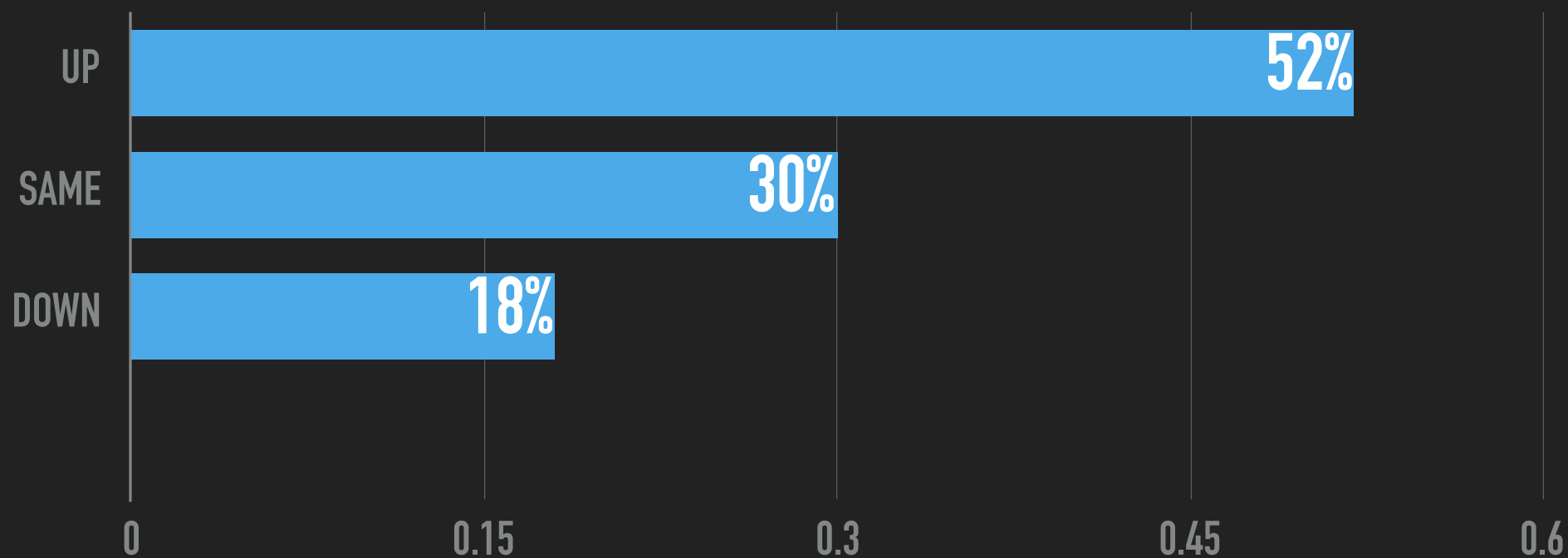




STATE OF THE INDUSTRY

AND SAF

HOW ARE SALES?



SAF Economic Outlook Survey Q1 and Q2 2019

WHICH SEGMENT IS MOST OPTIMISTIC?



