



BUYER GUIDE 2023



MISSION STATEMENT

To bring all of the region's best cut flowers together, offering locally grown variety and volume for our buyers and increasing market opportunity for our growers. To foster an inclusive community of colleagues and support our members' environmentally sustainable choices.



DEFINITION OF TERMS

MEMBERSHIP TYPES

CTFC has two types of members, **Growers** and **Buyers**. Growers pay more for membership, and may sell product through the Collective as well as purchase. Buyers may purchase through the Collective, but may not bring product to sell. Each group is referred to as either Growers or Buyers throughout this handbook.

BUNCHING

All flowers are sold in 5 or 10-stem bunch quantities. You can view our **pricing standards sheet** (see attached) where every flower will be listed by price per stem. This pricing is determined based on an average of current market standards. Prices are subject to change based on season and availability of product, and are at the discretion of the farmer.

ROOTED FARMERS

Rooted Farmers is the CTFC online Point of Sale and pre-ordering system. This is where you can place your weekly orders, and where all of your fulfilled orders will live. Rooted Farmers is a separate entity from CTFC, and provides the software we use to operate a robust pre order system. All technical questions regarding your Rooted account should be directed to **help@rootedfarmers.com**



CTFC GUEST SHOPPING HOURS

THURSDAY
8-10AM

FRIDAY
8-1PM

SATURDAY
10-1PM



CTFC MEMBER MARKET SCHEDULE

WEDNESDAY
8-1PM

THURSDAY
8-10AM

FRIDAY
8-1PM

SATURDAY
10-1PM



CTFC PRE-ORDER SCHEDULE

**Ordering on Rooted
opens on
Thursday at 8AM &
closes on Sunday at 10PM**

*Be sure to check on Rooted availability
throughout the weekend, Growers update
listings as more flowers come into bloom.*

Submit our Special Request form on Sunday evening.

Email ctflowercollective@gmail.com
with questions

ROOTED FARMERS

Every member of CTFC is required to register with a Rooted Farmers account in order to purchase product from us.

How it works

Log in to your Rooted Farmers account every week during the designated pre-order window (detailed above) to view availability from every Grower in the Collective, all in one place!

Rooted shows a comprehensive listing of every flower available for that week, with the ability to search by item or farm, organize by color, flower type, and more.

Simply add items to your cart like you would any other online order. Items stay in your cart for one hour, so you don't have to rush through the process.

You will have multiple pick-up/delivery days (Wednesdays & Fridays) to choose from when you are selecting your flowers. Your card on file will be charged on the day of pick-up or delivery.

Rooted Account Details

It is important to upload your credit card details to your Rooted account. This is the card that will be charged when you place your orders.

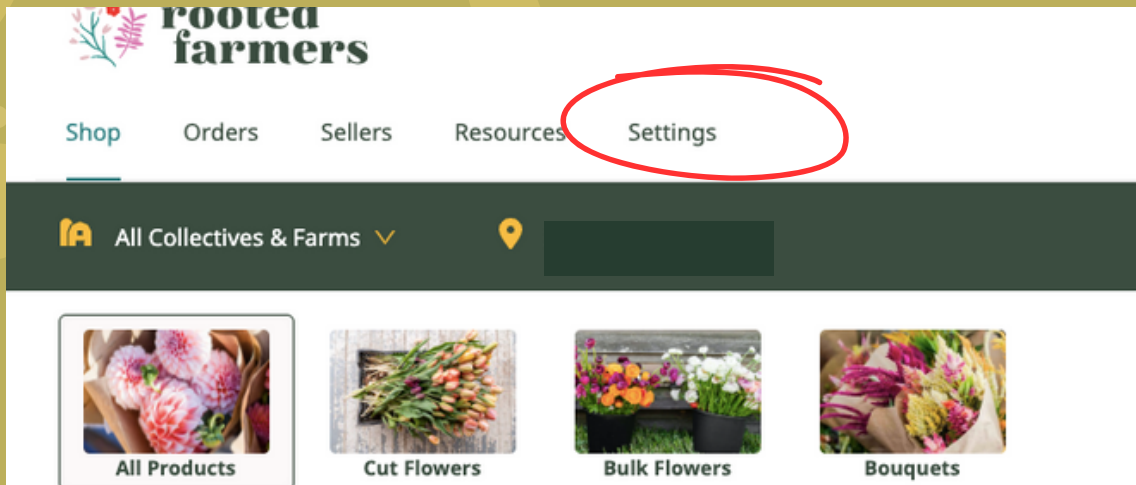
You can find an itemized breakdown of your purchases each week under the "fulfilled orders" tab of your account.

