

Coronavirus and the Floral Industry: Planning, Prep and Best Practices



*SAF President Chris Drummond, AAF, PFCI,
Penny's by Plaza Flowers
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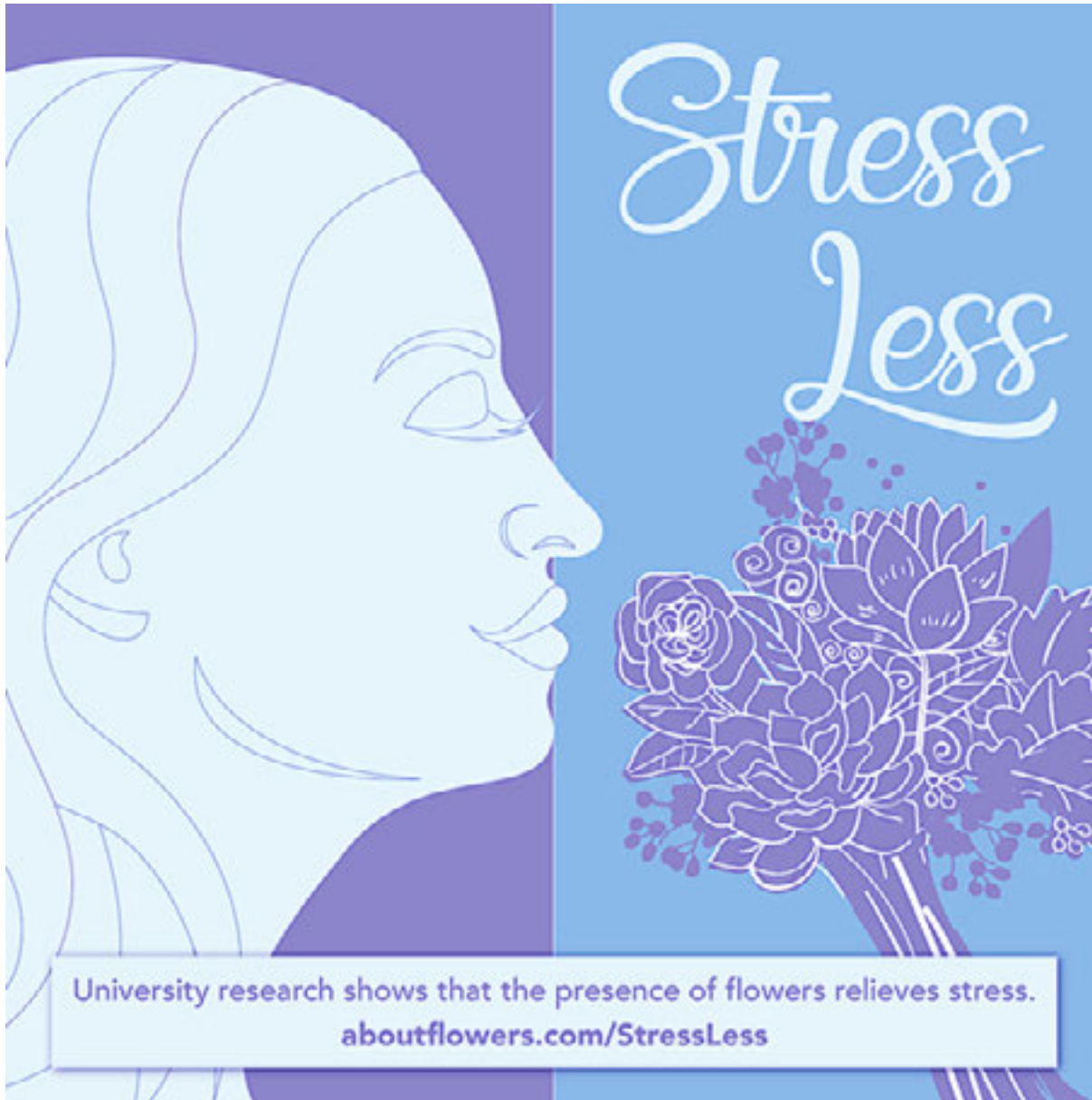
March 17, 2020

All-Industry Collaboration

- **State/Regional Groups**
- **National Floral Networks**
- AFE
- AFIF
- AIFD
- ASCFG
- Asocolflores
- Calflowers
- CCFC
- Expoflores
- PMA
- WF&FSA

Questions?