Wholesalers

82%



Growers

75%



Retailers

58%

US FLORICULTURE CROP PRODUCTION

2018 VS. 2015, +\$100,000 ANNUAL SALES

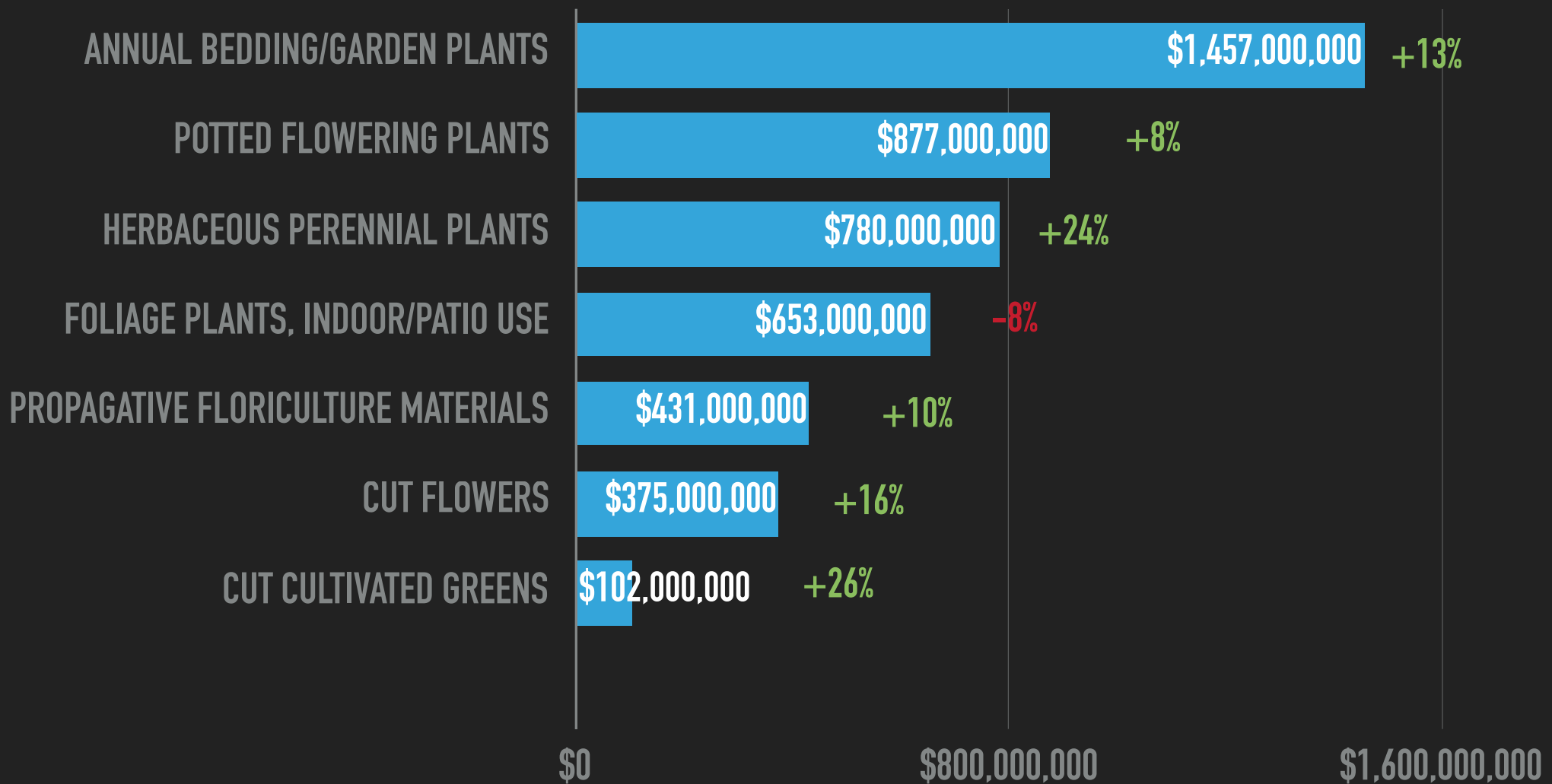


TOTAL WHOLESAL VALUE
\$4.60 BILLION
+9%*

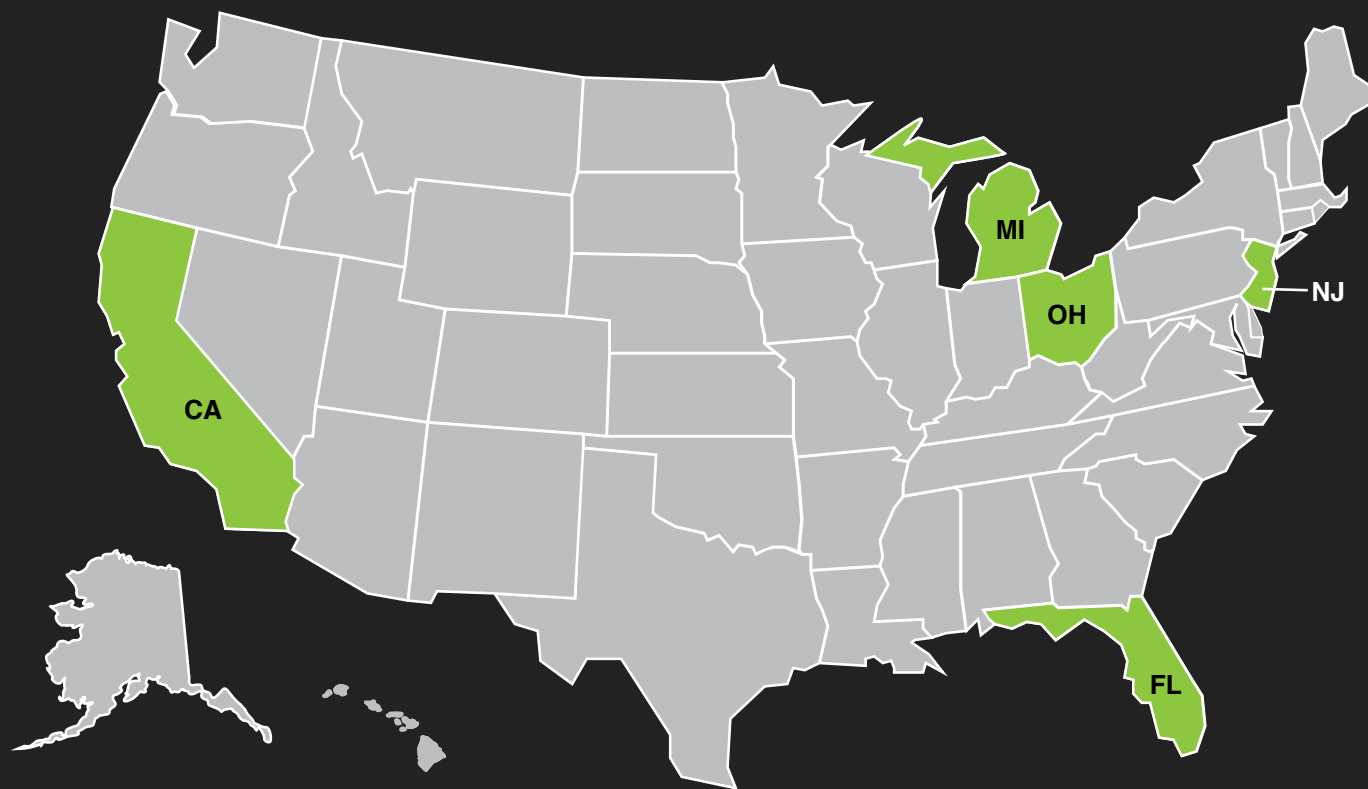


NUMBER OF PRODUCERS
2,792
+8%

*More than 69% of the change in value can be attributed to the fact that three states that participated in the 2015 survey were replaced with five new states in 2018. The 12 states that were surveyed in both 2015 and 2018 experienced only a 2.9% increase in reported sales value over the period (negligible if inflation were accounted for).



