



Floral Flash

A publication of the
California State Floral Association
1521 "I" Street, Sacramento, CA 95814
(916) 448-5266 ~ Fax (916) 446-1063 ~ www.calstatefloral.com



For more information visit our website at www.calstatefloral.com or call the CSFA office at 916-448-5266 or email Ann Quinn at aguinn@cgfa.org

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California Floral Industry 2010 Legislative Action Day A Blooming Success!



CCFC Executive Director/Ambassador Kasey Cronquist, CSFA President, Catherine Zikakis, and CSFA Past President Edgar Engert present Governor Schwarzenegger a floral bouquet at the California Floral Industry Booth

The California State Floral Association (CSFA) and the California Cut Flower Commission (CCFC) joined together with the California Department of Food and Agriculture (CDFA) and legislative and agriculture leaders for a celebration of California Agriculture Day on Tuesday, March 23rd at the State Capitol.

CSFA President, Catherine Zikakis, welcomed everyone to the kick-off breakfast meeting held at the Sutter Club. She urged all attendees to speak with their legislators about all of the key issues important to our industry including AB 2076 Salas (Salas) Geographic Misrepresentation in the Floral Industry. CCFC Executive Director/Ambassador, Kasey Cronquist, explained that the California cut flower industry has an annual impact of nearly \$10.3 billion on the state's economy, returning 92 cents of every dollar earned back into the California economy. He also noted the cut flower growers in California employ just over 7,500 people and overall, industry (including wholesalers and retailers) in California employs approximately 14,580 people while generating billions in economic activity. Kasey reported,

“despite the challenges of intense global competition, the state’s flower industry is vibrant and something California should be proud of and work to protect.” CSFA EVP, Ann Quinn, reviewed the Governmental Relations Primer: - Tips For Meeting With Legislators – she advised attendees to just be themselves and review the issues sheet with their legislators and ask for their support. Ann noted in these difficult times, specialty products like flowers and gifts are especially challenged; it is imperative that we provide employers flexibility and keep employment costs down to maintain job retention. CGFA EVP, Chris Zanobini, reviewed the Key Issues sheet that was delivered to each legislative office along with a beautiful bouquet of California grown flowers. He explained our governmental affairs team works diligently on behalf of the floral industry to monitor and address legislation that unreasonably increases the costs of employer-provided benefits such as health care, paid sick leave, unemployment and workers compensation insurance and they fight for tax breaks that impact the industry bottom line. Keynote Speaker, Assemblymember Martin Garrick, impressed the breakfast attendees with his personal commitment and his one-on-one discussion with each attendee. As Assemblymember for the 74th District, Garrick’s priorities are: improving California’s business climate and transportation infrastructure; tax and regulation reform and immigration and public safety.



California Industry Booth (left) and CSFA Past President Edgar Engert, Presenting Keynote Speaker Assemblymember Martin Garrick with a floral bouquet.

CSFA President, Catherine Zikakis, and CCFC Executive Director/Ambassador Kasey Cronquist, had a good time chatting with Governor Schwarzenegger and the California Department of Food and Agriculture Secretary A.G. Kawamura as they stopped to admire the California Floral Industry Booth! President Zikakis, noted, “What a wonderful opportunity it is to be able to talk to our legislators about all of the critical issues facing our industry and at the same time, have so much fun distributing all of the flowers to over 2500 people who attended and visited our booth. The goodwill that was demonstrated by the California Floral Industry was priceless!”

Members met with their legislators throughout the morning. Flower arrangements were delivered to each legislative office. Tents featuring a wide-array of California agricultural products were open to the public on the Capitol lawn. The CSFA floral booth was not only brilliant in its beauty, but by far the most popular booth at Ag Day!

CSFA would like to thank the California Cut Flower Commission for co-sponsoring this event and the legislative bouquets.

A special thank you to LAD Co-Chairs, Allan Nishita and Marty Espe, Flora Fresh, Inc. for all their efforts in procuring the tremendous volume of gorgeous product that was distributed to every attendee waiting in line. Thanks also to Allan's staff that processed and delivered all of the floral product to the Capitol!