- Click on the question tab and type in your question
- Questions answered at end of session



Stress
Less

University research shows that the presence of flowers relieves stress.
aboutflowers.com/StressLess

The graphic features a light blue profile of a woman's face on the left, looking towards a bouquet of stylized purple and white flowers on the right. The background is split into light blue and purple sections. The text 'Stress Less' is written in a white, elegant script font in the upper right. A white banner at the bottom contains the text 'University research shows that the presence of flowers relieves stress.' and the website 'aboutflowers.com/StressLess'.







Plaza Flowers email



(610)630-8825 or (215)884-9130

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Update On Our Health & Safety Procedures.



Your Penny's by Plaza Flowers family places the health and safety of customers, employees and partners as a top priority. Therefore we are closely monitoring the situation and following all CDC protocols and guidelines. It is reassuring that the U.S. Department of Agriculture (USDA) and the U.S. Food and Drug Administration (FDA) have **no reports of human illnesses** that suggest COVID-19 can be transmitted by packaging, food, or **fresh products like flowers**, but we remain committed to best practices with regard to hygiene and sanitation.

Specific steps we have taken to protect our staff and customers:


- Daily disinfecting of all facilities including door knobs, countertops, phones, keypads, keyboards, mice, tools, and equipment.
- Disinfecting delivery vehicles at the end of each route.
- Eliminated the "hand-delivery" requirement. Drivers may notify recipients of delivery and leave the gift at the door.



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You can reduce handling of credit cards and money:

- Order and prepay at [Pflorist.com](#) and choose in-store pick up.
- Call to prepay your order prior to pick up.
- Use our contactless payments such as Apple Pay and Google Pay in-store.

The positive effects of flowers on emotional and mental well being are critically important. Flowers and plants will continue to play an integral role in our community during these challenging times. Whether you are expressing love, concern, celebration, friendship, empathy or sympathy, we will be here to exceed your expectations.

Wishing you peace and good health,

Chris Drummond, AAF, PFCI
President



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Flowers are a safe and joyful way to connect

Let Us Connect You with Your Loved Ones



We understand that it's a time of uncertainty, and our thoughts are with all of those who have been impacted. Times like this remind us how thankful we are to be a part of such a vibrant and resilient community, and how truly grateful we are for each and every one of our clients.

As social distancing keeps us apart, flowers are a safe and joyful way to connect.

Research from Harvard University reveals that people feel happier and more energetic after looking at flowers first thing in the morning. That same study also showed that the presence of flowers helps reduce worry and anxiety.

If you would like us to deliver a spot of sunshine to your home or to your loved ones, we are OPEN and we are delivering! Touchless Home Delivery and Touchless In-Store Pick Up services are available as well.

Let Us Connect You with Your Loved Ones

Edgewood Flowers
4927 S. Orange Ave., Orlando, FL 32806

(407) 888-8013

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Edgewood Flowers email

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Let Us Connect You with Your Loved Ones

SAF's sample social media messages



March 2020: Feeling stressed? Try flowers.

Recent world events have plenty of consumers on edge. Remind them that flowers have been [scientifically proven to reduce stress and feelings of anxiety](#) with a timely post and links to your top spring products and services. See examples below!



A delivery of flowers is not only a safe way to connect with loved ones, but also a great way to boost someone's energy and reduce anxiety, according to [research from Harvard University](#) and Massachusetts General Hospital.

