



Washington
State Department of
Agriculture

Washington Cut Flowers Campaign & FAQ with Charlie's Produce



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Regional Markets Program



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State Farm Bureau



Jodi Allen, Charlie's Produce
Floral Buyer

Webinar Agenda

- Review cut flower consumer research.
- Introduction to the Washington Flowers Campaign.
- How exactly to access the grocery pilot opportunity and sell to Charlie's.
- FAQs: Product specifications, delivery details.
- Ask your questions live.
- Upcoming florist and farmer networking.
- Sign up for campaign materials and summer Washington Flowers events.



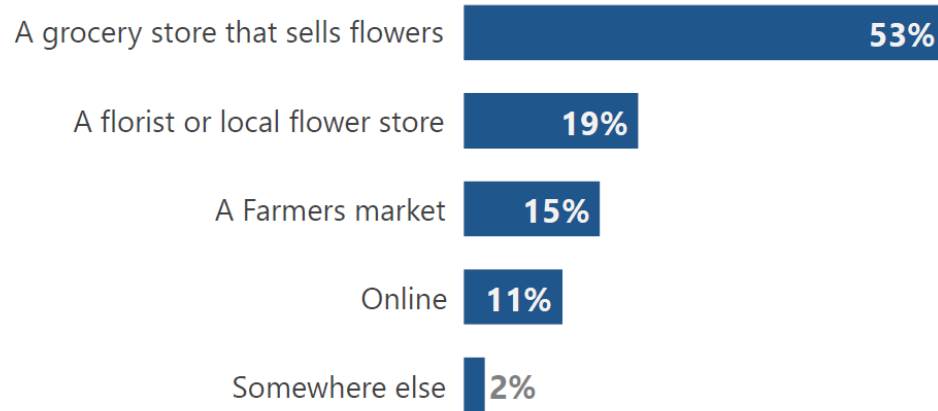
Washington Cut Flowers Project

- WSDA Specialty Crop Block Grant Funding
 - **Washington State Farm Bureau**
 - **WSDA Regional Markets Program**
- Objectives
 - **Marketing Research**
 - **Consumer Awareness**
 - **Business Development**
- Activities
 - **Industry Research**
 - **Marketing Campaign Development**
 - **Trainings**

Gonzalo Ojeda, Ojeda Farms



Purchase location



Q5. When you last bought flowers for...where did you buy them? Note, your best guess is just fine. (n=961 purchases)

Consider launching a branded campaign to educate consumers and drive preference

These data suggest a campaign designed to educate consumers on where the flowers they purchase were grown could influence buying behavior.

- The wide majority of consumers report “locally grown” does not influence where they buy fresh cut flowers nor have a strong influence on which flowers they buy.
- However qualitative results suggest that many consumers 1) are unaware where their flowers are grown and 2) could be influenced by such knowledge.
- Most consumers report that they are more likely to buy flowers that are either ‘Grown in the Pacific Northwest’ or ‘Grown in Washington’.

To maximize the impact of a campaign, consider defining a compelling ‘story’ and creating/launching a distinctive brand.

- These data suggest a ‘grown in...’ educational campaign may influence decisions. However defining the ‘story’ and how it ‘adds value’ to consumers is critical.
- To be effective, consider creating an identifiable brand/visual element that represents the story, to influence perceptions and to impact purchase decisions.
- To be operational and adopted, ensure stakeholder input and engagement throughout the development and design of campaign strategies and tactics.

Consider using future research to help guide branding and align stakeholders.

Washington Flowers Campaign

Marketing materials

- Bug
- Bouquet sticker
- Shareable video
- Social media campaign
- Grocery Pilot floral sleeves

Celebrate Washington Flowers

- During American Flowers Week (June 26-July 4)
- Florists and Designers engaging fun events
- Summer-long at farmers markets and in grocery

Trainings and Networking

- May, June
- October, November



Logo/Bug



Lapel Pin



Sticker Roll



Flower Sachet



Social Media



- Thumb drive with camera ready art
- Facebook – @WAFlowersProject
- Instagram – @washington.flowers.project
- Video ads for you to use.
- Interview opportunities.
- Washington.flowers.project@gmail.com

#WAflowers



Market development, events and trainings



Tacoma

Business-to-business connection for florists and growers, #1.
May 29, from 6:00 – 7:30 PM at Washington Floral Service in Tacoma.

