





FloraHolland


FloraHolland Connect: Customised choice!





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More freedom of choice with FloraHolland Connect

Creating and capitalizing on market opportunities. Selling your product in a way that suits you. Do you lack the necessary experience, or is it just a question of too little time? FloraHolland Connect is here to help. The experienced staff at our intermediary service department is ready to provide you with personalized advice and service – since you know best what you need, you decide how much help we may be to you.

Since each supplier has specific services in mind, FloraHolland Connect has expanded the range of choices. For a fee, as a supplier you may purchase supplemental customised and advisory services. The fee structure remains essentially unchanged, but we want a rate model which keeps individually offered services separate from collective services.

In this brochure, we describe the services FloraHolland Connect offers to you. This is the next – though certainly not final – step in increasing our range of service options. Take this opportunity to become acquainted with possibilities, or supplement your current package with customised services. You may supplement your package with optional services at any point throughout the year.

Do you have questions or need help in deciding which option to choose? Then get in touch with your contact person at FloraHolland.

May you be successful in finding your perfect customised solution!

Mark-Jan Terwindt
Concern Manager, FloraHolland Connect

Market-oriented production

Market-oriented production. Everyone is talking about it, but how do you actually achieve this? FloraHolland Connect offers you a comprehensive service package in this area.

Analysis and advice regarding sales markets

What market opportunities are there for your company? FloraHolland Connect analyses the supply and demand development of your products and sales markets, and provides you with customised advice. This will offer you more insight into the market, specifically in the medium long term.

Analysis and advice regarding clients

Would you like to fine-tune production to better meet the client's demand? FloraHolland Connect helps you to gain insight into your current clientele and their needs. We also offer advice on how to cleverly address the needs of your clients in your production and sales.

Product and concept development

FloraHolland assists you with the development of a new product or sales concept that best meets the demands of your sales market. This will help you to establish a clear identity in the market.

Plan-based sales concept

After you have developed a new product or sales concept, you will want to find its ideal market position. From 8.30 am to 4.00 pm, from breeder to consumer: FloraHolland stands for expertise. This makes FloraHolland the logical partner for introducing and selling your concept.

Retail marketing advice

A sophisticated network of experts in the areas of styling, design, trend analysis and shop concept development combined with our knowledge of marketing, makes FloraHolland Connect ideally placed to offer you top-notch advice when it comes to retail marketing. This will lead to improved returns and increased sales.



Market-oriented production

Service	Service package	Explanation of optional services
Market-oriented production		
analysis and advice regarding sales markets	●	price on request
analysis and advice regarding clients	●	price on request
product and concept development	●	price on request
plan-based sales concept *	●	price on request
retail marketing advice *	●	price on request

*	only available for members
●	optional for a fee



Promotion

Everybody understands promotion, but good promotion is a skill in itself. At FloraHolland Connect, there are people who can really help you with promotional activities for your product, product concept or company.

Stare & Compare (plants)

FloraHolland offers you the chance to earn extra attention for your products from buyers. This allows buyers to compare the different products within a particular product group.

Trade meeting (plants)

Every week, we showcase your special offers so that buyers and FloraHolland Connect employees get to view them during a meeting in the Presentation Areas at Aalsmeer and Naaldwijk.

Sample bus (plants)

Would you like your product showcased in a short period of time among more than 40 buyers? Every week, the Sample Bus visits buyers in Aalsmeer, Bleiswijk, Naaldwijk and Boskoop. In this way, we promote your product and help to increase the name recognition of your nursery.

Presentation areas and Flower Plaza

Your flowers and plants on display! In the Presentation Areas at Aalsmeer and Naaldwijk, your plants are viewed by a large audience of buyers. Your cut flowers take centre stage at the Flower Plaza in Naaldwijk.

Brief company presentation (plants)

FloraHolland Connect offers you the opportunity to promote your company for a period of two weeks with promotional materials, photos, special offer booklets and products in the Presentation Areas at Aalsmeer and Naaldwijk.

Long company presentation (plants)

Do you require a regular place to stage promotions in the FloraHolland Connect Presentation Areas? Then why not take advantage of a company presentation lasting at least three months in order to promote your company.



Promotion

Info Plaza (plants)

Are you a new supplier at FloraHolland Connect, or are you an existing supplier with new products? If this is the case, the Info Plaza is the perfect place to present your company and product to a large group of buyers. This Plaza is organised once a year in the Presentation Areas of FloraHolland Connect.

Axi Plaza (plants)

FloraHolland Connect organises Axi Plazas for product groups that are in need of an extra boost. As a supplier, you can present your promotional batches during the course of day to a selected group of buyers. The Axi Plaza occurs as often as the market demands.

