



CA Cut Flower Commission

An Agency chartered by the State of California

- Established in 1991
- Solely funded by the farms themselves
- Opportunity renew or extinguish every 5 years
- Currently a \$600k/year budget
- Approximately 275 growers remain throughout CA

The California Cut Flower Commission is an organization funded by cut flower growers to do for all of them what none of them can do alone.

Commission or Association?

Compare a Commission

- **Association** = Membership Dues + Board of Directors
A non-profit organization - 501C3
- **Co-op/Cooperatives** = Share holders + Board of Trustees
A for-profit - Business
- **Commission** = Mandated Agency + Elected Officials
A non-profit - Government

All are Solution Organizations.

What's our Problem?

US Trade Policy

Domestic Flower States

Top 6 Fresh Flower Growing States

California	77%
Washington	6%
Hawaii	4%
Florida	3%
Oregon	3%
New Jersey	3%

Santa Barbara County

- highest producing region in the U.S. by value
- Carpinteria Valley is “the nation’s flower basket”

San Diego County

- highest number of cut flower and greens farms in the country

South America - ATPDEA

ANDEAN TRADE PREFERENCES & DRUG ERADICATION ACT

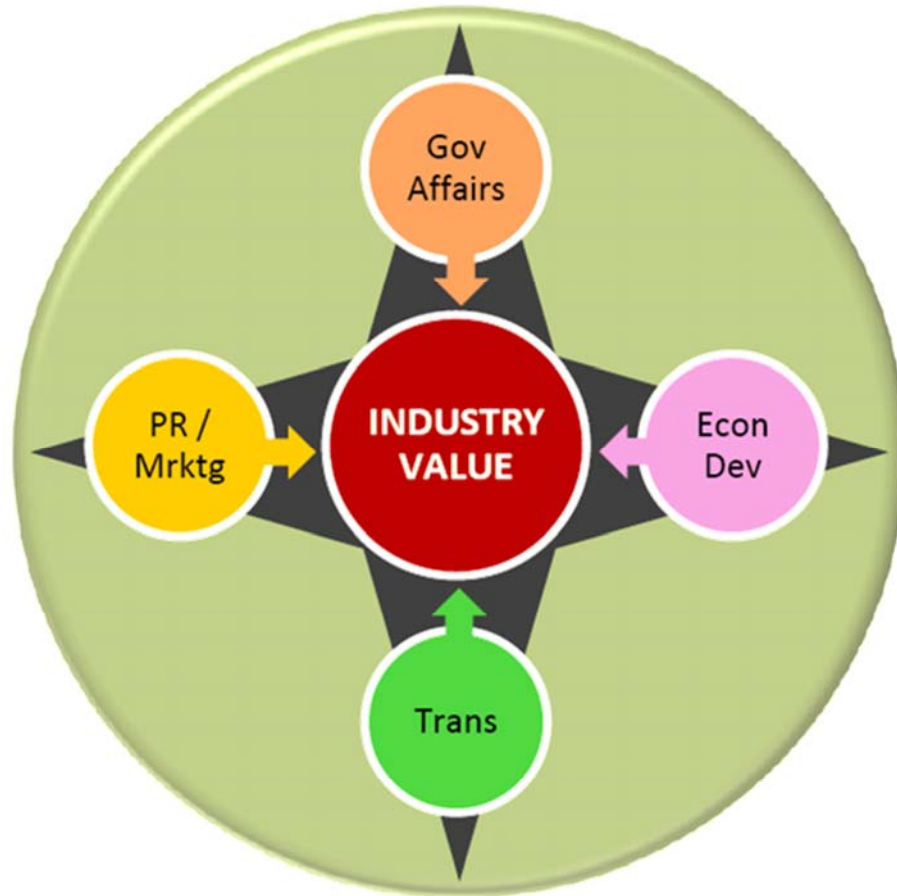
Top 6 Import Countries (by Value)

Colombia	61%
Ecuador	17%
Netherlands	8%
Costa Rica	4%
Mexico	3%
Canada	2%

- 80% of all flowers sold in the United States come from South America
- 15-20% come from California
- In 1991 64% of all flowers come from California