ROOTED FARMERS cont'd

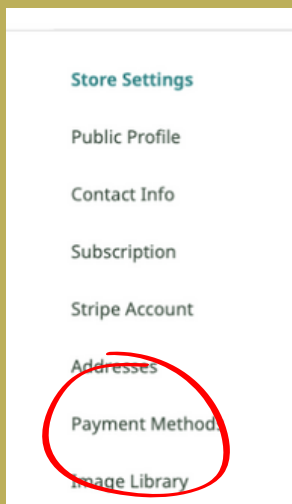
Add CTFC as a Trusted Seller for expedited check-out

Tutorial video: <https://vimeo.com/715718520>

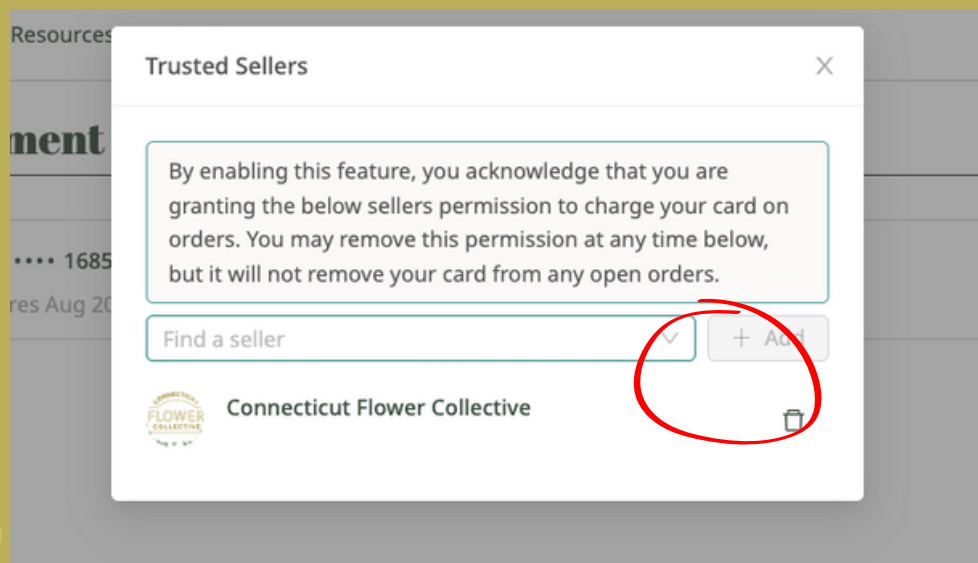
Step 1: Log in to your Rooted account and click **Settings**



Step 2: Click **Payment Methods** on the left sidebar of your settings



Step 3: Add a card and select "Manage Trusted Sellers" use the drop down menu, select Connecticut Flower Collective, hit ADD, and you're done!

