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ON BEING A FORCE FOR CHANGE

> Every day in our industry, floral products are shipped around the world. The diversity of flowers, greens and plants is stunning. The products themselves are gorgeous, but they're also technically advanced: resilient, resistant to certain pests and diseases and closely aligned with consumer demands and preferences.

Even when complications arise (weather, transportation issues, etc.), it's easy to take our supply chain for granted. We shouldn't. For our industry to thrive, we need this process to work. Breeders need support to innovate. Researchers need tools to forecast trends. Growers depend on good data to make decisions. When a pest or disease is identified, we all rely on strong partnerships to find solutions — just as we all need clear direction and help in building a reliable workforce, planning for the future and efficiently managing our business operations.

That's why we also need a unified industry voice in Washington, D.C.

For decades, the Society of American Florists' Political Action Committee (SAFPAC) has raised funds to support legislators who support the floral industry. SAF PAC is the only national political action committee dedicated to advocating for our industry; it's the power behind the advocacy punch of SAF.

Funds raised via SAF PAC help elect candidates who support the floriculture industry, and they're also a means to establish and maintain relationships with key lawmakers in Congress. They are a critical component of SAF's advocacy efforts when educating members of Congress about the issues affecting the floriculture industry. And, importantly, 100 percent of the contributions made to SAF PAC are used to help elect pro-industry lawmakers.

Because SAF has such a long history on Capitol Hill, the decision to support a candidate is rooted in experience. Among the factors considered:

Issues. Is the candidate likely to support legislation important to the floral industry? Does the candidate serve on influential committees, such as Agriculture or Small Business?

Outreach. Does the candidate make time for SAF members? Is the



candidate accessible to SAF's staff? Does the candidate support floriculture projects in his or her district?

Electability. What are the chances the candidate can win? How does the candidate match up versus the opponent? What is the national electoral climate?

A candidate may be great on the issues yet have little chance of winning. Likewise, few candidates are "perfect" on all issues. SAF looks at the overall package candidates bring to the table and uses its experience to make the best calls. In recent years, investments made in SAF PAC have helped ensure the continued support on Capitol Hill of critical industry reports and efforts, such as the Floriculture Crops Summary and the Floriculture and Nursery Research Initiative, bolstered relationships among industry members and lawmakers, and kept issues such as immigration reform and minimum wage requirements front and center with legislators.

SAFPAC, of course, is funded by SAF members. We need you. Our industry needs you. Staying in front of lawmakers ensures we have the resources we need today and into the future.

If you already contribute to SAF PAC, thank you! If you have not made a gift, please do so. It will be a worthwhile investment in your business and in the industry. And we hope to see you at SAF's 40th annual Congressional Action Days in Washington, D.C., March 9-10, an event that will give all of us a chance to add our collective voices to this important, shared investment. 🌻

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