= loss of farms, loss of market share

The Commission Today



GOVERNMENT AFFAIRS



GOVERNMENT AFFAIRS

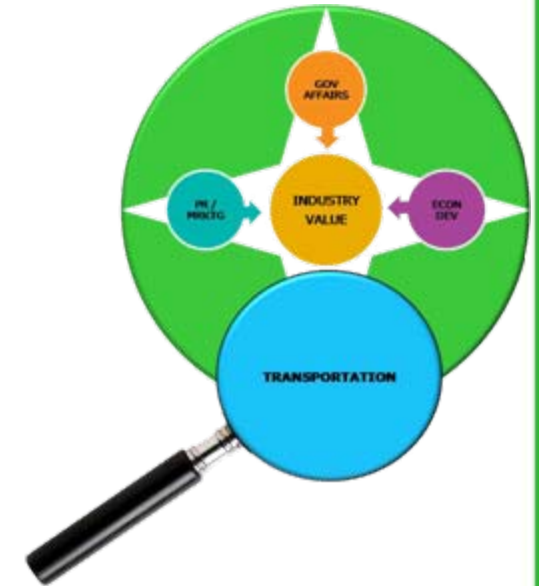
Federal

- Trade
- Testimony
- Flowers for Congress



TRANSPORTATION

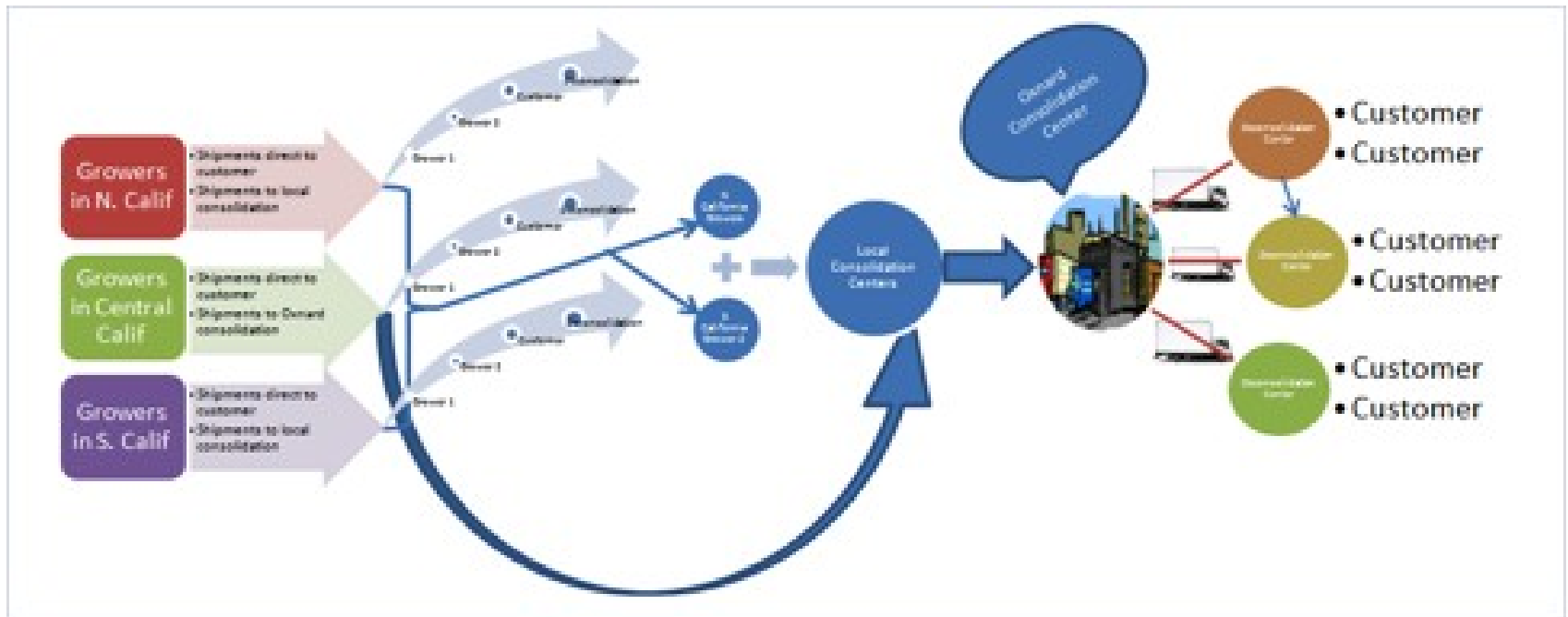
“Carpooling Flowers!”