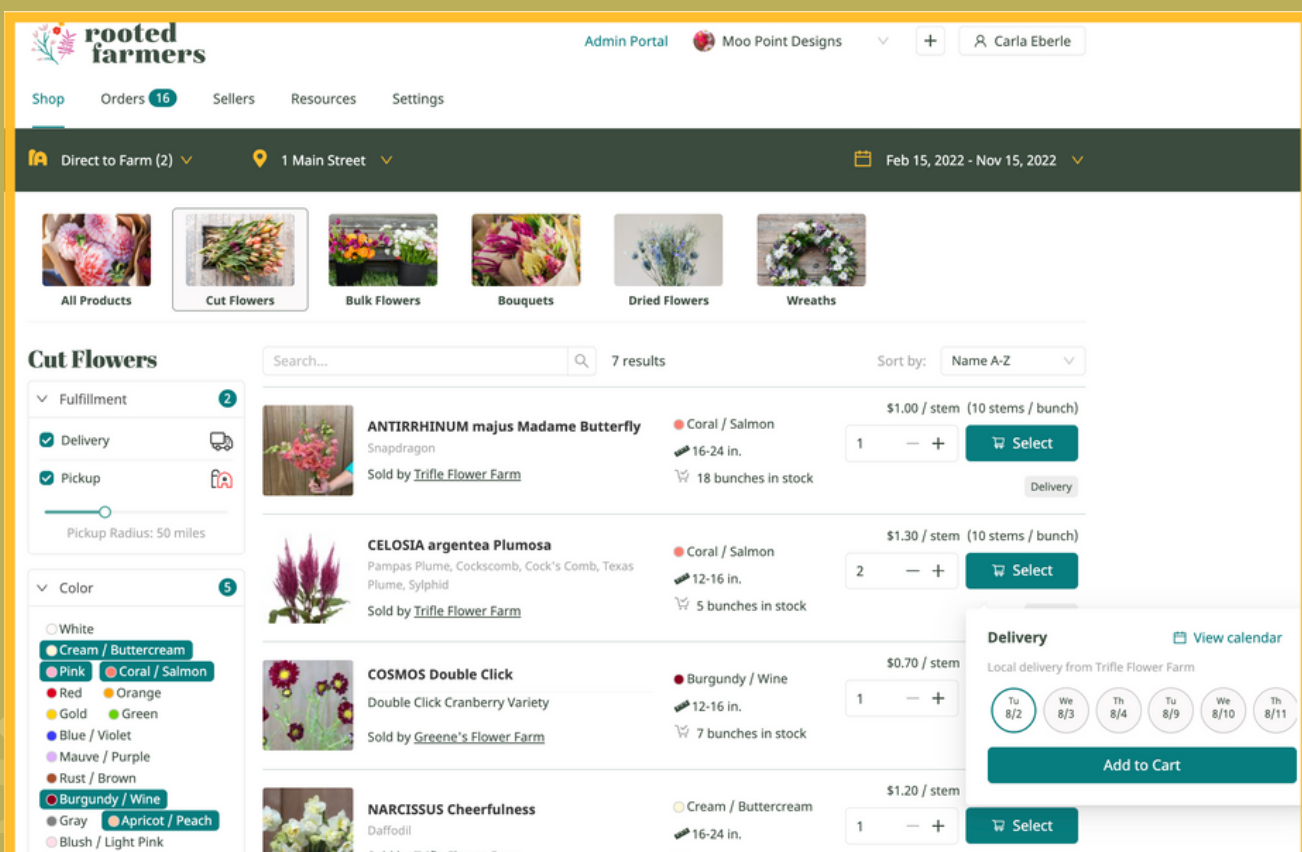


WEEKLY ORDERING

You can place an order with CTFC every week and secure the freshest floral product available. Our ordering system allows you to see local product from over 20 Growers all in one place. Because our pre-ordering system is so robust with multiple pick-up days, item details and Grower specifics, we ask that you not reach out to our Grower members directly, and instead keep all ordering on Rooted Farmers.

Our policy around this is to ensure that your orders stay organized, billed correctly, and free from confusion. You can always contact CTFC via email if you have questions, and we have request forms (detailed below) that you can use should you want to inquire about specific products.

We also have resources to assist you in your planning. Once registered, you will see the Buyer Resources on our website on a password protected page.



The screenshot displays the Rooted Farmers website interface. At the top, the logo "rooted farmers" is visible on the left, and navigation links for "Admin Portal", "Moo Point Designs", and a search bar for "Carla Eberle" are on the right. Below the header, there are tabs for "Shop", "Orders 16", "Sellers", "Resources", and "Settings". A dark navigation bar contains "Direct to Farm (2)", a location pin for "1 Main Street", and a date range "Feb 15, 2022 - Nov 15, 2022".

The main content area features a grid of product categories: "All Products", "Cut Flowers", "Bulk Flowers", "Bouquets", "Dried Flowers", and "Wreaths". The "Cut Flowers" section is active, showing a search bar with "7 results" and a "Sort by: Name A-Z" dropdown. On the left, there are filters for "Fulfillment" (Delivery and Pickup checked) and "Color" (with 5 options selected: Cream/Buttercream, Pink, Coral/Salmon, Burgundy/Wine, and Apricot/Peach).

The product list includes:

- ANTIRRHINUM majus Madame Butterfly** (Snapdragon) - Coral / Salmon, 16-24 in., \$1.00 / stem (10 stems / bunch), 18 bunches in stock.
- CELOSIA argentea Plumosa** (Pampas Plume, Cockscornb, Cock's Comb, Texas Plume, Sylphid) - Coral / Salmon, 12-16 in., \$1.30 / stem (10 stems / bunch), 5 bunches in stock.
- COSMOS Double Click** (Double Click Cranberry Variety) - Burgundy / Wine, 12-16 in., \$0.70 / stem, 7 bunches in stock.
- NARCISSUS Cheerfulness** (Daffodil) - Cream / Buttercream, 16-24 in., \$1.20 / stem.

A "Delivery" calendar popup is visible, showing a grid for the week of 8/2 to 8/11, with "Add to Cart" and "View calendar" buttons.

PRE-ORDER PICK-UPS

When you place a pre-order with the Collective, you can select which day of the week you'd like to pick up your order. We suggest selecting Friday pickup for sensitive items intended for weekend weddings, and those flowers will be harvested later in the week

Your order will be organized and ready for you when you arrive.

You are welcome to shop the market floor when you pick up your pre-order, as we will always have inspiring items available.

Please bring your own buckets to transfer your pre-order into.

