



# **SAF COVID19 Webinar Series: Maximize Profits & Minimize Stress on Mother's Day**

**April 14, 2020**

Here's The Good News.

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From Dr. Max Teplitski, Chief Science Officer, Produce Marketing Association:

As you may have suspected, there is no research on persistence of the virus on surfaces of flowers. However, based on everything we know, the risk of contracting COVID-19 from flowers is less than negligible. I have recorded several interviews with experts in virology, food safety and exposure science, and they are unanimous (as well as US FDA and CDC) in that COVID-19 cannot be transmitted with food or food packaging. These interviews are available here:

**[pma.com/content/articles/2020/03/coronavirus-resources-for-grower-shippers](https://pma.com/content/articles/2020/03/coronavirus-resources-for-grower-shippers)**

(you may need to scroll through the page to see them).

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- Experience gifts, such as dinner, concert or day out with the grandkids are off the table for 2020.
- That brings me to a sidebar ...



# Sidebar: Admin. Prof. Week



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- Flowers and plants will be the gifts of choice next week.

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- SAF has digital resources for you to use.

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- Many people are looking for work and beginning to feel comfortable applying.

# Staff up now.



Photo Credit: Florianext

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- Craigslist.com.
- Marquee ads.
- Employee recruiters (pay for success).



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- Sales team **MUST** sell from your collection!
- Sell from highest price to lowest price.
- Preproduce your collection items the week of April 26.

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- Door Dash partnerships by Bloomnet & FTD. Dashers can take up to 7 deliveries each (max.10 for Bloomnet)

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- Take advantage of Sunday!

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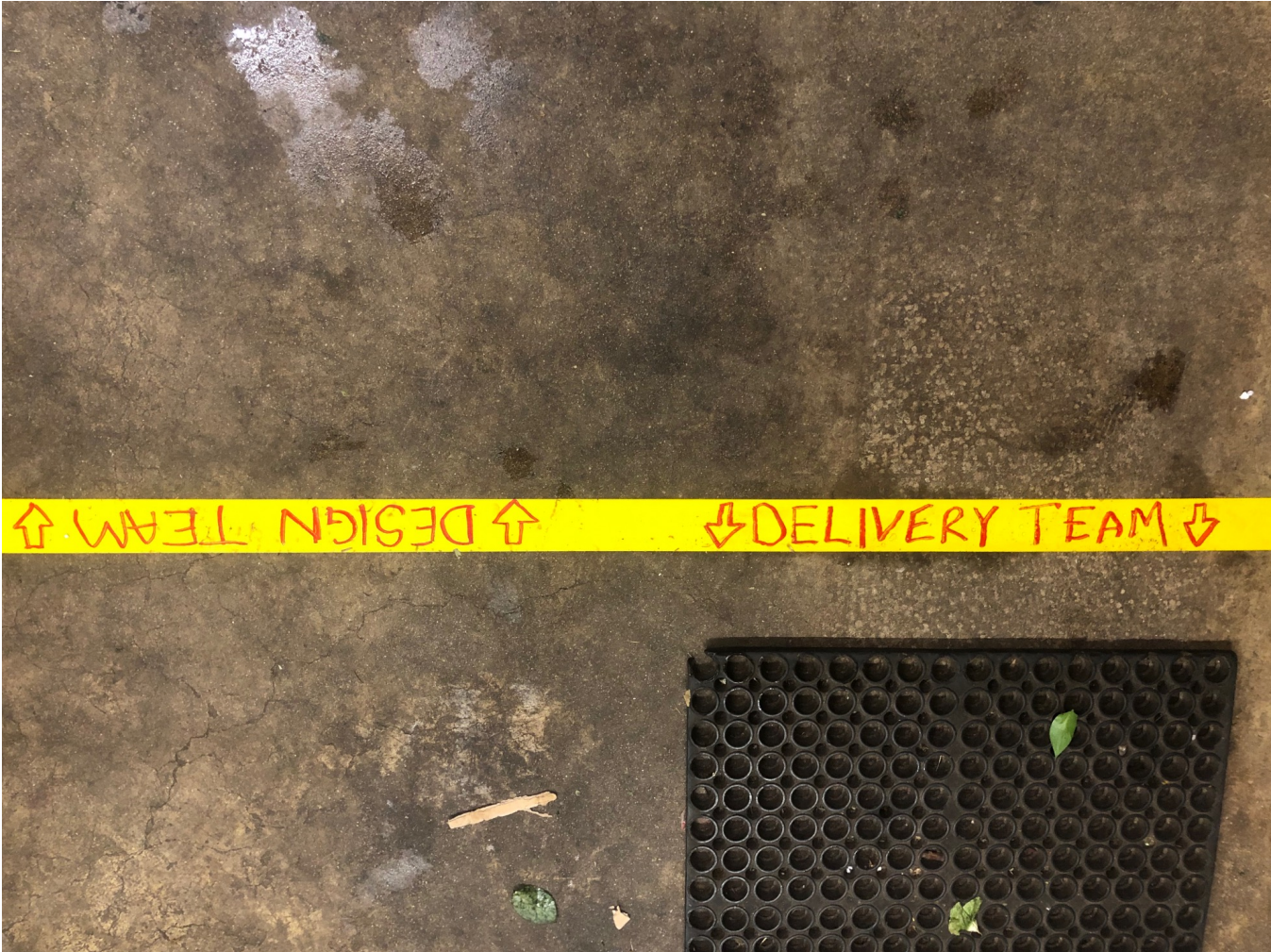
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- Masks for all.
- Defined work areas.



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- Reconsider refrigerated containers/trailers.

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- Pay your rent & utilities within the time window.

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- Call your top 100 early.

**Questions?**