

Did you know...?

STANDING ORDERS

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Fall is the time we in the floral industry start to look forward to the upcoming “peak” seasons. Christmas is just around the corner, and soon after that, the hectic period of Valentines Day, Easter, Secretary’s Week, Mother’s Day, not to mention the demanding spring and summer wedding seasons. Fall is also the time when commercial flower producers around the world finalize the upcoming season’s re-planting schedule, plan production estimates, select new varieties and ensure proper staffing requirements. For South American growers, it is the time when they renew their Standing Order commitments with clients around the world from Europe and Asia to the U.S and Canadian markets.

A rose is not just a rose

With all sectors of the industry becoming **better informed** and more sophisticated in their floral purchases, today’s buyer is no longer looking for a red rose, or an alstro or a daisy. Today, we are buying 60cm Vital red roses, “Premium” grade Tampa alstros, and Orinoco chrysanthemum. Specific **varieties, grades, and farms, excellent quality, value, and availability**, including at peak demand times, have all become the basic criteria in making a floral purchase. From the importer to the consumer, our expectations have changed, and standing orders provide a way of meeting them.

What is a standing order?

A standing order is a **commitment** between a farm and a client for a specific product at a specific price for 52 weeks. It is considered a contractual agreement, although no formal contract is actually signed. In truth, it is a **partnership**. The farm commits to investing in the planting, planning, staffing, and logistics so that no matter the time of year or demand fluctuations, the product booked on standing order will be available at the predetermined price **all year**. In return, the client commits to receiving that product at the agreed to price every week for 52 weeks.

The benefits of a standing order

A standing order client will have the benefit of having the flowers that they and their clients know and want, arrive every week at a competitive year round price. It **saves valuable time**, and creates a reputation for **dependability and stability**. A standing order client is also **privileged** with a double up, a doubling of the standing order quantity, at peak holiday times at the standing order price. The farms, knowing who has supported them throughout the year, will **prioritize** those clients over clients who only buy market availability.

Made to order

For standing order clients, farms offer **custom pack boxes** with specific colors and variety mixes. These boxes, packed directly on the farm, arrive **date coded** and identified with the **client’s name**. This type of custom packed box is available in Roses, Spray Roses, Carnations, Miniature Carnations, Chrysanthemums, Asters and a wide variety of other products including mixed product boxes.

THE ADVANTAGES

The advantages of a standing order are important for all sectors of the floral industry. From more consistent **quality and availability to stability and great value**, standing orders are a foundation for building respectful, co-operative and profitable relationships among all participants in the industry.

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