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NewsBud

GROWING YOUR BUSINESS TOGETHER

FLORISTS MAINTAIN MARKET SHARE AT VALENTINE'S DAY, SUPERMARKETS' GRIP LOOSENS

Supermarkets were still the most popular venue for flower-seeking consumers at Valentine's Day, but their popularity may be starting to give way to mass marketers.

In 2011, 46 percent of consumers bought their flowers at a grocery store or supermarket, a 21 percent drop from the past two years (58 and 57 percent respectively). Retail florists got the business of 26 percent of consumers, about the same percentage as last year's poll. The segment experiencing the biggest jump was mass merchandisers, with a 46 percent market share increase. In 2011, 19 percent of purchases were made in mass merchandisers, compared to 13 percent.

Young adults (ages 25 to 34) were somewhat more likely to buy at florists than those between the ages of 45 and 54 (38 percent compared to 19 percent) -- which bodes well for traditional retailers.

"The Gen Y market is a huge opportunity for florists. This age group is interested in unique, highly personalized products, which fits right into the florist's niche" commented Jennifer Sparks from SAF.

The older group tended to make more purchases at mass merchandisers/wholesale clubs (25 percent) and national Internet floral services, including wire services (11 percent). None of the responders in the 18- to 24-year-old category made purchases from these outlets.

About 23 percent of adults polled bought flowers, regardless of venue, for Valentine's Day, statistically equivalent to 2010 (25 percent). Demographic groups most likely to buy flowers or plants included males (28 percent purchased), 18- to 24-year olds (34 percent), households with children (28 percent) and individuals with post-graduate degrees (31 percent).

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Floral Design School at University of Guelph

Red roses and mixed flowers were the choice of most buyers (purchased by 42 percent and 45 percent, respectively). The distribution of flower and plant choices was comparable to those purchased last year. See more results of the 2011 Valentine's Day Survey next week as we reveal who consumers bought for and how much they spent.

Source: The eNation consumer poll 2011

PUT THIS ON YOUR 'TO DO' LIST: DO LESS, GOTTLIEB SAYS

Less than two weeks after many florists sold their last arrangement on one of the the busiest Valentine's Days in recent years, Brian Gottlieb, founder of Coaching The Winner's Edge Organization and Coaching Program, conducted his "Bringing in Balance" Webinar.

"Eighty percent of people feel stress on the job," Gottlieb said to an audience that almost assuredly fit into the category. Topping workers' reasons for this stress? "Feeling pressed for time," Gottlieb said. Perhaps surprisingly, only a small portion of the day -- 20 percent, he said -- is "actually spent on critical tasks."

If you truly want to stop worrying about all those things you simply must do, then you must stop doing all those little things, Gottlieb said. Be realistic and pinpoint the most important tasks.

"Time management has everything to do with narrowing your focus," he said. A lot of people make to-do lists, but when they include 20-plus items, it's just too daunting and they end up accomplishing none of them.

Gottlieb's formula for winnowing? At the end of the day, write down the three tasks -- and only three -- you want to finish the next day. Put it on a Post-It note, put it on your iPad, make it your screensaver, whatever you do, just make sure you can't miss it. The more you add, the more stress you create and the more paralyzed you feel, he explained.

And the more you subtract, the better you'll feel. It's important to cross off a task as soon as it's completed, Gottlieb said, because "our brain and spinal cord secrete chemicals when we recognize our accomplishments. It's like the body's natural reward system."

One sales manager at a national floral wholesaler commented that he was glad he put the webinar on his to-do list. Although he has known Gottlieb for nearly a decade and has heard his presentations many times, he commented that he "got 10 times more out of this webinar than what I paid." "It's extremely beneficial to revisit 'the important stuff' because stress is always going to come up," he said. "And how you deal with it separates you from the rest of the world."

Extend your task-editing to your free time, too. Make sure your time off is restorative by indulging in meaningful, enjoyable activities, especially right after you wake up and right before you go to bed, when your brain is especially prone to absorbing the "good or bad" that you put into it, Gottlieb said.

And realize, above all else, Gottlieb said, that while you cannot control life's events, you can control your perception of them: "It's all about having 'an attitude of gratitude'. You're the one who determines your quality of life."

Source: Kate Hendricks

OSCARS WINNER BLACK SWAN AND ROYAL WEDDING WILL INFLUENCE WEDDINGS IN 2011

To little surprise, Natalie Portman took home the Oscar for Best Actress Sunday for her portrayal of a deranged ballerina in

Darren Aronofsky's "Black Swan." While Portman's performance revealed some nightmarish, twisted elements of the ballet world, costume designer Amy Westcott's creations introduced some downright dreamy fashion that's becoming reality in many weddings.

