company in the Floral/Greenhouse/Grower category to win the Excellence in Packaging — Impact Award from the Produce Marketing Association.

CUSTOMIZATION SERVICES

Customization is fashionable now, and Micky's Minis eagerly



works with retailers on accessorizing miniature potted plants for community programs, promoting local causes and for significant catered events such as weddings and corporate parties. In October of 2010 Micky's Minis was recognized as being the Produce Marketing Association's Floral Marketer of the Year.

MID-COUNTRY LOCATION

Safely shipping our miniature plants year round from our greenhouses in St. Louis has been happening for nearly 30 years. Floral buyers know we are experts when it comes to Direct Store Delivery, but we also ship to distribution centers across the United States. Our mid-country location continues to help keep freight costs down and is convenient for scheduling quick deliveries. And once our mighty minis arrive in the stores, the convenience continues because the boxes are easy to lift and open.



MICKY'S MINIS FLORA EXPRESS®

12345 Eddie & Park Rd., St. Louis, MO 63127
800-753-6464

sales@mickysminis.com
www.Mickysminis.org



Micky's Minis
FLORA EXPRESS®

FRESH CUT FLOWER BOUQUETS AND ARRANGEMENTS

THE USA BOUQUET COMPANY

GLOBALLY SOURCED — AMERICAN MADE

As a leading national distributor of fresh cut flower bouquets and arrangements and a member of the Aalsmeer-based Dutch Flower Group Retail Division, The USA Bouquet Company sources more than 200 million stems annually. In addition to buying from flower farms in the United States, product is procured from several countries including Kenya, The Netherlands, Colombia, Ecuador and Guatemala. Mass market floral buyers recognize the offering of a global variety of products ensures the security of consistent supply at competitive prices.

USA Bouquet partners with Fair Trade Certified farms and participates in the Rainforest Alliance certification program. For retailers, this means you can assure your customers the flowers you offer from The USA Bouquet Company are grown in an environmentally friendly and socially responsible manner. We provide digital content and photos about social and ecological responsibility for retailers to use as educational material on their websites.

INNOVATIONS NATIONAL DISTRIBUTION

Mass market floral buyers manage a series of momentous tasks when purchasing bouquets by the truckload — that's why we strive to accommodate the process and minimize the challenges. USA Bouquet has manufacturing and distribution facilities in Florida, Illinois, California, Georgia, New Jersey and Texas. Consolidated Fresh Solutions (CFS) provides manufacturing and logistical services from these six locations. This commitment in supporting geographically-positioned facilities is one of many ways we best serve floral buyers for supermarkets, mass markets and chain drug stores throughout the United States.



LABOR SAVING SHIPPER DISPLAYS

Store level labor is often a challenge for many retailers. By listening to floral buyers and learning of their operational issues, USA Bouquet took action and created Ready-to-Display shippers that are attractive, convenient and require less floral department labor.

CUSTOMIZED PRODUCTS AND SERVICES

To assist retailers in delighting customers, USA Bouquet offers a wide variety of everyday bouquet collections and seasonal products. With the trend of customization, retailers can dazzle customers with our Speaking Roses — embossed with popular sentiments or made-to-order with a company logo. More floral buyers are recognizing the value of offering our popular Wedding-In-A-Box program to in-store customers seeking to enhance their weddings or special events. The professionally-designed, pre-made bouquets, boutonnieres, corsages and centerpieces are time and labor-savers for floral departments, and customers love to post photos on social media showing they bought their wedding flowers at your store.

MARKETING WITH MEANINGFUL CAUSES

Acknowledging the trend of consumers supporting meaningful causes through their buying decisions, more retailers are choosing to connect with community members by offering bouquets supporting local, regional and national philanthropic efforts. USA Bouquet's Make A Difference One Petal At A Time bouquet program enables retailers to customize the store's bouquets in support of a favored local organization or national charity.

A FLORAL SALUTE TO WOMEN

Globally observed March 8, International Women's Day (IWD) can be celebrated with flowers the entire month. Floral buyers recognize our IWD bouquets help their stores connect with customers in honoring and saluting women's achievements. And new for 2019 — floral buyers are asking about our trendy Galentine bouquets.



THE USA BOUQUET COMPANY

1500 NW 95th Ave., Miami, FL 33172
800-306-1071 • www.usabq.com





TOGETHER MAKING LIFE COLOURFUL

Partnering with the finest growers from around the world



1500 NW 95th Ave. Miami, FL 33172 | 800.306.1071 | www.usabq.com

GROWING INNOVATIVE PLANT DÉCOR

Located in Apopka, Florida, the Indoor Foliage Capital of the World, Penang Nursery Inc. has been a grower and distributor of foliage plants and living décor gardens since 1981. Specializing in creative foliage décor products for homes and offices, Penang also offers Air Plants, Cactus, Lucky Bamboo, Succulents, Bonsai and Terrariums.

Our long-time Panda Garden® brand has helped retailers capture repeat customers interested in our easy-to-maintain table top gardens. We continue pleasing consumers by offering plants and plant combinations in novel pots and exquisite containers. Floral buyers count on Penang Nursery for the cheery seasonal items and our on-trend terrariums, air plants and Bonsai.

Retailers seek consumer-friendly POP materials to help educate in-store customers. Penang Nursery offers these types of visual supports as well as digital content related to care and handling for use on retailers' websites. For retailers with Catering departments, we offer photos to promote our Bonsai gardens as wedding décor and as wedding gifts.

INNOVATIONS

As growers, we like to think the plant makes the sale but wise floral buyers know containers are just as important as the plants. We travel the globe to source and procure appealing pots and special containers made of ceramic, clay, porcelain and glass.

EXTRA SERVICE OFFERED

Floral buyers can conveniently purchase bonsai and décor gardens for stores promoting corporate gift-giving. Penang Nursery helps floral buyers with this business development service utilized by retailers looking to boost sales by connecting with community businesses. Because of the associated meditational value, Bonsai gardens are meaningful substantial gifts and are ideal rewards for a job well done. Yoga studios and wellness centers are likely customers.



SPOTLIGHT ON BONSAI

Bonsai bring a natural and peaceful feeling to any living space. Indoor bonsai are usually created from species of tropical and semitropical plants that tolerate indoor conditions. Penang Nursery specializes in the Ginseng Microcarpa, which is a ficus, and the money tree, also called Pachira. Optimal growing conditions include medium to high light in normal room temperatures. It's best to keep soil moderately moist, allowing the soil to dry on the surface before re-watering. These are easy-to-follow instructions for store teams and consumers.

SOCIAL MEDIA — POST IT AND PIN IT

It's a social world so when floral buyers ask us for promotional ideas we like to encourage boosting the store's Bonsai Community by posting photos of Bonsai plants on Instagram and Pinterest. Similar to pet owners or pet "parents," many bonsai caretakers enjoy showing off their green thumb achievements.

PENANG NURSERY INC.

4720 Plymouth Sorrento Rd.

Apopka, FL 32712

407-886-2322

www.penangnursery.com