A huge thank you to the many growers that donated the beautiful product, CSFA and CCFC members, Michael Coulter, Firebaugh High School FFA students, Khrysee Felipe, CSFA staff and all the many volunteers that helped to make the day a huge success.

Sincere thanks to the following companies for the donation of the beautiful product that truly made the day an overwhelming success:

The California Floral Industry would like to thank the following companies for their generous donation of beautiful product for this event.

Legislative Action Day 2010!

A & M Flower Growers, Inc.

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CamFlor, Inc.

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And to the following Sponsors – Thank you for supporting our industry!

**California Floral Industry
2010 Legislative Action Day Sponsors**

On behalf of the California Floral Industry we would like to thank the following companies for co-sponsoring this event:

**A To Z Wholesale Floral Supply
California Association of Flower Growers & Shippers
California Cut Flower Commission
California State Floral Association
CallaCo
East Lawn Florist
East Sac Floral
Flora Fresh, Inc.
Master Florists Association
Mt. Vernon Florist
San Francisco Brannan Street Wholesale Florist, Inc.
San Francisco Flower Mart
Teleflora**

**The California Floral Industry
Legislative Action Day
Key Issues for 2010**

The California State Floral Association (CSFA) founded in 1948, is a trade association dedicated to representing California's floral industry - from seed to consumer (and everything in between). As the only state-wide association that encompasses the entire industry, we are in the unique position of strengthening unity within our industry through governmental relations, research support, educational programs, floral design certification, annual membership meetings, trade shows and the State Top Ten Design Competition. Our strong governmental relations program includes two lobbyists, regulatory and pesticide registration

specialists, and a voluntary Political Action Committee that is committed to improving and protecting the floral industry in California.

The California Cut Flower Commission (CCFC) is a non-profit flower grower organization formed to promote California grown cut flowers and foliage. The state's 300 growers produce more than 70 percent of all grown and commercially sold cut flowers in the United States. California growers market cut flowers (\$289 million) and cut foliage (\$27 million) valued at \$316 million annually. While there are a number of very large cut flower producers, there are many smaller, family run nurseries located along the California coast. Approximately 5,000 acres are devoted to commercial growing of fresh cut flowers in California. This includes more than 38 million sq. ft. of greenhouse area, 200 acres of shade cloth, and 4,000 acres of outdoor fields.

California's floral industry is dominated by family owned independent floral shops and flower growers. These small business owners believe in fierce competition and strive on building customer relationships, creative and aggressive marketing and maintain a strong presence within their local community. However, some out of state "call centers" are preying on our local floral shops investment in marketing and community good will unfairly by inappropriate advertising techniques aimed at misleading consumers attempting to purchase flowers from their local floral shop. AB 2076 (Salas) is a modest proposal designed to address this practice.

AB 2076 (Salas) Geographic Misrepresentation in the Floral Industry – Will provide interested consumers relevant information about the location of a floral retail business and prevent unscrupulous floral retailers from parasitical advertising activities on local flower shops. This bill only requires floral retailers who chose to use local phone numbers to include their address and notice of their place of business in their advertisements and for retailers who chose to use a local name to also include their address in their advertisements. By providing the consumer with this information, many will choose local community based businesses resulting in greater local sales, sales tax collection, increased value to the consumer and job retention

Labor is an important issues to both flower retailers and flower growers. In the retail shops cost of workers compensation insurance is an issue because owners and employees often use hand labor and sharp tools to create our floral arrangements. Growing flowers is a labor intensive industry and many California flower farmers include value added marketing tools such as ornamental decorative boxes and premade corsages in order to compete with lower cost producing regions.

SB 1121 (Florez) This measure would eliminate the exemption to overtime pay after 8 hours for ag employees. OPPOSE

SB 1474 (Steinberg) This bill the current version of "card check" for ag employers providing unionization without a secret ballot if a majority of workers sign a "card". OPPOSE

AB 810 (Leno) Single Payer Health Care – This bill requires the development and implementation of a single payer health care system in California. OPPOSE

SB 990 (Hollingsworth) Meals and Rest Periods - Allows more flexible and appropriate standards for employers and employees to schedule mandatory breaks throughout a shift. SUPPORT



CSFA Board members and volunteers distributing California cut flowers to eager attendees!

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