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



Presented by:

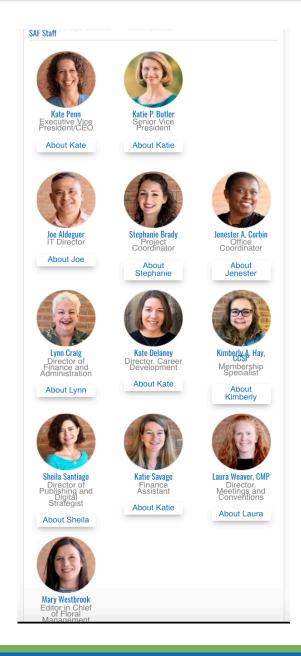
David Armellini, President, Armellini Industries

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

#### **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

#### **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 guestions from the industry.

#### **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

Ch.



### **US Growers**



## Miami Importers



# Transportation and Logistics



## Spring Sourcing Projections



### Questions?

