



To: SAF Grower Members
From: Bob Luthultz, AAF
President, Society of American Florists
Date: June 11, 2007



The 2007 SAF Outstanding Varieties Competition, the premier showcase of the industry's top fresh products, is just a few short months away – and we want to see you there!

The 123rd Annual SAF Convention at the La Quinta Resort and Club, September 26-29, will be the site of the 2007 SAF Outstanding Varieties Competition. For over 25 years, this exhibition of the floral industry's most outstanding flowers, foliage and plants has been a highlight of the Convention.

Attended by growers, wholesalers and retailers with purchasing power, the competition offers a unique and unparalleled opportunity to show the movers and shakers what you have to offer. Each Convention registrant will receive a full list of competition entries with exhibitor contact information in their registration packet.

Best in Class and Blue Ribbon winners will be announced during the General Business Session at the Convention and also featured in the November 2007 issue of SAF's Floral Management Magazine.

Important Notice: ↘

Enclosed are entry forms, rules, judging criteria and shipping information. Please be sure to read the rules in detail as some of this information is new.

We would also like to be able to integrate your varieties into the Convention decorations – there is no better way to sell someone your product than to show them how to use it. Check the box on the form if you would like to supply extra product for the Convention.

If you have any questions, please contact Debi Aker at (800) 336-4743; daker@safnow.org.

2007 Outstanding Varieties Competition Sponsored by:

