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hat join FPC will ization to use the FIFP logo for one encouraged to in- s logo into the nfall merchan- They can promote

the distribution of the FIFP mer- chandising kits through the use of their retailer co-op program or by developing a "premium offer" program.

Trade associa- tions are also en- couraged to pro- mote the sales of the merchandis- ing kit as a benefit to their membership.

Elements of the merchandis- ing kit include: a 100-inch by 42- ner, with the FPC ogo, regionalized store and window vice cards to place ants and merchand- ing and publicity les do-it-yourself information such as and logo sheets, s and a list of na-

age 2
page 2
ge 7

"Wholesalers know the market worldwide, offer strong buying power of flowers and are better at- tuned to finding the best quality available," he noted. In addition, Continued on page 5

Buyers should judge quality when buying for supermarkets

by Lou Berninger, Extension Horticulturist/Floriculture, Department of Horticulture, University of Wisconsin, Madison, WI. Special to Floral Mass Marketing.

Price should not dominate the concerns of supermarket buyers when dealing with so perishable a product as fresh flowers. An emphasis on acquiring flowers at the lowest possible price will inevitably lead to shipment of some distressed materials. This type of product, regardless of the care given at the retail level, will lead to heavy shrink and dissatisfied consumers.

Management should not attempt to merchandise fresh flowers unless committed to a policy of handling only reasonable if not premium quality material. The emphasis here is not largely on size in terms of stem length and flower diameter. Rather, it should be on the procurement of fresh products that have been harvested at their proper time and handled using all the resources of modern technology to maximize shelf life.

Gladiolus are bunched in units of 10. This crop is harvested when the lowest bud is just starting to show a touch of color. Some conditioning will be required to open a number of buds when the blooms have been shipped directly from Florida and California to retail stores. The wholesale florist most often handles the conditioning process for this and other crops when merchandise moves through their outlets.


There are two types of gladiolus produced by growers largely concentrated in Southern Florida and Southern California. We still have a small number of growers in other areas of the country producing fresh flowers from mid to late summer. Standard gladiolus have been sorted into the following grades.

The stem has to be strong enough to hold the spike in an upright position. Foliage does not capture very much attention. This product has generally been associated with floral arrangements seen in funeral homes. It provides good background color for a floral arrangement and helps the designer establish the form or outline of the design.

Panel speakers included, from left: Jan Van Buren and Albert Heijn, Ahold N.V., Zaandam, the Netherlands; Gerrit Hogewoning, president of the Association of Flower Auctions, the Hague, the Netherlands; Tom Lavagetto, Horticulture Manager, Jewel Food Stores, Melrose Park, IL; Harrison Kennicott III, Kennicott Bros. Co., Chicago, IL; and Jack Van Namen, Vans Inc., Alsip, IL.

A NON-TRADITIONAL
RETAIL VIEWPOINT

LOU BERNINGER



A somewhat newer type of gladiolus has started to capture the attention of consumers and producers. This is commonly called a miniature gladiolus. The stem length is much shorter than the standard type generally running from 18 to 24 inches. Flower count and size of floret also is smaller than the traditional product. This item should have great appeal for the home market. It lends itself well in to environment and should not bear the same stigma as the more traditional product in terms of its label as a funeral bloom.

Producers have had some difficulty gaining acceptance of the miniature glad from traditional


retail florists. The somewhat shorter product costs as much to produce as the long stemmed flower. Many retailers seem to focus attention on stem and spike length when placing a monetary value on the item. One does need a tall stem when constructing large floral designs. There is a natural tendency to either reject shorter stems or place a lower value on the material since more stems may be required to fill-out a design.

A number of crops are produced from bulbs. We typically associate these items with Holland since bulbs have been primarily produced in that area of the world. The

Continued on page 3

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Judge quality when buying

Continued from page 1

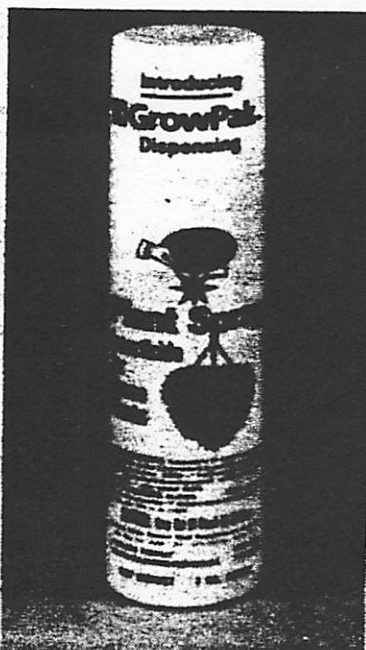
per capita consumption of tulips, daffodils and freesia is quite high in northern Europe, especially in contrast to this country. Consumers in Holland, for example, purchased some 12 tulips a year in contrast to a fraction of one bloom in this country and only two blooms of the popular rose. Many people believe there is excellent potential for expanding sales of these flowers traditionally associated with the spring season.

