

Did you know...?

ROSES AT VALENTINE'S DAY

Number

7



Sierra

Distribution florale Ltee
Flower trading Ltd.

Did you know...?



Denmar-Ecuador



La Victoria Roses



Roses at Valentine's day

Valentine's day is the holiday that draws the most 1st time flower buyers. By offering excellent quality and great service, florists take advantage of an opportunity to bring these customers back.

ROSES ARE WITHOUT A DOUBT THE SYMBOL OF VALENTINE'S DAY. THERE IS AN INCREASE OF UP TO 10 TIMES THE NORMAL DEMAND, RESULTING IN AN INCREASE IN PRICE, A DECREASE IN AVAILABILITY OF SOME VARIETIES, AND AN OVERALL CHALLENGING SITUATION FOR THE INDUSTRY. LET'S LOOK AT SOME OF THE DEMAND AND SUPPLY CONDITIONS THAT AFFECT THE MARKET AT VALENTINE.

Let's look at some of the demand and supply conditions that affect the market at Valentine's.

A demand that exceeds production:

Throughout the year, the demand for red roses versus color has a ratio of 30% to 70%. At Valentine's day, the market demand gets reversed and the demand for red goes up to 70%, with only 30% for color. There are also certain varieties that are in much higher demand because of their color or performance. Availability becomes a combination of market demands, production volumes, and climate conditions.

Production: To be able to meet the increase in demand that occurs at Valentine's day, a grower will modify one of the plant's cycles so it will produce more flowers. Growers have to sacrifice a large part of their production and revenue in one cycle to meet the higher demand for the Valentine's day cycle. Other factors which affect production volumes are

each variety's specific growing characteristics: growth speed, response to the pinching process, and climate conditions, all of which are difficult to predict.

Labour and handling: To assure that the quality that exists all year round is respected throughout Valentine's, a reputable farm will bring in the additional staff needed up to 8 weeks before harvesting in order to give them thorough training. The cost involved in hiring and training all of the additional workers has an impact on the cost of the rose.

Transportation: The transportation of flowers from South America to the U.S. is a complex balance of ensuring that cargo planes are flying full in both directions. At Valentine's day, the increase in demand for roses creates a situation where planes are flying empty in one direction, and the difference has to be made up. This has a huge impact, increasing the cost of transportation.

Quality and freshness: A conscientious grower has the experience and knowledge to be able to meet the increased demand in the marketplace while maintaining a high standard of quality. Every year, approximately 3 weeks before the holiday a price increase comes into effect. When someone is offering you a deal on roses at Valentine's day, be wary:

- Request a proof of freshness: when did the roses arrive?
- Where do the roses come from?
- you bought roses from this grower before?
- What varieties are they?
- What lengths are they?
- If someone offers you assorted roses, ask what the color breakdown is.
- Are there any special conditions for buying them?

The popularity of roses at Valentine's day, the increase in the cost of production and transportation, and a demand that exceeds production capacity are all factors that contribute to an increase in the price, and create a difficult environment for buying and selling. Considering the risks involved at this holiday, it's important that we request detailed information regarding our roses. At this critical time of year, we will ensure the continued growth of our business by offering quality products that encourage the customer to come back throughout the year.

Look for our next Did you know...? on the "Care and Handling of Roses at Valentine's day".

