



FITA update Spring update 2010



Welcome ...

to your Spring update bringing you the latest news from FITA.

New member for FITA

The Association is delighted to welcome Antonio Porras and Colombia Direct as a new member. Antonio has been supplying wholesalers in the UK and Europe with the complete range of Colombian flowers for around 20 years now. Originally based in Bogota he moved to the UK 13 years ago and is based on the south coast. For full details on the company visit www.colombiadirect.co.uk

Christmas, how was it?

With Valentine's Day just around the corner probably the last thing on your mind is Christmas however the Christmas round up included in the February issue of Florist & Wholesale Buyer will make interesting reading. Having talked to florists, wholesalers and importers across the UK, the story was the same – it would have been great if we hadn't had the snow!. To read the full article including the results of the magazine's Christmas survey [click here](#).

New promotional campaign for Colombian flowers

The new campaign for Colombian flowers was launched in January with a mixture of adverts promoting the benefits of flowers from Colombia. Adverts with the message 'Say it with flowers ... say even more with Colombian flowers' are alternated with testimonial based ads featuring florists who have made the switch to Colombian product from other source countries. All are branded with the Colombia Land of Flowers logo.

How FITA is funded

A reminder that funding for FITA comes from three sources – the members themselves, Asocolflores and a box levy paid by growers. All FITA importers deduct 21 cents per box from invoices paid with the money going directly towards the promotion of Colombian flowers here in the UK. Only FITA importers are allowed to collect the levy, for a full list of members visit the FITA website at www.fita-uk.com. If you are paying a levy to anyone else please contact the FITA secretariat via the website

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Raising the profile of the importer

In a recent interview for the February issue of Florist & Wholesale Buyer FITA Chairman, Adam Porges, highlighted the reasons why it's best to use an importer and in particular a FITA importer when buying flowers rather than going direct. Citing close working relationships with growers as one of the most important benefits Adam sees a good importer as an essential part of the supply chain. For the full article [click here](#).

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Colombian flower evenings

If you haven't looked at the slide shows from the series of Colombian open evenings held last year then click on one of the links below to catch up on all the fun. Backed by contributions from both Asocolflores and Proexport the evenings provided florists with the opportunity to get up close and personal with the whole range flowers from Colombia. Feedback from attendees after the event confirmed that everyone was impressed with the size and quality of the blooms and many said that they would start buying Colombian on a regular basis from now on.

[Slide show, Peter H Smith, 9th July 2009](#)

[Slide show, Gilbert Thompson \(Leeds\) Ltd, 28th July 2009](#)

[Slide show, J & E Page Southeast Ltd, 10th August 2009](#)

[Slide show, Van Flora, 8th September 2009](#)

[Slide show, Sunflower Birmingham, 17th September 2009](#)

[Slide show, Michael Dark, 24th September 2009](#)

[Slide show, Jane Adams, 8th October 2009](#)

FITA Secretariat February 2010

info@fita-uk.com