We do have a few producers of spring flowers scattered throughout the country, especially in the northern tier of states. Outdoor grown daffodils are produced on the West Coast and also come from the Southeast. American buyers, whether the ultimate consumer, retailer or wholesaler, generally have shown preference for an overly mature bloom, especially in contrast to European buyers. The final consumer in Holland, for example, generally takes home a tulip that has only a blush of its final color. The petals have not started to unfurl with the bud appearing quite tight and showing a great deal of green. This product will last many more days in the home helping overcome the stigma of a product with an exceptionally short life span. The procurement of fully colored and partially opened tulip blooms does result in a product that will only last a very few days in a typical indoor environment.

A similar situation to that of tulips also applies to the daffodil crop. This product should be harvested and shipped in the so-called goose-neck stage. The petals are still clustered tightly together with only a modest amount of yellow visible at time of harvest. Near, if not wide open flowers do command attention of consumers. This type of product, whether it be a daffodil or tulip, has already entered its final stage of development and represents relatively little value to the consumer.

Freesias are a very popular item in Northern Europe. The modified spike, somewhat horizontal in its growth pattern, contains a number of buds which will open in a fashion similar to a gladiolus spike. The floret closest to the main stem opens first and should be at full display when purchased by the consumer. Again, we have had a tendency to market over mature material resulting in consumers being dissatisfied with the shelf life of the product.

Tulips, daffodils and freesias are generally bunched in units of 10. A



New insecticide

NEW YORK, NY—Grow Group Inc. has introduced Like Magic Plant Spray, a houseplant insecticide that will initially be marketed in the northeastern and southern regions. The formulation contains synthetic pyrethroids, according to the company, which kill a wide range of sucking and chewing insects on contact. For more information, contact Grow Group Inc., Pan Am Building, New York, NY 10017.

Kearns elected new president of NHMA

CHICAGO, IL — Jerry Kearns, executive vice president of Eagle Affiliates, has been elected president of the National Housewares Manufacturers Association. He succeeds Philip D. Miller, executive vice president of Howard Miller Clock Co.

Other NHMA officers elected at the April annual meeting are Robert Mariani, vice president; and Carl G. Sonthheimer, treasurer.

The NHMA's executive committee is made up of its new officers and director John M. Eibenberg, president of Bevere Copper & Brass Inc.

Norma Ragir, executive vice president of Selfix Inc., was elected to a three-year term on the NHMA board, succeeding Richard P. Ellwood, vice president and general manager of the consumer

products division of Ancling Corp.

Re-elected for second terms as directors were Heller, president of Heller Inc.; Mike Kempster, vice president of sales and marketing of Weber-Stephen Products Sonthheimer. Ronald A. F was re-appointed manager and secretary of the NHMA

The association's board also voted a six percent of exhibit fees to all exhibitors at the January 1983 International Housewares Exposition. The association continues the NHMA of returning a portion of fees to all exhibitors since housewares show in 1983 total of more than \$7.2 date.

Offers new miniatures section at show

CHICAGO, IL — A new miniatures section will be introduced at the Chicago Craft-Hobby Industry Show, to be held July 16-18, at the ExpoCenter, directly adjacent to the Merchandise Mart here.

In addition to the craft exhibits, workshops and make-it-and-take-its, show specials and seminars,

Macha Market will provide first time a miniatures complete-with its own booth displaying it as a place where will see only miniatures accessories.

For more information, Macha Market, P.O. Box 2 Zanesville, OH 43701.

Black Thum Department



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Tulips, daffodils and freesias are generally bunched in units of 10. A toxic substance given off initially by daffodil stems makes it extremely important that these crops be displayed in separate containers. The toxic material soon leaves the stem and will not adversely affect other flowers when grouped together in the house.

Daisies and statice are two minor crops gaining in popularity each year. The statice crop adds a great deal of life to a mixed bunch of fresh flowers. The yellow and purple colors are particularly useful when displayed with other plant materials. This crop lasts a long period of time in both the fresh and dried stage. Daisies are frequently dipped in a dye solution providing for the sale of yellow, blue and shades of pink blooms. The two crops are generally bunched in units of 25 stems or flowers.

Stock is grown in outdoor fields in the southwest and southern California. It is available in mid-winter. The spike resembles a snapdragon's. Approximately one-third of the florets, starting at the base of the spike, will be open at time of harvest. This crop, along with the snapdragon, is commonly bunched in units of 10 or 12 stems. The flower heads of the latter crop are protected with a paper or a cellophane wrap. The former crop seemingly receives less care and suffers from an element of abuse,

Continued on page 4.

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Judge quality when buying

Continued from page 3

especially in packaging for shipment from the grower to wholesaler or retailer. One can anticipate some bruising of petals and breaking or loss of brittle leaves. Stock are generally harvested with the stem running some 18 inches in length. One simply buys a specified number of bunches from a middle man or cases of stock from the producer-shipper.

Snapdragons vary from bunch to bunch in terms of both stem and spike length. Normally, material within the bunch is reasonably uniform. Cultural conditions determine the quality of the crop with a single stem program generally providing premium material in contrast to a plant allowed to produce several branches. The latter generally produces a somewhat less stocky, shorter stem and featuring a small to modest-sized spike.