US FLORICULTURE CROPS WHOLESALE VALUE



CALIFORNIA: 26%

FLORIDA: 20%

MICHIGAN: 10%

NEW JERSEY: 5%

OHIO: 4%

2018 CUT FLOWER IMPORTS

TOTAL: \$1.24 BILLION



COLOMBIA
\$745 MILLION

ECUADOR
\$254 MILLION



THE
NETHERLANDS
\$74.1 MILLION



CANADA
\$60.4 MILLION



MEXICO
\$30.7 MILLION



US Trade Numbers, World City Inc.

MIAMI INTERNATIONAL AIRPORT

78%

LOS ANGELES

4.2%

JFK

3.8%

MIAMI IMPORTERS: 75

FARM REPS: 25

WHOLESALE DOORS

2016

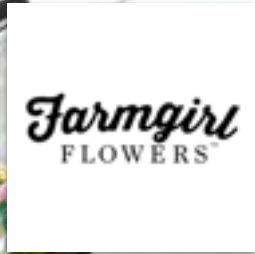
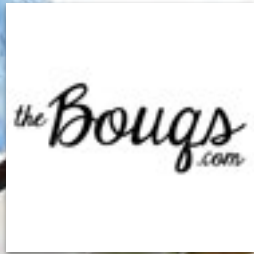
560

