COVID19 Webinar Series: Sourcing Fresh Product: The New Normal

Presented by:
David Armellini, President, Armellini Industries
Christine Boldt, EVP, Association of Floral Importers 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
SAF Staff
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 (floristry)
US Growers
Miami Importers
Transportation and Logistics
Spring Sourcing

Projections
Questions?