

## SYMPATHY FLOWERS GET BIG NOD IN TOP FUNERAL INDUSTRY PUBLICATION

> The country's premier trade publication for funeral homes had a flower-friendly message for its readers last month: Flowers and plants are an important and emotional part of memorial services — and funeral directors and florists should work together to ensure floral tributes offer family members and friends comfort in their time of grief.

The five-page story, published in the June 2015 issue of *The Director*, the flagship publication of the National Funeral Directors Association (NFDA), cited research from a new report, which analyzes results from a survey of nearly 200 NFDA members.

The Funeral Directors and Flowers Report reveals directors' thoughts and preferences on sympathy flowers and delves into issues such as charity donations versus flowers, consumers' reactions toward sympathy flowers, the relationship between floral retailers and funeral directors and more. It also provides ready-to-implement ideas,

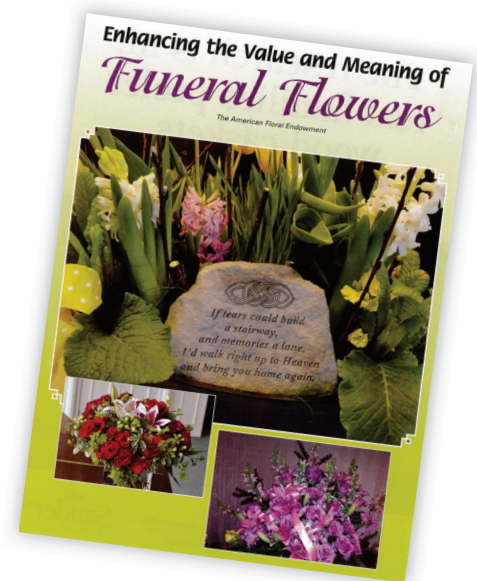
checklists and detailed suggestions from funeral directors.

The research was coordinated by the American Floral Endowment and funded by the Floral Marketing Research Fund.

The Director story included input from florists and ideas on how to put an end to the troublesome "in lieu of" phrase, along with tips on how directors and homes can work more seamlessly with local florists.

Strengthening the relationship between funeral homes and local florists was the topic of the April 2015 Floral Management magazine cover story ([safnow.org/floralmanagement](http://safnow.org/floralmanagement)) and will be the focus of a panel discussion during SAF Amelia Island 2015, Sept. 9-12, when attendees will hear directly from four funeral directors and have time to engage the speakers in a candid question and answer session about best practices, trends and tips. 🌸

— Mary Westbrook



### FUNERAL DIRECTORS TAKE NOTE

A five-page story in the June 2015 issue of *The Director* encouraged funeral home directors to work closely with florists and to emphasize the importance of flowers and plants to grieving families.

## INDUSTRY COMPANIES TEAM UP TO HONOR VETERANS ON MEMORIAL DAY

> In May, floral industry companies came together with the Memorial Day Flowers Foundation to honor service members at more than 200 cemeteries and ceremonies across the country, including Arlington National Cemetery in Virginia, where volunteers placed 120,000 roses on headstones.

Among the highlights of this year's effort:

**Kennicott Brothers Company** in Chicago donated thousands of 'Freedom' roses through its retail customers, engaging more than 40 Midwestern florists in the effort.

"[The foundation] created wonderful promotional materials, which we then handed to participating florists along with several boxes of 'Freedom' roses each," said Joe Barnes, Kennicott's manager of new business development.

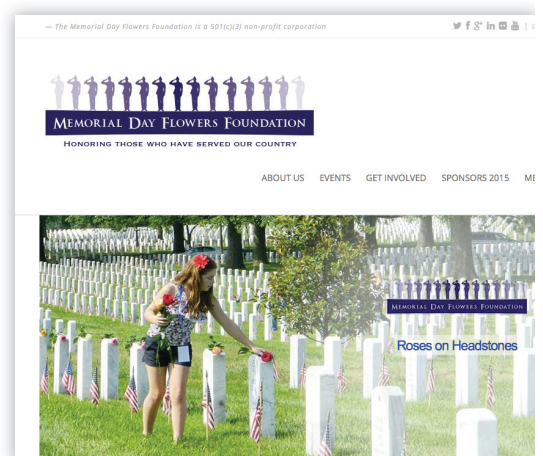
Some of the participating florists handed out roses during local parades; others brought flowers to area cemeteries to share with families and place on gravesites.

Kennicott Brothers Company and its grower partners donated about 10,000 roses to support the philanthropic effort, part of the company's ongoing "Make A Difference" campaign.

For the third year in a row, **Mayesh Wholesale Florist**, headquartered in Los Angeles, also teamed up with the foundation, donating more than 5,000 roses nationwide.

Leveraging support from rose growers Greenrose and Agronatura and UPS, Mayesh customers handed out the roses at local cemeteries, Memorial Day events, parades and more. The effort was part of the company's #MayeshGivesBack initiative. 🌸

— Mary Westbrook



**HONORING VETS** Thanks to support from the floral industry, the Memorial Day Flowers Foundation honored service members at more than 200 cemeteries and ceremonies across the country.