2019

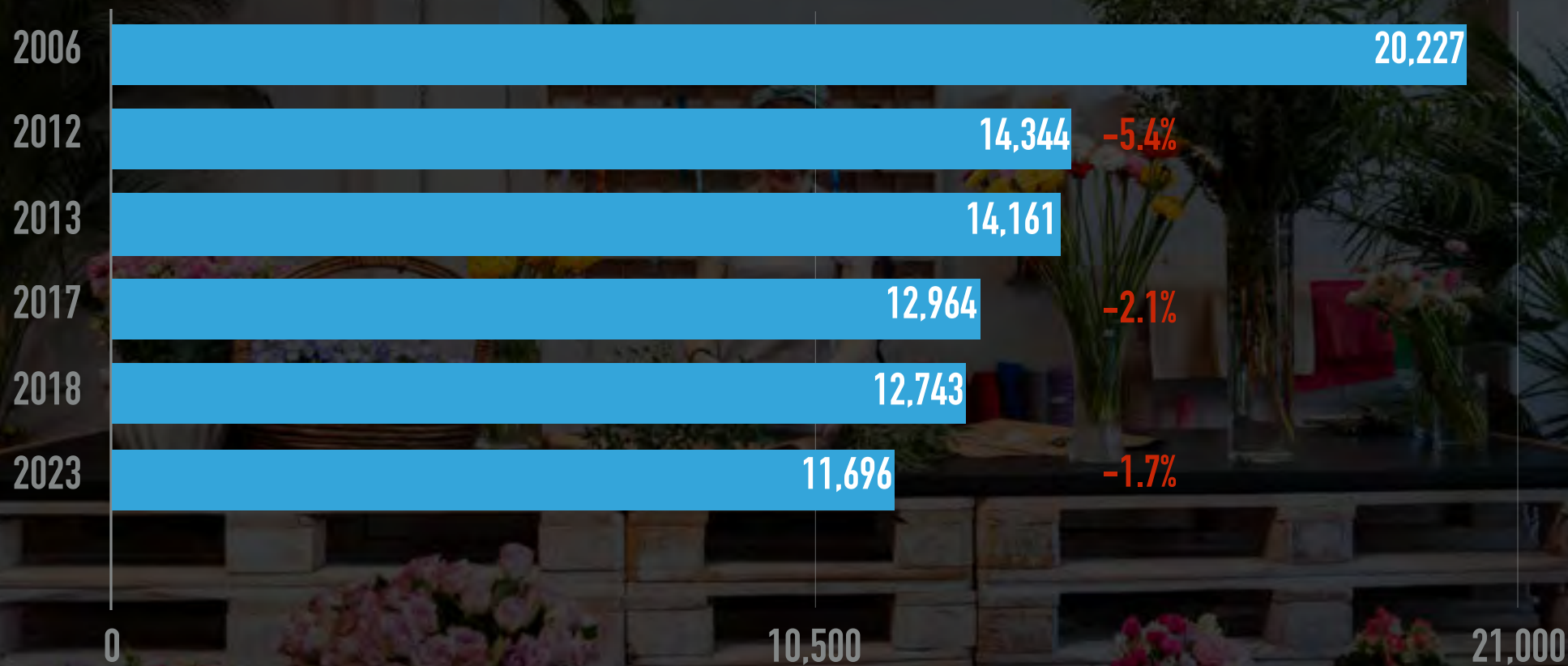
500

WHAT'S TRUE TODAY

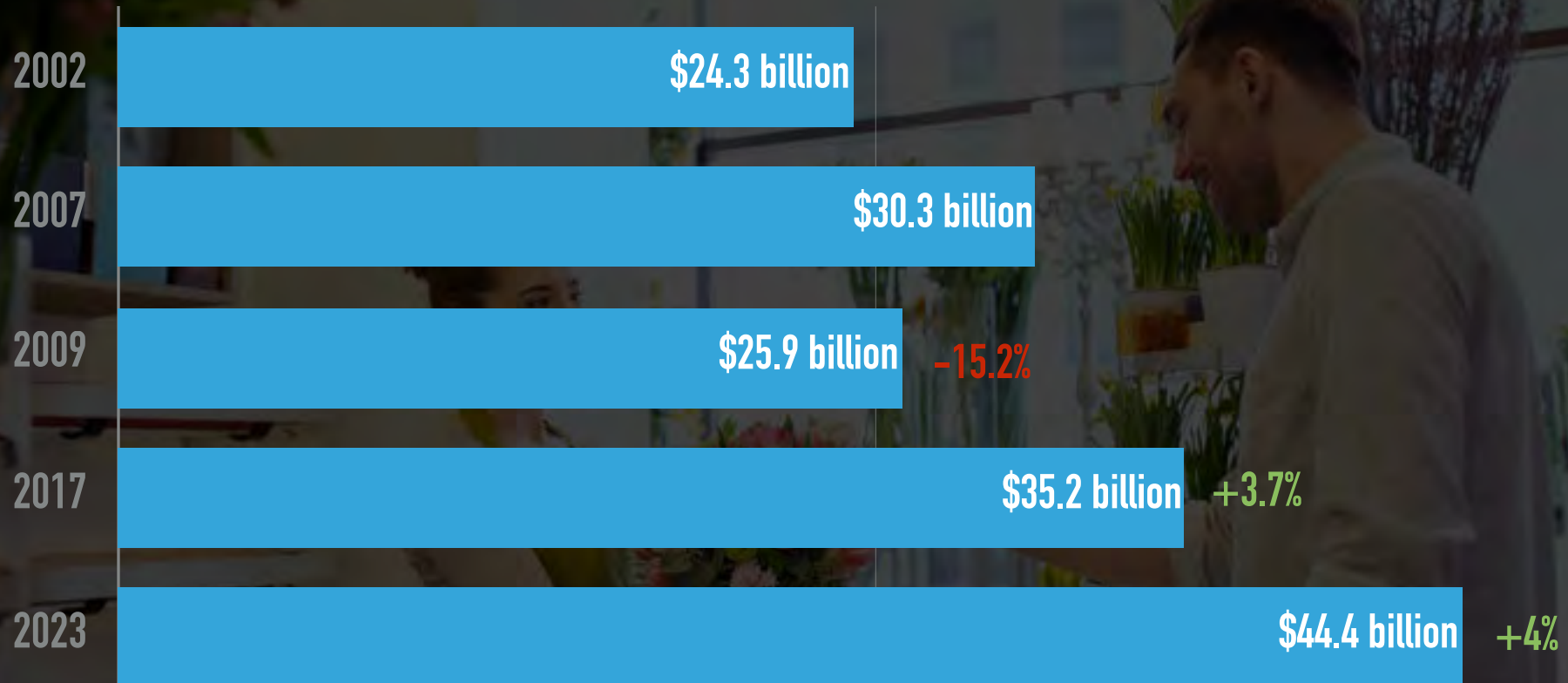
THAT WASN'T TRUE 10 YEARS AGO?



NUMBER OF RETAIL FLORISTS



TOTAL SPENDING ON FLOWERS



U.S. Bureau of Economic Analysis Personal Consumption Expenditures; Projection from Dunn & Bradstreet Florists Industry Report



FLORAL GIFT GIVING

2018
\$12 BILLION

2023
\$16 BILLION

+6%

U.S. Floral Gift Giving Market —
Industry Forecast 2018-2023



91%

ENSURE SAF'S RELEVANCY

CHALLENGE STATUS QUO

DATA-DRIVEN

ACKNOWLEDGE DISRUPTORS

CHALLENGES

LABOR



**IMMIGRATION REFORM
RECRUITING, TRAINING,
RETAINING TALENT**

AGING WORKFORCE

**MANAGING MULTIPLE
GENERATIONS**

CAREER PATH

“When does institutional knowledge trump a skill set, and when does a skillset trump institutional knowledge?”

“A good hire

that is committed to our company and to our customers is more important than ever, because our customers are more demanding than ever. They have greater expectations about how they should be treated and serviced.”



