

Buying WHOLESALE FLOWERS, MADE EASY



MASTERCLASS CLIFF'S NOTES:

- Mike's family has been in the flower business in New York City since the 1930s.
- Jet Fresh Flowers was started in 2007 in Miami, Florida.
- The key to being a part of the Jet Fresh Family is being yourself, having loyalty, and having a heart. This has really set Jet Fresh apart in the floral industry.
- The pandemic has really changed the industry, especially for wholesalers. There is less air freight, fewer drivers on the road, and it is taking more time to get products.
- Hug your local wholesaler! They really go above and beyond to make sure you get your product on time safely.
- Jet Fresh has a 10 hector farm in Ecuador for their rose production. They are currently planting staple wedding rose varieties along with varieties that are unique and special.
- They have a specialty rose line called Hippy Psychedelic Roses. Jet fresh does all of the painting at their farm in Ecuador.
- Jet Fresh is currently servicing Florida Details customers. They plan to partner with other wholesalers to get the product to customers outside of the area.
- Jet Fresh has new and exciting products coming to their collection in Details. Make sure you keep an eye out for those items to use in your events!
- **Wholesaler Etiquette:**
 - You need to be flexible. Flowers are grown and not manufactured. The whole industry has changed and timing is not the same as it used to be.
 - Costs for everyone have gone up and products have not been available at the farm level.
 - Give trust to your wholesaler. They will try every avenue to find your product or they will find a substitution comparable to your product.
 - This is a hard industry and we need to work together to thrive.
 - Put orders in a week earlier and provide substitutions. Sell your events with these challenges in mind.

Mike Black is the President of Jet Fresh Flower Distributors. Mike, who has worked in the flower industry his entire life, earned his Ph.D. from New York City's 28th Street Flower Market University.

Visit Jet Fresh's Website: <https://jetfreshflowers.com/>

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