FloraHolland Trade Fair (Aalsmeer and Naaldwijk)

Would you like to meet (end) customers directly? Present your company and/or product at the FloraHolland Trade Fair; the place where (inter)national trade meets up. This is an excellent way for you as a supplier to promote your company. You can hire stand space or present your products on the product plazas.

FloraHolland Trade Fair preparation advice

Which customers would you like to speak to? What would you like them to be talking about after visiting your stand? How can you establish a distinct identity at the Trade Fair? Our employees are on hand to help you with advice and whatever else you might need.

FloraHolland trade shows

Four times each year, FloraHolland Connect organises a trade fair for seasonal products. Present your company and/or product in an efficient and easily accessible way, and establish contacts with your clients and FloraHolland employees.

Photo studio

Good photos are becoming increasingly important in sales and promotion of your products. Our photo studio creates high-resolution photos which are ideally suited for advertising your special offers, your supply in PlantConnect.nl or on FloraHolland E-trade.

New product introduction and promotion

FloraHolland supports you in the introduction and promotion of your new plant or flower. We bring your product to the attention of your target group in clever ways. To do this, we use tools such as trade fairs, presentation areas and auction clocks at the various locations, Cash & Carrys, newsletters and media outlets.



Promotion

Service	Service package	Explanation of optional services
Promotion		
stare & compare (plants)	✓	
trade meeting (plants)	✓	
sample bus (plants)	✓	
presentation areas and Flower Plaza	✓	
brief company presentation (2 weeks) (plants)	✓	
long company presentation (1 quarter) (plants)	●	□ 750 per m ² each year
info plaza (plants)	✓	
axi plaza (plants)	✓	
FloraHolland Trade Fair (Aalsmeer, Naaldwijk)	●	stand per m ² □ 90 - □ 110
FloraHolland Trade Fair preperation advice	✓	
FloraHolland trade shows	●	stand per m ² □ 55 - □ 75
photo studio	●	set of three photos max. □ 10
new product introduction and promotion	●	price on request

✓	included in package
●	optional for a fee



Sales

Your sales are at the heart of your business operations. So they should flow smoothly and be done professionally. FloraHolland Connect offers a wide array of tools and services to help your sales reach their optimum potential.

Use of PlantConnect.nl supply databank

PlantConnect.nl is the online catalogue for the Dutch plant assortment. Listing your available supply can lead to future sales and is an essential source of information for exporters and traders alike.

Entering sales transactions

Are you not able to manage keeping your supply updated in FloraHolland e-Trade or the supply databank at PlantConnect.nl? FloraHolland Connect will take this work off your hands, and enter your supply information for you.

Access to PlantConnect.nl webshop and FloraHolland e-Trade

E-sales are the future. Through the PlantConnect.nl webshop and FloraHolland e-Trade you will reach an even broader buying audience. Buyers may place orders straight away online. PlantConnect.nl is still in its pilot phase. The webshop will be open to all suppliers and buyers as of mid-2009.

Coaching in use of webshop

Do you want to promote your supply online to your target group? FloraHolland Connect will advise and support you in efficient and effective use of e-Trade and PlantConnect.nl.

Sales support

FloraHolland Connect goes to work for you to assure the highest possible sales result. We accomplish this through a range of exceptional services, including creating and linking offers appropriate to the sales segment, generating and maintaining lines and orders, compiling contracts, exposing potential risks, and evaluating sales.



Sales

Service	Service package	Explanation of optional services
Sales		
use of PlantConnect.nl supply databank (previously known as LAB)	✓	
entering sales transactions at PlantConnect.nl and FloraHolland e-Trade	●	□ 0.25 per sales transaction per day
access to PlantConnect.nl webshop and FloraHolland e-Trade	●	□ 50 per active week, mid-2009
coaching in use of PlantConnect.nl webshop and FloraHolland e-Trade	✓	Free for up to 2 months after concluding contract, afterwards subject to fee
sales support	✓	
offers/feedback on offers	✓	
efforts to generate new and existing lines/offers	✓	
efforts to maintain new and existing lines/offers	✓	
organising buyers' contact	✓	
identifying potential risks, advising delivery terms and conditions	✓	
compiling contracts and delivery schedules	✓	
evaluating sales	✓	

✓	included in package
●	optional for a fee



Risk management

Thousands of transactions are conducted each day in the floriculture sector. That almost always goes smoothly. But occasionally problems do arise. Usually this is because the quality supplied does not match the agreements made or the client's expectations. Products which cannot be delivered. Or payment issues. It is in precisely these instances that FloraHolland is a strong partner able to help you prevent problems from arising, and if they do, help solve them quickly and painlessly.

Quality support

Quality requirements in the market are becoming stricter and errors in delivery may cause even more serious consequences. At FloraHolland Connect, you can use a quality supervisor to signal potential stumbling blocks in advance, allowing you to take preventive action.

