

## **Suggestions for U.S. Retailers to Consider as You Plan for Mother's Day**

Considering disruptions caused by the COVID-19 pandemic, PMA worked with the supply side to develop key suggestions for retailers to review and consider as they plan for Mother's Day this year. As we all know, flower and potted-plant growers have suffered significant financial impact over the last four weeks, and it's not over. To maximize the ability to move flowers to stores and ensure retailers are ready to help consumers celebrate Mother's Day, suppliers suggest a plan that's simpler to execute, uses available flowers, and offers flexibility. See suppliers' suggestions below to help ensure a successful Mother's Day execution and that consumers have a positive floral experience!

### **Cut Flowers**

- Work with your partners to streamline SKUs and offerings.
  - Reduce or eliminate items that are most labor intensive.
  - Consider omitting runs on offerings that are single, or low-stem counts, as the time- to-money ratio is not the most valuable – such as single and triple-stem bouquets.
  - Likewise, with the practice of safe social distancing, it would be in the best interest to not produce items with extremely high, or assorted stem counts, that require a lengthy assembly.
- Collaborate with the customer to look at items that make sense for both production and sales.
  - With reduced labor for the manufacturing and retail workforces alike, select items that are both profitable to produce, and generate a reasonable ring at the market.
  - Select items that are most popular to the end consumer – order to budget with high-velocity items.
- Concentrate on executing long runs of the same SKU to yield the highest productivity.
  - This will minimize the need to change flowers, recipes and hardgoods often.
  - Promotes consistency through repetition.
  - Set a minimum order size line per PO (for example 10 cases).
- If possible, suggest recipes that have a minimal assortment that can be constructed quickly.
  - Simplifies the processes.
- Eliminate UPC dating to allow for more flexibility in producing and shipping orders.
  - Use one pull date per week.
  - Use one pull date for the entire holiday shipping – make sure your pull date extends a few dates past Mother's Day.

### **Potted Plants**

- Offer a low-maintenance assortment of potted products especially if store labor will be reduced.
- Plan to merchandise low-risk, long-lasting blooming, upright and hanging foliage.
- Keep an eye on value. Low-cost items are less of a leap for the consumer to make an impulse buy.

- Remember many of your flower vendors are small family businesses that are feeling the impact the most from COVID-19.

### **Impact to logistics and warehousing**

- Consider creating pre-palletized orders for high-volume stores with the help of other suppliers.
  - To minimize the need for labor to pick orders at the warehouse, team up with other vendors to consolidate products prior to shipping.
  - Will save time, labor and space at the warehouse.
  - Conserves space on the trucks.
- Offer support for inspections, to free up labor elsewhere.

### **Help at the stores**

- Offer merchandising support at store level.
  - Stores are working with modified hours and could use assistance getting product on the sales floor.
  - Limiting offerings to the top-selling items will promote efficient sell through so that vendor merchandising support can refill quickly and safely.

### **Projection suggestions**

- Try to work with your suppliers as soon as possible. Though many flowers are in the ground, the labor to harvest, restrictions on social distancing, along with potential airlift cutbacks may challenge the holiday execution.
- Be as specific as you can about your projections and expectations for the holiday.
- Once you are committed to your suppliers, please stay with the projections that you provided.
  - Up and down product adjustments will be difficult for the suppliers to absorb the added costs.