RISING COSTS

HEALTHCARE

COST OF GOODS

TARIFFS

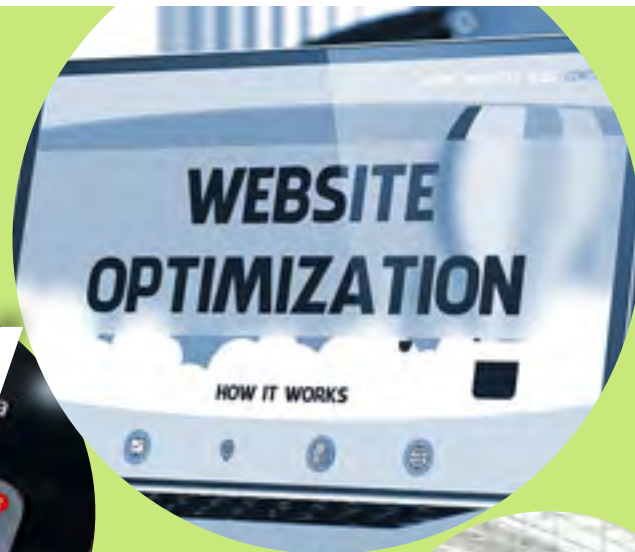
FREIGHT

TRANSPORTATION

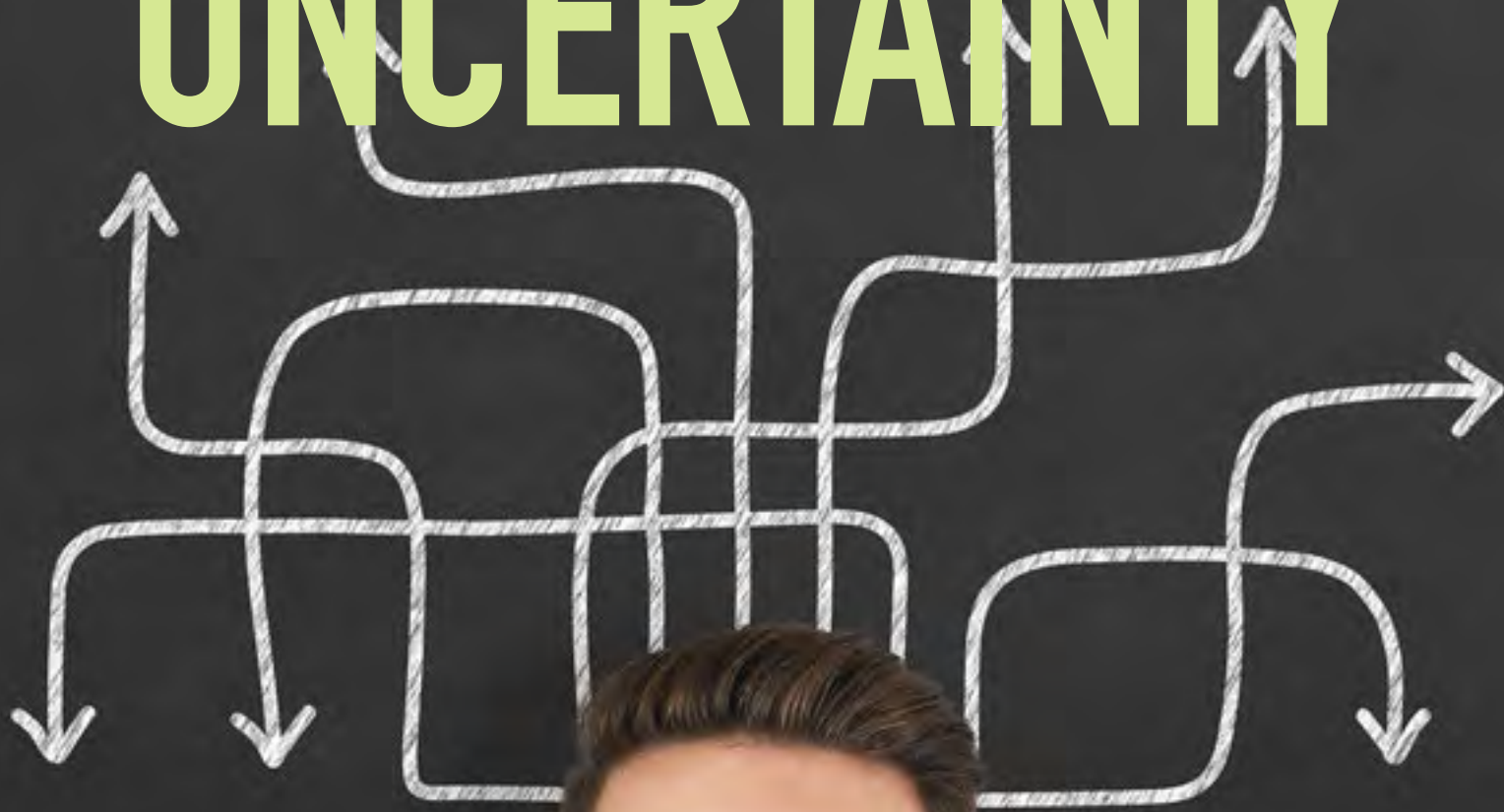
COMPETITION



UNDERSTANDING NEW TECHNOLOGY



UNCERTAINTY



OPPORTUNITIES



A man and a woman are high-fiving in front of a chalkboard that says "WE ARE OPEN". The woman is wearing a blue shirt and a brown apron, and the man is wearing a blue shirt and a white apron. The background is a dark blue wall with a chalkboard. The text "BRICKS AND MORTAR IS ALIVE AND WELL" is overlaid in large white letters.