Suggested visuals: Photo of one of your colorful spring designs, or a similar graphic from the WordSwag app. You can also access design photos for your use on [SAF's Flickr page](#).



Chill Life, With Flowers

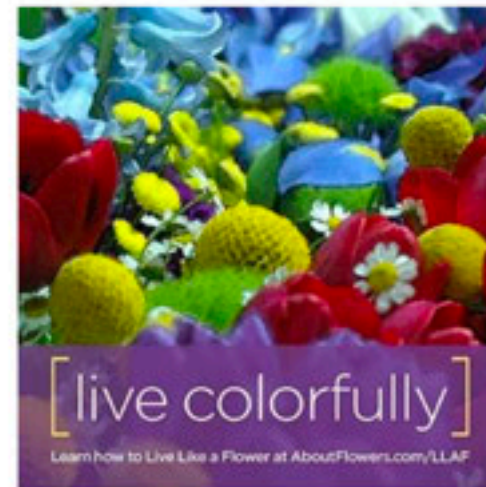
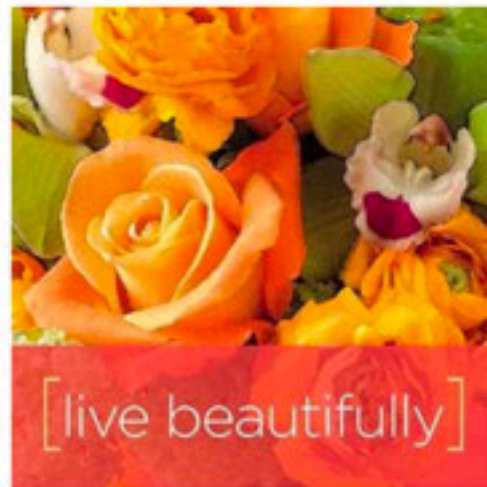
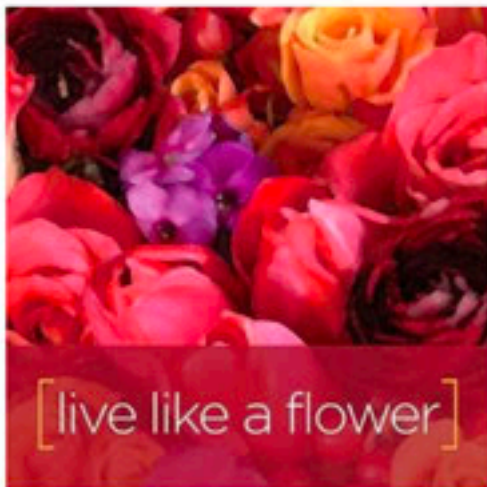
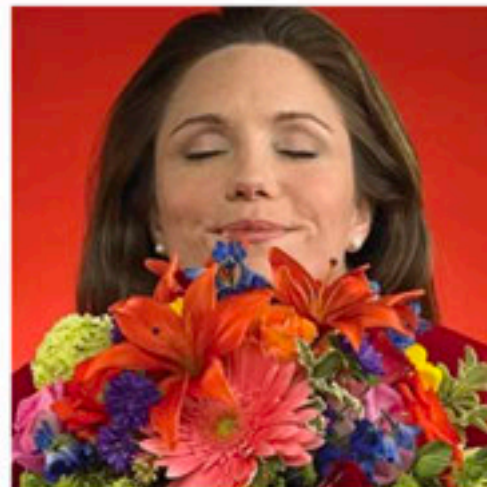
Slow news week, huh? Take a break from current events with the timeless beauty of flowers. Our team is ready to help you with a design that brings a little peace into your space — or the space of someone you love!