Spokane

Business-to-business connection for florists and growers, #2.
June 5, 6:00 – 7:30 PM at Washington Floral Service in Spokane.

Farmers Markets

Support market managers to **use campaign and create market events that engage customers** in tactile, visceral experiences where they connect with you, your farm, and local and seasonal flowers.

Business Training

A two-part intensive on **making the next wise business decision using financial tools**. Tentatively Oct./Nov. Topics: Whole Farm Planning and Crop Costing.


Grocery Pilot

- Charlie's Produce will source and distribute the flowers to the grocers.
- Northwest Independent Grocers will place ads and point of purchase stories about local farms.
- There is no minimum to become a vendor and sell to Charlie's.
- Participating farmers for this pilot need to apply to Charlie's Produce and be approved by the end of May.



Product Specifications

- Market bouquet, long-lasting
- Size:
 - 3 focal flowers
 - 3 accent
 - Foliage and filler flowers
- Wrapped on farm- using supplied Washington Flowers wrap and/or bouquet sticker.
- Price
- Post-harvest chilling is ideal, not required.
- Bucket in required box, lined
- Purchase order

BOUQUET PROPOSAL									
ITEM									
Hot Summer Mid Size									
Item #	FOB Cost	Cube/Weight*	Wet Pack	RETAIL	WEEK #*	CIC			
	\$6.00	2.93 Cubes	6						
UPC Code*		TlxHl*		PHOTO					
8-97981-99023		4x7							
Box Dimensions: *									
Stem Description*		Colors*							
Sunflower	Yellow	3							
Mini Gerbera	Orange	3							
Craspidia	Yellow	3							
Mini Hydrangea	Green	1							
Silver Euc	Natural	2							
Gravilia	Natural	2							
Solid Aster	Yellow	2							
			TOTAL:	16					
				Sleeve Information:	Orange Insert				

How to apply

- Review packet from Charlies*
- Confirm your farm is a good fit for Charlie's parameters and product specifications.
- Submit application and the varieties you will have available this summer by Friday, May 24.
- Be sure to copy jodia@charliesproduce.com.
- Each application will be vetted, and insurance waivers will be assessed. *
- Vendor applications confirmed the week of June 3.



VENDOR APPLICATION FORM

BUSINESS INFORMATION	
Sales Contact: <input type="text"/>	A/R Contact: <input type="text"/>
Title: <input type="text"/>	Title: <input type="text"/>
Phone: <input type="text"/>	Phone: <input type="text"/>
Fax: <input type="text"/>	Fax: <input type="text"/>
E-mail: <input type="text"/>	E-mail: <input type="text"/>
Referred by (Charlie's Rep): <input type="text"/>	Charlie's Division: <input type="text"/>
Company Legal Name: <input type="text"/>	
DBA Name: <input type="text"/>	
Primary Business Address: <input type="text"/>	

Already sell to a grocery?

Help us make sure the Grocery Pilot does not compete with your existing relationships!

- Let us know if you already are direct marketing to retailers.
- Anyone in the cut flower industry selling Washington-grown flowers can use the Washington Flowers bug/sticker and the other collateral.



After you apply and are approved...

Order campaign materials – sleeves, boxes, stickers.

Email scarson@wsfb.com, or call
360-357-9975 x 122.

Decide on method of delivery.

- a. Pickup minimum = 1 pallet, with 27 buckets (in boxes) per pallet.
*Growers can work together to complete a pallet.
- a. Deliver to Charlie's in Seattle, Clackamas, or Spokane.

Prepare photos of you and your farm to feature at point of purchase in the store, and on social media.





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Your Questions?

Jodi Allen

Charlie's Produce Floral Buyer

jodia@charliesproduce.com



Get involved in the campaign!



- **You do not have to sign up for the grocery pilot to participate.**
- Contact Suzanne Carson scarson@wsfb.com, or call 360-357-9975 x 122 to sign up for the campaign materials to be mailed to you.
- **Share the campaign's resources with your grower's network, your retail outlets, your market managers.**
- Landing page: www.farmfreshwa.org/Washington-flowers (not live yet)
- **Share your use of the materials on your your social media network #WAflowers**
- Share your success stories with us!

*Washington
Flowers*

Thank you, and stay in touch!



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