



# GreatLakesFloral ASSOCIATION

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## Great Lakes Floral Association Recommended Low Risk Process for Ordering, Pick Up, 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 low risk process that we will adhere to is as follows:

- 1) All orders will be received on-line or by phone. All stores will be closed to the general public. Stores will follow CDC guidelines to keep store employees safe. Low risk, non-contact order pick up would be available at the stores.
- 2) Upon receiving an order for delivery, 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.

### 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. Michiganders need flowers now more than ever.

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.”

Our society needs the ability to have a safe and effective way to say Happy Mother's Day to the millions of Mom's across our great state. We understand our need to stay safe but we also understand the positive impact flowers make on a persons life, we see it everyday. Flowers are needed now more than ever.

**As your Professional Florists of Michigan, we are ready to serve and deliver genuine happiness with beautiful professionally designed arrangements. We can do this in a safe, responsible manner, with very low risk, and would appreciate a change in policy. We would ask Florists be permitted to implement this new low risk business model immediately or by May 1 at the latest, as Mother's Day is May 10. Thank you for your time and consideration.**

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