Suggested visuals: Download a [still life flower photo](#) from royalty-free site [Unsplash](#). Or a similar graphic from the WordSwag app



<https://safnow.org/spring-social-media/>

Facebook Cover and Shared Images Gallery

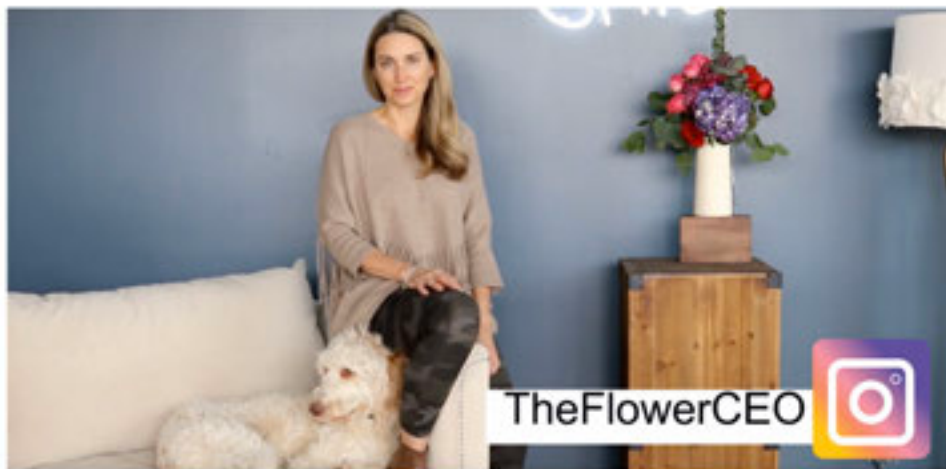


<https://safnow.org/marketing-business-resources/web-facebook-graphics-banners/banner-ad-library-anytime/>

DIY FLOWER IDEAS AND INSPIRATION

HOW TO REDUCE STRESS WITH FLOWERS WHILE IN QUARANTINE

written by Liza Roeser



During this time of uncertainty, anxiety and stress can take over. At FiftyFlowers we are striving to reduce chaos, initiate contagious creativity and **support you during this time**. Flowers are scientifically proven to bring joy and can reduce stress significantly, which is why we will continue to do what we do best, and that's providing fresh, flowers straight from the farm to your doorstep.

It's important to keep your mind at ease and busy during a time where it's best to avoid large gatherings, which is why I'd love to share fun and interactive flower projects. We are working towards creating new flower packs with DIY projects that you can enjoy with your family or on your own. Stay tuned!

 Sun Valley Floral Farms
Yesterday at 8:39 AM · 🌐

BE WELL

Surrounding yourself with flowers can reduce stress & anxiety, improve your emotional health, & boost your mood.

👍❤️ 53

3 Comments 97 Shares



McShan Florist

Yesterday at 6:27 AM · 🌐

As social distancing keeps us apart, flowers are a safe and joyful way to connect!

We know that caring for yourself and your loved ones are your most important concerns right now. Should you not feel comfortable visiting our store in person we understand and are always happy to assist you over the phone at 214.324.2481 or via our website at www.mcshanflorist.com.

Thank you for being our customer. We wish you and yours continued good health!



👍❤️ 41

1 Comment 8 Shares

Yes, we are designing flowers & delivering.

We can deliver to you. We can leave your arrangement at the door, wipe your vase with Clorox wipe call you from our delivery vehicle. No human contact.
Save small businesses!
This too shall pass
Signature Sweets and flowers
5058335400

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Penny's Plaza FLOWERS

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Yes, We Are Designing Flowers & Delivering.

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- Philly Favorites** - Shop Now

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Hand-Wrapped Hydrangeas Bouquet	\$45	Buy Now
Intoxicating Luxury	\$229	Buy Now
Lushy Green Shamrocks	\$29	Buy Now
Colors Of The Rainbow Bouquet	\$109	Buy Now
Emerald Elegance	\$59	Buy Now
Orchidwood Succulents	\$45	Buy Now

Now is the time to be proactive!
Don't wait for the calls or orders to come in.



Vendors, events and corporate work



Questions?



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