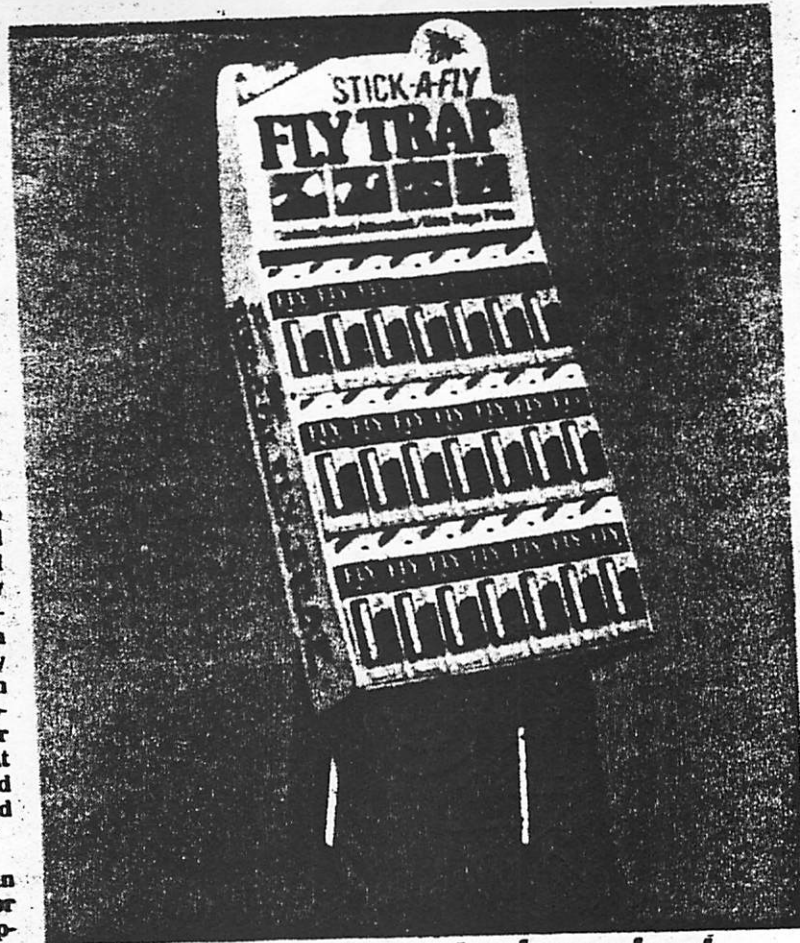
Snaps must be stored in an upright position. The spike or flower head always will bend upwards when initially placed in a horizontal position.

The iris crop is generally bunched in units of 10. The product is harvested in the tight bud stage with some color showing. The flower should be near open at time of sale.

The absence of uniform grades and standards for fresh flower crops in combination with the perishability factor makes it imperative that buyers develop a close working relationship with suppliers. Local wholesaler operators generally have the facilities and knowledge to apply modern technology in helping maximize shelf life of fresh flower products. This service, if fully implemented by the local or area wholesaler will be more than worth the service charge added to the laid down price for the commodity. The seller must understand the specific needs of the supermarket buyer. He must also understand the retail organization's need for quality products to maintain its image.

The flower industry has not made it easy for supermarket buyers to procure fresh flowers with a great deal of confidence. Hopefully, the tide is turning with all parties recognizing the need to handle only good quality material and to gravitate in the direction of a uniform language found meaningful to both buyer and seller.

Part II of a two part series.



Display pest control product

TWINSBURG, OH — J.T. Eaton and Co. Inc. has introduced new floor merchandising displays for STICK-A-FLY packages, its newest pest control product. Illustrations emphasize that the product involves no poisons or toxic insecticide vapors, and that it catches flies with an adhesive coated with a sweet flavor attractant. For more information, contact the company at 1383 E. Highland Road, Twinsburg, OH 44087.

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Arett Sales at

NEW ROCHELLE, NY — Sales Corp., a lawn and garden supplies distributor, has re-expanded its promotional circulation program to include four seasonal sizes.

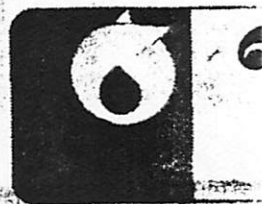
With each circular, the dealer individualizes certain pages with store name and featured products. Arett Sales provides the remaining pages for the remainder of the year. The result is a custom circular similar to those used by the mass merchandiser.

Distribution of the sales circulars is handled by the "Some make them available in their store, others pay them inserted in local news delivered door-to-door or in the mail, or placed on car shields in parking lots," Librett, who supervises the program by coordinating with dealers, said.

Arett Sales supplies the products and merchandising programs to independent garden centers throughout the eastern states. The program of several merchandising Arett Sales provides to an independent dealer in cooperation with mass merchandisers' share of the market.

Arett Sales assumes the cost of developing the sales circulars and printing, which are charged per copy with depending upon the size of the sales circular, number of copies and any special services required.

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