

# COVID19 Webinar Series: Sourcing Fresh Product: The New Normal



Presented by:

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of Florida (AFIF)













Dave Pruitt, Interim CEO, California Cut Flower  
Commission (CCFC) and Certified American Grown  
(CAG)

Moderators: SAF CEO Kate Penn and SAF  
President Chris Drummond, AAF, PFCI

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# SAF Staff

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 <p><b>Mary Westbrook</b> Editor in Chief of Floral Management</p>		

# COVID-19 Resources

## COVID-19 Updates for the Floral Industry

Stay updated on the latest industry news related to the coronavirus disease (COVID-19):

- Visit our [Industry News page](#) for timely updates.
- Make sure you are receiving SAF's newsletter, [SAF NOW](#), every Wednesday. Not getting the newsletter? Email [Sheila Santiago](#).
- Listen to the latest [webinars on COVID-19 best practices](#).
- [Industry Events Calendar](#)

### Tools to Promote Flower Buying

Use SAF's ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

- [Social Media Graphics and Posts](#)
- [Banner Ad Graphics](#)
- [Outreach to Local Editors](#)
- [Best Practices for Promoting Flowers](#)

### Communicating with Customers

Communication with customers is key right now. Some advice follows:

- [Shop Safety and Sanitation](#)
- [Why We're Staying Open](#)
- [Safety of Floral Industry Shipments](#)

### FAQs

As we get questions from the industry.

### State Resources

Get information on [state-specific](#) regulations for "essential" businesses, apply for an exemption and other state resources.

### Government Resources

Get updates on state and federal grants and loans, tax relief and other financial assistance.

- [U.S. Small Business Administration \(SBA\) Disaster Loans](#)
- [U.S. Chamber of Commerce Tool Kit](#)
- [IRS Coronavirus Tax Relief Website](#)
- [Small Business Administration Guidance and Loan Resources](#)

### HR Advice and Best Practices

Insight and advice on how to work with your team and keep your staff motivated and informed.

- [4 Coronavirus Considerations for Your Business](#)
- [Implementing VoIP technology for remote workers](#)

### Ongoing Education

**Put unexpected staff downtime to use with SAF training and webinars, including:**

- [Tim's Calling...Live](#) (customer service)
- [Book More Weddings On the Spot](#) (weddings)
- [How I Did It: Cultivating the Next Generation of Florists](#)

# US Growers

# Miami Importers

# Transportation and Logistics

# Spring Sourcing Projections

# Questions?