

Berl Thomas and Associates, Inc.

Bringing Cultures Together For Over 20 Years



Volume 1, Issue 1

March 2009

US Valentine's Flower Sales Up in 2009



People Love to Buy Flowers

Despite dismal consumer spending predictions, more Americans bought Valentine's Day flowers and plants this year compared to the 2008 holiday, according to the Society of American Florists' (SAF) Valentine's Day polling results.

In fact, nearly 29 percent of Americans bought fresh flowers

or plants as gifts for Valentine's Day in 2009, a small but significant increase over last year's 25.7 percent.

Synovate, a global market research company, conducted the nationwide poll for SAF.

The results support the industry campaign to promote flowers as an "affordable luxury in a rough economy."

The most popular flower purchases were red roses (48 percent), mixed flowers (36 percent), non-red roses (24 percent) and plants (24 percent).

Consumers spent an average of \$41.70 on flowers and plant gifts in 2009, comparable to last year's

\$38.10.

Supermarket/grocery stores held their ground as the most frequent purchase venue (57 percent), up from 2008 (50 percent). Purchases made from retail florists (21 percent) were comparable to last year (23 percent).

Spouses were the most frequent recipients of flowers in 2009, with 48 percent. Substantially more mothers received flowers in 2009 than in 2008, up 10 percent this year.

For more information, visit [SAF's website](#)

Philadelphia Pennsylvania Flower Show Attendance Up

Pennsylvania Hort Society spokesman Alan Jaffe said the 180-year-old show drew 245,000 attendees, up 10,000 from last year.

An article in the Philadelphia Inquirer looked at sales from the

200 vendors on hand; the consensus seemed to be that lower-priced goods sold well (soaps, small art pieces, liqueurs), while higher-priced items such as handcrafted garden furniture sold more slowly. One vendor said visitors weighed their "wants" and

"needs" more carefully. "They're not the impulsive buyers that they were."

"The masses of people who go to the show are telling us all something important. THEY ARE DESPERATE FOR COLOR."



Greenhouse Horticulture

China **Richland Sources**
Horticulture Information
A Bridge Between You and China

Inside this issue:

VALENTINE'S SALES UP	1
PHILLY FLOWER SHOW UP	1
NEW SPECTRUM PRODUCT	2
GOLDEN STATE BULB GROWERS	2
ADVERTISE IN CHINA	2
11TH HORTIFLOREXPO CHINA	3
WWW.BERTHOMAS.COM	3

New Spectrum Product WaterScout SM 100 Soil Moisture Sensor



The Key is knowing when and how much to water.

Maintaining a healthy water balance is essential for producing high quality plants. Under-watered plants suffer from nutrient deficiencies,

stunting and wilting. Conversely, over-watered plants are more susceptible to disease pressure and less tolerant of dry conditions later on in their life cycle. Extreme over-watering will suffocate the plant and lead to root death. The new Spectrum WaterScout SM 100 Soil Moisture Sensor measures soil moisture with little or no disturbance to the root zone. The thin shape and pointed tip allows for easy insertion into the soil or growing medium. Use the Soil Moisture Reader to take fast and ac-

curate spot readings. Or, bury the sensor and track soil moisture changes over time with a WatchDog® data logging weather station (with Spec 9 Pro Software). Not compatible with 400/200 loggers. WatchDog Stations sold prior to 2009 must be upgraded. Call for details.

[WaterScout SM 100 Soil Moisture Sensor](#)

[Spectrum 2009 International Catalog](#)

BTA China Distributor



Greenhouse Horticulture

China Richland Sources
Horticulture Information
A Bridge Between You and China

Golden State Bulb Growers USA

California Callas

Golden State Bulb Growers (GSBG) are a 4th generation family business.

GSBG primary crop is Calla bulbs and have been in the horticulture business since the 1920's. GSBG is the world's largest producer of colored Callas and Begonias.

Calla varieties like FireDancer ([see Tech Sheet](#)), seen in the bi-color and Neon Amour ([see Tech Sheet](#)) show the diversity of their breeding program. GSBG

FireDancer [New 2008](#)



pays attention to every detail of their business from breeding to variety selection to the final bulbs.

Neon Amour [View](#)



View [GSBG Web-site](#) to have an idea of the strength of their company.

BTA China Coordinator

Advertise Your Company and Products In China

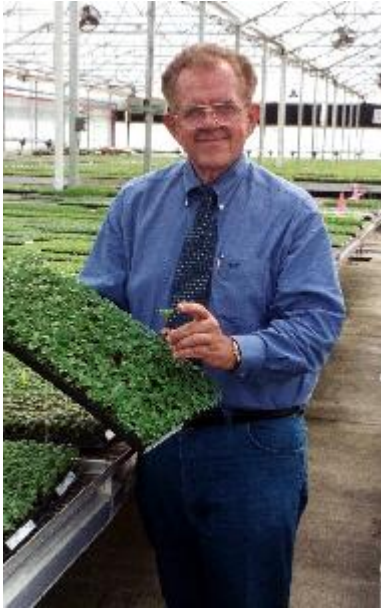
Everyone is looking for an economical way to promote their products in China. How do you get the visibility for your company with a controlled budget. One way is to promote your products and company in China. China is a dynamic market but you have to have the relation-

ships and connections for the Chinese to respect you.

If you are looking for distributors, product introduction and expansion into the Chinese market you might want to consider [Berl Thomas and Associates, Inc. \(BTA\)](#) as a method for achieving your goals.

BTA can help you design your advertising, place the Advertising at a reasonable rate and help connect you to establish your distributor network in China.

China is a challenging market but with the aid of a company with 18 years experience in China it is possi-



Berl Thomas, Ph.D.

April 2009

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
Hortiflorexpo China 2009						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

11th Hortiflorexpo 2009

The 11th Hortiflorexpo China will be held in Shanghai April 1 to 4, 2009.

China's floriculture, horticulture and garden industry has witnessed rapid development in recent years.

There is a great need to introduce the latest advanced equipment, new varieties of seed, bulbs, other flowering plants and new garden technology.

This expo is supported by the Chinese Government and the China flower Association and

is the largest exposition for the flower industry in China.

Since 1998 this exposition has attracted over 1000 companies from 28 countries. In 2007 in Shanghai there were 361 companies from 24 countries with 98 being from foreign countries.

Horticulture China will hold seminars, forums, symposiums and field/factory visits in the Shanghai area in conjunction with the expo.

This expo event is only one year prior to the World Expo

Shanghai and as part of the Hortiflorexpo a special program will be held by government departments, associations, companies and media providing a special opportunity for communications.

See You in Shanghai

Mailing Address
P.O. BOX 14877
Bradenton, FL 34280 USA

Email
bmthomas@ix.netcom.com
Berl.Thomas1@gmail.com
Berl@berlthomas.com

www.berlthomas.com