Handling complaints in mediated transactions

Dissatisfied with the conclusion of the sales process with the buyer? You have the option to file a complaint with FloraHolland Connect. Together with the buyer, we do the utmost to find a suitable solution to which all parties agree.

Engaging a professional mediator

When a complaint escalates into a conflict, conflict resolution sessions may provide a solution. The mediator helps diffuse the conflict to permit discussion and strives to maintain the integrity of the client relationship between buyer and supplier.



Risk management

Service	Service package	Explanation of optional services
Risk management		
quality support (identifying potential risks)	●	price on request
handling complaints in mediated transactions	✓	
engaging a professional mediator	●	price on request

✓	included in package
●	optional for a fee



Logistics management

Customers are becoming increasingly demanding in terms of timing and types of delivery. This is why FloraHolland offers a wide range of logistical services. This ranges from tracking and monitoring products in the supply chain to organising air cargo and sea container shipping. The logistical services package even includes delivery of products traded via FloraHolland Connect at the auction locations.

Location-based distribution

Thanks to modern systems and logistical resources, products are delivered to clients within an hour.

Aalsmeer - Naaldwijk Logistics via AGP+

Is the buyer of your products based in Naaldwijk but you actually supply your products in Aalsmeer? If so, AGP+ is the ideal solution! FloraHolland arranges the whole logistical process all the way to your client's dock.

Organising air cargo transport

Suppliers have access to the global market for flowers and plants through FloraHolland. Are you supplying products from abroad? FloraHolland buys in air cargo transport collectively to maximise efficiency. FloraHolland offers this service in Kenya, Zimbabwe, Ethiopia and soon in Colombia.

Organising sea container shipping

FloraHolland has a strategic alliance with TransFRESH called Fresh Flower Solutions. From Ecuador and Colombia to Europe and the United States, Fresh Flower Solutions offers a door to door service for your flowers. The service starts at farm level, where we analyse processes and practices and give you advice what to change to make sea transport a viable option. We are monitoring the loading, cool chain and arrival. The grower gets feedback from each shipment with advice on what to improve to extend your vase-life even further.

Cool chain monitoring

What conditions have your floricultural products been subjected to in the logistical chain? Cool chain monitoring enables you to use dataloggers to investigate the temperature and humidity levels during transport. The results can then be used to optimise conditions.



Logistics management

Logistical resources online

At FloraHolland you have information about your Danish container transactions at each location 24 hours per day. You also have the option of making money transfers to clients. You are sent the list of services by email and the balance can be sent to you by SMS.

New packaging development and advice

FloraHolland will be happy to offer you advice and support in developing new packaging for your plant or cut flower. Good packaging increases the value of your product by ensuring effective presentation, clear communication with consumers and excellent protection during the sales process.

Import handling

If you do not have the time or work force to prepare your products towards the best presentation at the auction? It can be done for you. FloraHolland can take care of activities like planning, receipt, sorting, dockservices and the complete administration of the transport and supply of products.

Service	Service Package	Explanation of optional services
Logistics management		
location-based distribution	●	price on request
Aalsmeer - Naaldwijk Logistics via AGP+	●	□ 13.30 incl. AGP
organising air cargo transport	●	price on request
organising sea container shipping (Fresh Flower Solutions)	●	price on request
cool chain monitoring	●	price on request
logistical resources online	✓	
new packaging development and advice	●	price on request
import handling	●	price on request

●	optional for a fee
✓	included in package



Information services

Being well-informed is essential in today's world. FloraHolland is a comprehensive source of information for anyone who really wants to understand the market. From statistical information to benchmarking, we can offer it all.

General market information

The specialists at FloraHolland Connect can provide you with information about market trends in supply and demand and associated price developments. This information can assist you in your sales choices and with pricing.

Benchmarking

Are you interested in knowing how your product scores within the total product group? Or perhaps you'd like to know which buyers you are missing out on? If so, FloraHolland Connect can do a benchmark for you. It provides clear information on your performance in terms of supply, price development and visible trends and developments.

Service	Service package	Explanation of optional services
Information services		
general market information	✓	
benchmarking *	●	price on request

*	only available for members
✓	including in package
●	optional for a fee



Financial and Administrative management

No company can survive without effective financial management. Security of payment. Information on your payment streams. Rapid corrections if something goes wrong. FloraHolland has always been the right address for these services. Ultimately, it's all part of our character as a cooperative.

Settlement of transactions and payments within one week

FloraHolland offers payment security! We can guarantee that the proceeds on products supplied will be paid out within 7 days.

Information on and management of transactions

Bill payment between you and the auction occurs by means of daily and weekly settlement. The Internet application Account Online makes these invoices available to you electronically. This means you have same-day information on your own transactions.

Grower to grower scheme

Do you regularly run short of products when putting together orders? As a FloraHolland supplier, it is possible to buy additional flowers and plants from other FloraHolland suppliers when you need them. This scheme means that the buyer pays the commission and administration charge once only and if you're the buyer you are guaranteed payment.