DELIVERIES

You have the option to select "Delivery" when you place your pre-order on Rooted every week.

Our deliveries require a **\$300 order minimum**, we charge a **\$30 delivery fee** to travel anywhere **within 60 miles** of Meriden. Anything outside this radius can be requested via email, and if approved, may be subject to a higher delivery fee.

Our delivery is an add-on service. Our main goal is to grow and provide the freshest flowers for you; it is our preference that you shop in-person at our convenient Meriden location.

Delivery hours are from 9-3PM on Wednesdays and Fridays.

For your first delivery, we will confirm your address and any special instructions. We ask that you are present when orders are dropped off, as we ask for a signature and transfer of all product into your own buckets. If any CTFC buckets need to be left behind at your location, you will be charged a \$2 bucket fee to your weekly order. **If you are not present during your delivery, we are not able to issue refunds for your order.**

Our drivers will call you when they are within 15 minutes of your location. Keep in mind, we can never guarantee a delivery window time.

Market Shopping

In addition to packing pre-ordered items, our Grower members will bring additional items for the market floor every week. The items you select from the floor can be added to your pre-order, or added as a separate order. This is a great way to secure items you couldn't find on pre-order, or to simply add a special touch to what you've already purchased. Market floor shopping will be available Wednesdays, Thursdays, Fridays and Saturdays. You do not need to place a pre-order in order to shop from it.



SPECIAL REQUEST FORM

Option 1: If you placed a pre-order this week and still seek additional items from CTFC, please fill out this form. For these week-of requests, we will contact you the Tuesday before Weds fulfillment if the item becomes available.

Option 2: Are you looking for a specialty/ large quantity item for a date in the future, please fill out this form. Please note, we will **NOT** contact you regarding this type of request, we will notify our Growers and if they have it available, they will list it for pre-order that week. Look for your item during the requested pre-order window and fill out this form again if you could not find what you needed.

***Please use one form per request date**

***This does not constitute an order, and we cannot guarantee any items placed using this form**

The special request form is available as a link anytime on the Member Resources tab on our website, www.ctflowercollective.com.

PLANNING TOOLS:

Conveniently located on the Buyer Resources page of our website is a visual guide of flowers in bloom month by month in Connecticut. You are welcome to use this tool to plan your events and share with your clients.

You can also view our Instagram @connecticutflowercollective to see an archive of seasonal blooms.



FEE STRUCTURE

Membership

All returning Buyer Members pay \$25 for a yearly membership with the Collective. All new Buyer Members pay \$40 to join. Memberships are renewed yearly and end on Dec 31 of the year you joined.

Handling Fees

All CTFC transactions are charged a 5% handling fee

Deliveries

All deliveries are required to be \$300 or more, and are charged \$30 within a 60 mile radius of Meriden, CT

Buckets

If you have forgotten your buckets, we will have buckets available for purchase.

If you are not present for a delivery and our buckets are left with your product, you will be charged \$2 per bucket on your weekly order for any buckets that are left behind.



REFUND POLICY

We ask that you shop carefully on Rooted, as we are not able to refund pre-ordered items unless there is a quality issue.

Exceptions include:

You may trade in an item you ordered by mistake for a similarly priced item from the same grower.

If the item you received had an incorrect photo on Rooted and you cannot use the item, you may trade it for an item from the same grower or receive a refund.

We do not offer refunds if the grower mistakenly used the wrong botanical name on Rooted. As long as the photo matches the item you receive, you are required to keep it

Items added onto a delivery by market staff at your request is non-refundable.

For delivery orders, if you are not present during your delivery, we are not able to issue refunds for your order.

QUALITY ISSUES

If a bunch of pre-ordered flowers arrives from a Grower that is not to our quality standards, we will either replace the bunch or refund you for the full amount. We will notify you of this change when you arrive to market.

If you get back to your shop and see a quality issue that we have missed, email us with:

- **Order #**
- **Grower Name**
- **Item Name**
- **Item Quantity**
- **Pictures of damaged product**

This email is due within 24 hours of receiving the product.

These requests will be processed once a week on Fridays, and you will be notified once it has gone through.

CROP FAILURE

There are times when a Grower may have to cancel a pre-order item due to an unexpected crop failure. When this happens, CTFC will first try to source a replacement for your order. If we are unable to find a replacement, we will refund your order and notify you via email with as much notice as possible.

OUR COMMUNITY

As a member of CTFC, you are a valued participant in a group that strives to foster goodwill and community while uplifting all individuals in their business endeavors.

Everyone who joins the Collective is participating in a shift toward more sustainably sourced flowers, which makes a difference for our local economy and our environment.

We look forward to a year full of events and market days with you, Welcome!

