

Peirone Floral Partner,

With Mother's Day just a few days away I know you are all hard at work making final preparations for what is likely to be record-setting sales. This holiday we've experienced challenges to the supply chain across all fronts; too little product, sporadic delivery delays, and record freight costs. I am truly grateful for your collaboration, patience, and understanding as our farms work to fill your needs. It remains my primary goal to meet or exceed all your expectations.

As we transition to the post-holiday reset and begin a transition to everyday orders, I once again find an industry facing challenges unlike other years. As I have communicated projections have remained consistent for very tight product supply across all categories. However, Peirone could not anticipate the general strike and civil unrest that has occurred in Colombia. The root of the unrest is a tax reform proposal by Colombian President Duque which was met with a general strike against the proposal. While the proposal has been withdrawn, much like in similar situations globally, some citizens took advantage of the situation and continue to protest, at times violently.

Currently it is very difficult for the farm workers in Colombia to even gain entry to do their work as roads are blocked and their safety is at risk. Workers and the growers have faced threats of violence for continuing to conduct normal business activities (harvesting, post-harvest production, shipping). There are now even physical road blocks preventing trucks from leaving farms and reaching the airport.

So it begs the question, what does this mean moving forward? While I cannot predict when the social unrest will abate we do know that as long as the unrest continues, it will lead to a further reduced flow of flowers from Colombia. There will be delays in shipments for the reasons mentioned here and since transportation between farms has been affected, we will experience substitutions as the farms produce bouquets with the product that is on-hand. Most farms do not grow all product types, so while a farm may be able to product a set number of bouquets there is a significant chance the farm will not have the flower varieties required to match a specific recipe.

I am diligently working with our Colombian vendors to ensure that our shipments are being produced and shipped as quickly as possible to our standards. We are committed to work on unique transportation solutions where possible to deliver and replenishment orders. However, please understand that I will not be able to guarantee recipes nor exact delivery dates in the short term. As the situation in Colombia changes I will keep everyone updated as to the impact the changes will have on future shipments.

Thank you in advance for your support of the Peirone Floral Program. Please feel free to reach out to me with questions or concerns.

Sincerely,

Kristina Miller