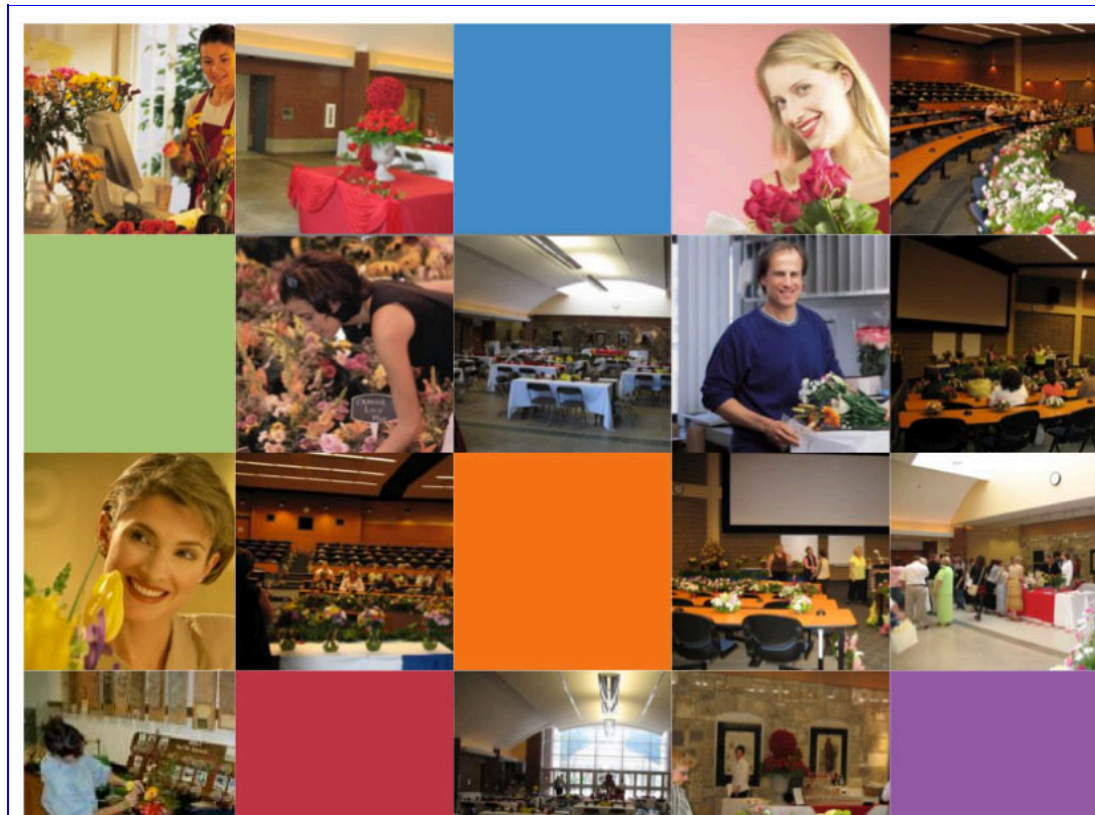
Brides to be are clamoring for "ballerina chic," said Sharon McGukin, AAF, AIFD, PFCI. "On every runway, in every bridal magazine and every bridal boutique, you see the same very feminine details -- tulle, corsets, crinoline -- that ballerinas wear," said the author of "Flowers of the Heart -- a bride's guide to choosing flowers for her wedding." Second only to the royal wedding of Prince William and Kate Middleton, "Black Swan" will be the largest influence on weddings this year, McGukin predicts.

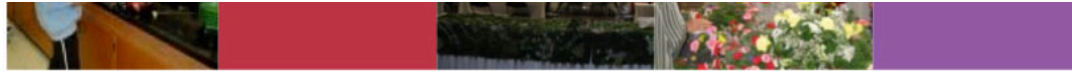
While Westcott may have turned to chiffon, feathers and tulle for her designs, the floral world offers an array of fresh product perfect for replicating this look and feel -- from callas (toe shoes) to carnations (tutus), said Carol Caggiano, AIFD, PFCI.

Click [here](#) for the Top Ten nuptial trends for 2011

Source: SAF

FLORIST DESIGN SCHOOL AT UNIVERSITY OF GUELPH





School of Floral Design

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