



Dear L & G Customers,

We value you as a customer and will always do our best to fill your orders in full and on time. However, we wanted to make you aware of the challenges we are facing and reassure you that we are doing everything we can to keep orders flowing through our system efficiently and timely. We know you are seeing and feeling the price increases, and the late arrivals on Mondays and Wednesdays. We are hoping the following information will help you understand what is going on in our industry, why prices are increasing, and why deliveries are running late, and of course the back orders.

The demand on all flowers is record breaking, which has been positive for the industry.

There is a shortage of commercial air cargo flights. In our industry, the airlines have struggled to satisfy the floral export needs of South America. We believe this issue will continue for the foreseeable future because the lack of passenger planes carrying cargo has reduced overall cargo capacity. This has created an increased demand on commercial cargo internationally and subsequently the costs have increased. We are also experiencing a very similar situation with ground transportation. Increased demand from other industries has increased costs and decreased availability. Mother's Day will be especially challenging considering the start of the produce season.

Furthermore, inclement weather at the farms is affecting the crops, especially roses, spray roses, poms, carnations, and mini carnations. We are observing cycle variations and reductions in projected production.

The lack of available freight, the increased demand of flowers, and projected reduction in supply is placing the industry under a substantial amount of stress.

As a result of these new challenges, we cannot commit to having all the flowers to fill every order. Please work with your Salesperson, on orders and always give a 2<sup>nd</sup> or 3<sup>rd</sup> option.

Pre-booking is VERY important. Please keep in mind the sooner the better. Our Prebooks are due Thursday before 12:00 (noon). This, of course, is while supplies last. Prebooks after 12:00 are considered "wish list" and will only be filled if we have the product. To be fair to all of our customers we fill orders based on first come, first serve.

For Wedding and Event orders, the soonest you can get the orders to us the better chance we have to find the product you are requesting. Again, 2<sup>nd</sup> and 3<sup>rd</sup> choices are important. It saves us (and You) time going back and forth.

Thank you for your continued support. We know this has been a crazy 12 months for our industry but I know if we keep communicating, we can get through this too.

Thank you,

The L&G Wholesale Team