TRANSPORTATION CHALLENGE COMPETING WITH SHIPMENTS FROM MIAMI, FLORIDA

LANE	MILES	LH RATE	FSC	TL COST	COST PER CUBE
Oxnard / Miami	2853	\$ 1.84 *	17 %	\$ 6,143.00	\$ 2.36
Miami / Oxnard	2853	\$ 1.84 *	17 %	\$ 4,874.00	\$ 1.87
Miami / Ellizabeth NJ	1276	\$ 1.46 *	17 %	\$ 2,179.66	\$ 0.84
Oxnard / Ellizabeth NJ	2833	\$ 1.84 *	17 %	\$ 6,098.88	\$ 2.35

TRANSPORTATION



PROMOTION EFFORTS



Be Californian **Buy California Grown**SM

Economic Value

- \$.92 of every dollar earned is pumped right back into the local economy
- \$10.3 billion impact on the state's economy.
- We provide \$181.9 million annually in additional business taxes, equating to nearly \$498,420 each day of the year.

THE OPPORTUNITY

85% of those surveyed don't know where the flowers they buy are grown.


55% would prefer to buy California-grown if given the choice.

We are Locally Grown




Profiling our Farmers

advertisement




The California
FLOWER FARMER REPORT
2010 Floral Buyers Guide



Feature your Flower Farmer!
see page CA-3 for full story

MEL RESENDIZ
Resendiz Bros. Protea Growers
Fallbrook, CA



Profiling our Farmers

The screenshot shows the California Cut Flower Commission website interface. At the top, there is a navigation bar with links for HOME, CA CUT FLOWERS, FLOWER LOVERS, RETAILERS, GROWERS, ABOUT CCFC, MEDIA, and CONTACT. The date "Saturday September 4, 2010" is displayed in the center, and "LOGIN" and "REGISTER" buttons are on the right. A large Facebook logo is prominently featured on the left side of the main content area, with the text "Fan and follow CCFC on facebook" below it. To the right of the Facebook logo is a preview of the "California Grown Flowers" Facebook page, showing a post about a special someone and a link to the California Cut Flower Commission website. Below the Facebook section, there are three main content blocks: "Featured Farmer" featuring Troy Conner Jason and Kendall from Kendall Farms, listing flower types like Boronia, Eucalyptus, and Sunflower; "California Flowers" featuring Gerbera (Gerbera spp.) with a link to "More Season Flowers" and a "Color Chart"; and "Find your flowers!" which includes a search filter for "Flower Growers" and "California Flower", a keyword search bar, and a "Find" button. At the bottom of the page, there are links for "Our Calendar" and "Our Blog". A circular logo for the California Cut Flower Commission is visible in the bottom left corner of the screenshot.

California Cut Flower Commission

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Retailer Support

“Buy Local!”



GrowTube



Hint Cards

Hint Cards SM

Ask for what you really want: California Grown Flowers



Be Californian Buy California Grown™

What issues do you have?

Why being organized matters.

Growers spend every day growing flowers. And every day there are issues that threaten their ability to just that. Our Commission is here to be their ambassador and their advocate.

**BECAUSE
WE'VE
ALWAYS
DONE IT
THIS WAY**



Be Californian Buy California Grown™

So what can you do?

And how can I help.

QuickTime™ and a
decompressor
are needed to see this picture.

QuickTime™ and a
decompressor
are needed to see this picture.

Q&A



Be Californian Buy California Grown™