



1-800-664-0043/www.farmdirect.com

Who is Farmdirect?

Farmdirect is a company with over 20 years of experience in growing and marketing flowers. We own, manage, and operate our farms in ECUADOR, South America, we have over 200 acres of flower production in the heart of the Ecuadorian highlands, where the melting snow from the Andean volcanoes and the equatorial sunlight at 0° latitude blend together to create the most perfect natural conditions to produce the highest quality flowers in the world.

The basis of Farmdirect is to develop a trust relationship between our farms in Ecuador and end-consumers. Farmdirect allows us to assume the accountability and share with you the rewards of delivering quality flower products directly to consumers through a direct channel. Successful farm direct marketing involves consistently supplying quality products in a clean and customer-friendly environment, and that is exactly what we are offering because we own the production facilities in Ecuador and manage all the logistics ourselves.

We bring you the advantage of purchasing directly from our own farms to ensure freshness and eliminate inventory rotation by skipping the regular distribution chain. We streamline your fresh cut flowers from order to delivery and offer you any logistics' solutions that would fit your store's needs, from FOB farm to FOB Miami to drop shipping to any zip code in the USA.

We have strict quality control, grading, and post-harvest procedures at our farms. We assure you that you will receive quality flowers at every shipment, why? Because we grow them ourselves!! Our commitment to you is fresh flowers of exceptional value direct from our farms, with impeccable service and the best logistics available.

Why we created this marketing model?

The present marketing and distribution model for fresh cut flowers is outdated, a new model is needed, a model that delivers flowers faster and fresher. We know that Americans consider flowers a poor value for their money, why? - Because flowers don't last long enough - why? - Because there are too many handlers in the distribution chain from harvest to delivery.



We want to help you teach American consumers care for flowers, we will help you empower your customers so they become experts at fresh flower care, we will give you tips and information that you can transmit to your customers so that they become educated consumers and users of cut flowers. Through this shared knowledge, flowers will live longer in their homes, thus increasing their value.

We want to help you increase your sales by first providing you a solution so that you receive the freshest product possible direct from our farms, and then giving you simple teaching tools to educate your consumers to care for the beautiful flowers you supply to them. Your sales will go through the roof!!