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Flowers Needed Now More Than Ever!

Great Lakes Floral Association Recommended Low Risk Process for Ordering and Delivery of Flowers

The Professional Retail Florists of Michigan are committed to providing a safe very low risk workplace for its employees following CDC guidelines. They are also committed to providing a safe and very low risk process for ordering and non-contact delivery of flowers for its customers. This is an e-commerce business model.

The process that we will adhere to is as follows:

- 1) All orders will be on-line or phone orders. All stores will be closed to the general public.
- 2) Upon receiving an order, the florist will contact the recipient and ask for their permission to make the delivery. If recipient refuses, the order will be cancelled and the sender will be notified.
- 3) If the recipient approves the delivery, the florist will design the order and the delivery will be made by its delivery service.
- 4) Upon arrival, the driver will call the recipient and inform the recipient that the order is by their front door / porch and suggest that the recipient pick up the arrangement. The driver will not come in contact with the recipient.

Delivered Flowers are Important and Needed:

During this difficult time, we must seek every solution, which will help our Michigan residents overcome their stresses and anxieties. We should trust our researchers and scientist and not dismiss their scientific studies that could help Michigan residents during these stressful times. The scientific evidence is here – FLOWERS have an immediate impact on our happiness and positively affect our social behavior.

Scientific research made by institutions of higher learning, have found that “nature provides us with a simple way to improve emotional health – flowers.” Persons receiving flowers feel less anxious, agitated and depressed according to the following study from Rutgers University.

Dr. Jeannette Haviland-Jones, PhD, Professor of Psychology at Rutgers University and lead researcher on this study stated: “the presence of flowers triggers happy emotions, heightens feelings of life satisfaction and affects social behavior in a positive manner far beyond what is normally believed.”

The team of researchers also determined from this study, which took ten months, that flowers have an immediate impact on happiness. Specifically, participants reported feeling less depressed, anxious and agitated after receiving flowers, and demonstrated a higher sense of enjoyment and life satisfaction. The research also showed that all participants, in every age group, expressed excitement when receiving flowers. Reactions included surprise, genuine happiness and gratitude.

As your Professional Florists of Michigan, we are ready to serve you and deliver genuine happiness with beautiful professionally designed arrangements. We can do this in a safe and responsible manner with minimal risk and would like a change in policy, which will permit florists to implement the new low risk business model by April 13.

For more information please contact Rodney Crittenden at (517) 575-0110 or email rod@greatlakesfloralassociation.org.