BRICKS AND MORTAR IS ALIVE AND WELL



A Cappella Books

A Cappella
BOOKS

OPEN

**“THE FACELESSNESS OF ECOMMERCE
HAS STIRRED A SENSE OF NOSTALGIA
FOR REAL STORES, BUYING REAL
PRODUCTS FROM REAL PEOPLE
HAVING CONVERSATIONS”**

Frank Feiss, A Cappella Books, in Atlanta



THE EXPERIENCE ECONOMY





THE PLANT CRAZE

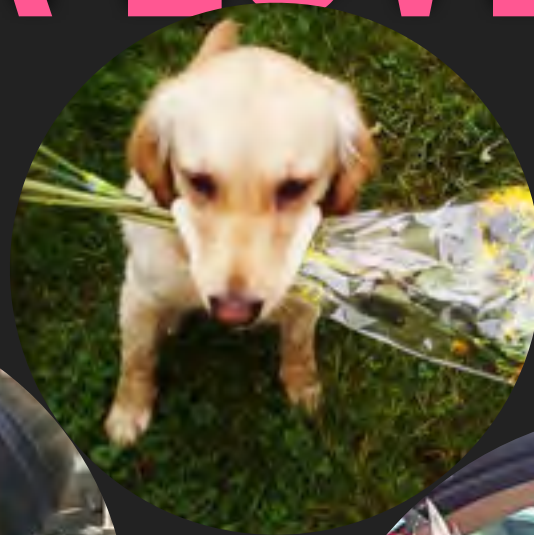
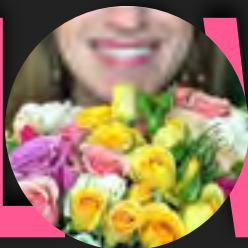


THE NEW YORKER

LOCALVORES



FLOWER LOVE



ADVOCACY



A smiling man with glasses, wearing a blue and white checkered shirt and a black apron, is holding a tablet. He is standing in a greenhouse with various plants in the background.

**93 % OF EMPLOYEES
WOULD STAY AT A COMPANY
LONGER IF IT INVESTED IN
THEIR CAREERS.**

LINKEDIN, 2018 WORKFORCE LEARNING REPORT

Training resources

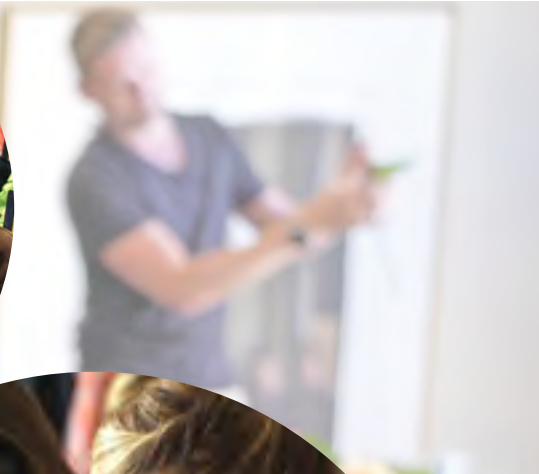
Pipeline of talent

Aggregator of knowledge


**Care and handling, design, service,
sales, marketing**

A woman with dark hair, wearing a red and black plaid shirt and blue denim overalls, is smiling and looking at a tablet computer. She is standing in a greenhouse, with yellow chrysanthemums in the foreground and a large circular fan visible in the background. The text is overlaid on the left side of the image.

Online training portal
Certificates, Badges
Shared experiences
Upward career progression



Education
Regional gatherings
Webinars
Peer-to-Peer Learning



Local marketing resources
Intel about competitive forces
Evolving consumer preferences
New business opportunities
Technology options



IN A NUTSHELL?

A woman with long brown hair, wearing a blue and white striped shirt, is sitting at a wooden table. She is looking down and writing in a notebook with a pen. On the table, there is a laptop on the left and a bouquet of pink and blue flowers on the right. The background is a brick wall with some potted plants.

CAREER DEVELOPMENT

SAF will equip growth minded floral professionals with resources to create fulfilling careers.



CONNECTION

**SAF will cultivate connection
across the industry to share ideas
and solve problems.**

A woman with short dark hair, wearing a dark top and a light-colored apron, is looking up at a small chalkboard hanging from the ceiling. The chalkboard has the word "OPEN" written on it in white chalk. She is holding the bottom edge of the chalkboard with both hands. The background shows a greenhouse with plants and a hanging light bulb.

THE FUTURE

**SAF will be the industry resource
for relevant data and knowledge
about the future.**



OUR MISSION:

To connect and cultivate a thriving floral community.

OUR VISION:

The power of flowers in every life.