Financial and Administrative management

Service	Service package	Explanation of optional services
Financial and Administrative Management		
settlement of transactions and payments within one week	✓	
information on and management of transactions	✓	
Grower to Grower Scheme	●	□ 150 for members, □ 300 for non-members per year

✓	including in package
●	optional for a fee



Knowledge centre

Knowledge is power. That's why FloraHolland is the knowledge centre for floricultural businesses. We organise market visits, events and training courses to raise your entrepreneurship to an even higher level.

Market visit

FloraHolland will be happy to accompany you on a visit to the retail floor so you can see for yourself how your product is presented. A market visit gives you inspiration on how to target your business more effectively to the countries, segments and chains of your choice.

Sales and trade fair training

Would you like to be better prepared for trade fairs and sales pitches? FloraHolland provides targeted courses designed to further develop your commercial sales skills.

Retail Academy

What are trade marketing and category management? What interplay is there between producers and retailers? In this workshop, FloraHolland Connect takes you on a journey into the world of retail and shows you just how it works.

Business Class

FloraHolland organises various interactive events on a range of current themes. It's the perfect way to pick up specific market and sales information enabling you to make informed choices that benefit your business.



Knowledge centre

Service	Service package	Explanation of optional services
Knowledge centre		
market visit	●	depends on distance
sales and trade fair training	●	sales training □ 375, trade fair training prices vary
retail academy *	●	□ 375
business class	●	□ 375 for members and □ 475 for non-members

*	only available for members
●	optional for a fee



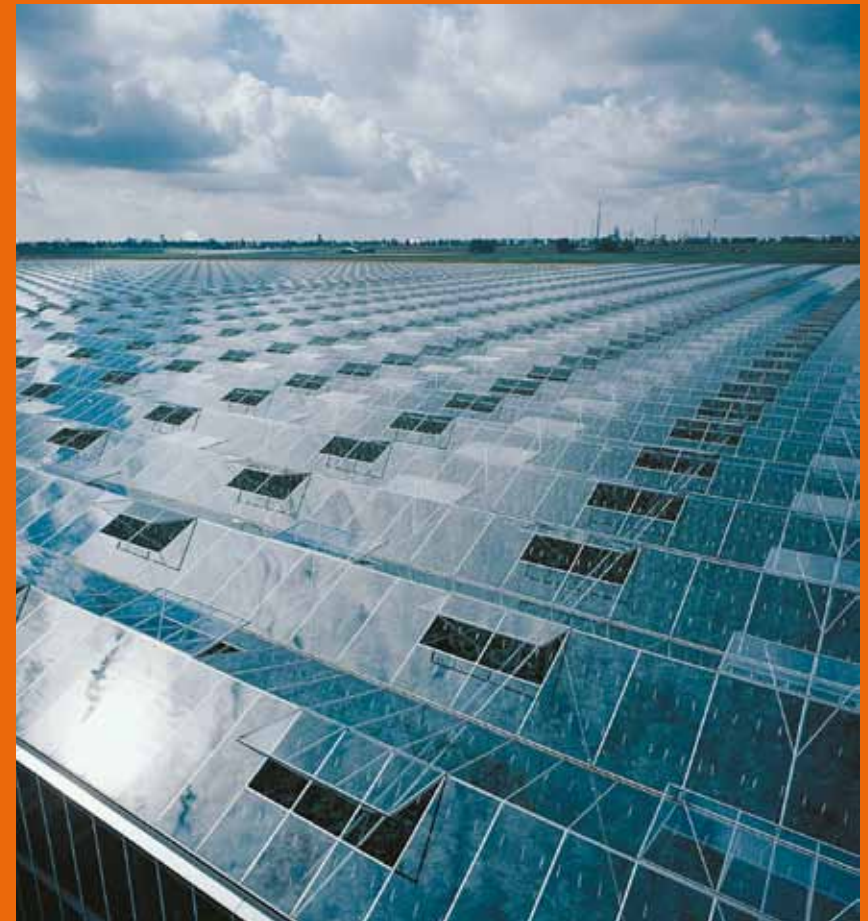
Overview of rates for suppliers 2009

These rates exclude any contribution or costs for other services from FloraHolland, such as logistical services, electronic services, etc.

Description		Rate	Comment
service package	Guest member (Plantion)	2.1%	+ 1% capital contribution
	Guest supplier	2.6%	+ 1% capital contribution
	Contract supplier A	2.6%	
	Contract supplier B	3.1%	
	Contract supplier C	5.1%	
	Casual supplier A	9.1%	
administration fee	Per week/per buyer	□ 8.40	
	Florecom use discount (plants)	□ 4.00	

Would you like to know more?

Then get in touch with your contact person at FloraHolland Connect.



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